Country Presentation on Human Capital Development (HCD) in Tourism

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Sri Lanka Tourism

10 UNWTO Asia/Pacific Executive Training Programme on Tourism policy and Strategy
Country representation _ Sri Lanka

• Mrs. Shirali Weerakoon – Add.l Secretary - Ministry of Tourism
• P.U. Ratnayake – Director Tourism Planning and Development - SLTDA
• Mr. Saman Hathurusinghe – Senior Lecturer - SLITHM
Introduction of Country and Presenter

Upali Ratnayake

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Director / Tourism Planning & Development

Sri Lanka Tourism Development Authority
Target Tourist Arrivals

Year | Tourist Arrival Targets
--- | ---
2010 | 500000
2011 | 750000
2012 | 1000000
2013 | 1500000
2014 | 2000000
2015 | 2500000
2016 | 3000000
## Expected Tourist Arrivals Forecast up to 2016

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<tbody>
<tr>
<td><strong>1. Arrivals</strong></td>
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<tr>
<td></td>
<td>654,475</td>
<td>855,975</td>
<td>910,000</td>
<td>1,183,000</td>
<td>1,537,900</td>
<td>1,999,270</td>
<td>2,500,000</td>
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<td><strong>2. Employment</strong></td>
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<td>Direct Employment</td>
<td>62,739</td>
<td>68,182</td>
<td>104,545</td>
<td>140,908</td>
<td>177,271</td>
<td>213,634</td>
<td>250,000</td>
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<tr>
<td>Indirect Employment</td>
<td>87,835</td>
<td>95,455</td>
<td>146,363</td>
<td>197,271</td>
<td>248,179</td>
<td>299,088</td>
<td>350,000</td>
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<tr>
<td>Total Employment</td>
<td>150,574</td>
<td>163,637</td>
<td>250,908</td>
<td>338,179</td>
<td>425,450</td>
<td>512,722</td>
<td>600,000</td>
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<td><strong>3. Avg. Duration</strong></td>
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<td>(nights)</td>
<td>8.9</td>
<td>8.6</td>
<td>8.3</td>
<td>8.0</td>
<td>7.7</td>
<td>7.4</td>
<td>7.0</td>
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<td><strong>4. Rooms Capacity</strong></td>
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<td>14,932</td>
<td>15,000</td>
<td>21,960</td>
<td>28,920</td>
<td>35,880</td>
<td>42,840</td>
<td>49,800</td>
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<td><strong>5. Foreign Ex Earnings</strong></td>
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<td>(US $ Mn)</td>
<td>506.1</td>
<td>600.0</td>
<td>980.0</td>
<td>1,360.0</td>
<td>1,740.0</td>
<td>2,120.0</td>
<td>2,500.0</td>
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<td><strong>6. Avg spending per</strong></td>
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<td>tourist per day (US $)</td>
<td>90.3</td>
<td>97.1</td>
<td>103.9</td>
<td>110.7</td>
<td>117.5</td>
<td>124.3</td>
<td>130.0</td>
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</table>
Present future tourism routes...
SWOT Analysis -i

Strengths
• Youth interest to learn tourism & hospitality
• Many training Org’s and universities (7) & university collages (4) offer courses on TTH
• 12% educated youth seek employment
• Government incentives with its budget to TTH training

Opportunities
• Availability of vacancies in TTH sector (always)
• Trained youth get higher perks with oversees jobs
• International hotel chains invest on new hotels in SL
• Sri Lankan companies invest in hotels overseas and employ SL youth
SWOT Analysis -ii

Weakness
- Insufficient trained human capital in SL
- Less women participation in Hospitality jobs
- Youth think other sectors better than TTH
- More contract employment than permanent in TTH

Threats
- High labour turnover in Hospitality sector
- High oversees demand for Srilanken in Hospitality sector
- Importation of skill labour to THH
- Seasonal employment in Hospitality
- IT base tourism business
Stakeholder Responsibilities on HCD

• Government need to raise awareness on TTH & its benefits
• Gov’t to include TTH in school curriculum
• Private sector to train more youth in house
• Competitive package to TTH employees
• Youth to be aware TTH future prospects
• Parent to send more youth to work in TTH
• THH sector to offer more permanent job than taking on contract basis
Thank you