Building Greater Resilience to Crisis

Sri Lanka Tourism

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Significant crises impact Sri Lanka Tourism

- Easter Sunday Bombings (April 2019)
- COVID-19 Pandemic (2020-2021)
- Economic Crisis, Political Instability & Civil Unrest (2022-to early 2023)
Key Challenges

1. Adapting to Crises (pandemic, natural disasters, economic downturn, etc.)
2. Migration of skilled labor to overseas employment
3. Absence of a social protection system
Key Challenges Continues…

4 Women working in the tourism sector are disproportionately affected

5 Loss of revenue in the tourism sector is unprecedented

6 Limited accessibility to relief measures by informal tourism sector
Policies adopted to overcome the challenges

**Policy 1: Integrated Governance**
- Strengthening of the crisis management system and social protection mechanism

**Policy 2: Augmented service standards and informed stakeholders**
- Use of local resources and improving destination-based skilling

**Policy 3: Resilient building and incentive**
- Encouragement of sustainable and responsible tourism development
Success Stories

1. Counter Terrorism Industry Awareness

- Post-Easter attack awareness programme on potential terrorism threats to the tourism industry stakeholders was organized by SLTDA partnering with Criminal Investigation Department of Sri Lanka within a week time.
- SLTDA in collaboration with British High Commision of Sri Lanka and Scotland yard Police has conducted a train the trainer (TOT) programme to the selected Hotel School Lecturers, SLTDA officials, Tourist Police Officials, Inspection officers and Hotels’ Security Officers in the first phase and subsequently covering 2000 participants in related fields.
2. Support for the SME sector partnering with donor agencies

• Providing trainings to the SME sector including Homestays to re-start the tourism businesses post covid pandemic partnering with ADB
• Practical training sessions to the selected Homestays partnering with the Jetwing Hotels and ADB
• Provide essential equipment and appliances to the SME women entrepreneurs in tourism partnering with UNDP
• Trainings on re-start tourism businesses post economic crisis partnering with World Vision Lanka
Success Stories continues ... ... ... .

3. Sri Lanka launches new initiatives to retain skilled workforce in hospitality and tourism

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Lessons Learned

• Need to build a more reliant tourism industry

• Need for a holistic approach

• Need for inclusivity and equal opportunity creation

• Need for institutional improvement with better coordination and regulation
Recommendations

• Need to engage, train and develop tourism workforce

• Need to ensure both institutional and industry preparedness for crisis management

• Create a social protection system for the tourism workforce

• Adopt sustainable tourism with a strategic approach

• Inclusiveness and women’s participation to be improved
THANK YOU

SRI LANKA TOURISM