

CHAPTER V

Action Plan

5.1 Goal 1: To develop tourism policies and stakeholder networks for the growth of tourism

Code	Activity	Lead	Supporting	Time frame	Expected Outcome / KPI
4.1.1.a	Set up a provincial Tourism Development Bureau (TDB) for the Central Province. The TDB will act as the apex body to overlook tourism development activities such as policy formulation, implementation, monitoring, coordination, promotion, etc.	MTCP	PC DCT SLTDA	Initiate 2013	Efficient and effective management of tourism
4.1.1.b	Formulate regulation and quality standards for all tourism services and implement regulation systematically (guides, taxi, massage parlors, restaurants, home-stay units, community based tourism, etc.)	MTCP	TDB DCT SLTDA	2013 - 2014	Documentation of regulations and quality standards Adoption of regulations and quality standards by relevant stakeholders
4.1.1.c	Develop policies to encourage and facilitate tourism investment. It is proposed	MTCP	TDB DCT	2013 - 2014	Conducive environment for tourism investment

	to create conducive environment especially for small and medium investors by providing tax holidays, low interest bank loans and by improving access to bank loans.				
4.1.1.d	Encourage all stakeholders to adopt the regional tourism development policies to achieve congruence among policies of different stakeholders (national government, local government authorities, government agencies, private sector & NGOs)	MTCP	TDB DCT	Initiate 2013	Congruence among policies of different stakeholders
4.1.2.a	Establish a coordination committee with participation of representatives of all stakeholders to discuss the development of tourism in the province to minimize issues/barriers. The committee should be convened regularly, at least once in two months to implement, evaluate and review the tourism master plan (This will be the main stakeholder forum of the Tourism Development Bureau (TDB) proposed	MTCP	TDB DCT	Initiate 2013	Regular meetings at least once in two months

	above. In addition, other activities include the preparation of an annual events calendar, development of tour packages and itineraries for the province, etc.)				
4.1.3.a	Prepare and implement a sound security system under clear guidelines with the collaboration of tourist police and stakeholders	MTCP	TDB DCT TPCP	2013 - 2017	Safe and secure environment for tourists
4.1.3.b	Develop a mechanism to motivate stakeholders to ensure security of tourists. For example, taxis permitted to transport tourist to be marked with a sticker	MTCP	TDB DCT TPCP	2013 - 2015	Safe and secure environment for tourists
4.1.3.c	Make tourist service providers aware of safety and security needs of tourists through workshops and seminars	MTCP	TDB DCT TPCP	2013 - 2017	Improved awareness <i>3 workshops / seminars per year</i>
4.1.4.a	Organize regular workshops for key stakeholders to communicate the tourism policy	MTCP	TDB DCT	2013 - 2017	Improved awareness among stakeholders <i>3 workshops / seminars per year</i>
4.1.4.b	Publish and distribute copies of the tourism development programs and plans to	MTCP	TDB DCT	2013	Improved awareness Aware all stakeholders

	relevant key stakeholders				
4.1.5.a	Ensure that entry fees for attractions are based on scientific pricing methods while giving due consideration to facilities available in the location (Entrance fees, taxi fees, guide fees, accommodation fees, etc.)	MTCP	TDB DCT	2013 - 2014	Rational pricing for tourism products and services
4.1.6.a	Incorporate earmarked land for tourism development in the provincial land use plan. Intervene to negotiate with the central government to prioritize and identify suitable land for tourism development in the proposed tourism zones.	MTCP	TDB DCT	2013 - 2014	Availability of land use plans for proposed tourism zones identifying lands for tourism development

5.2 Goal 2: Develop existing and potential attractions through value addition and innovative product development

A. Kandy Heritage city zone

Code	Activity	Lead	Supporting	Time frame	Expected Outcome/ KPI
4.2.1.A.a	Plan and develop Kandy city to attract more tourists giving special attention to building architecture, landscape and environment while maintaining its heritage values and uniqueness	KMC/ UDA	MTCP DCT TDB DOA	Initiate 2013	Enhance city landscape
4.2.1.A.b	Establish a well equipped information Centre in Kandy City	MTCP	TDB DCT	2013 - 2015	Easy access to tourist information
4.2.1.A.c	Set up modern E-information units at major places of the city (central bus terminal, Kandy city centre, Peradeniya Botanical Gardens and other key locations)	MTCP	TDB DCT	2013 - 2015	Easy access to tourist information <i>Set up 3 E-Kiosks per year</i>
4.2.1.A.d	Conduct a feasibility study and establish a shopping mall with	MTCP	TDB DCT	2013	Shopping facilities for tourist

	branded shops				
4.2.1.A.e	Develop Udawattakelle forest as a city eco-park while preserving the ecological value. This has the potential to be developed as the largest eco-park in the centre of a city in Sri Lanka	DFC	TDB MTCP DCT	2013 - 2017	Eco based recreation for visitors and enhance knowledge on natural eco systems <i>Increase visitors by 20% annually</i>
4.2.1.A.f	Build an international conference hall with state of the art facilities	PC	TDB MTCP DCT	Initiate 2013	Promote MICE tourism
4.2.1.A.g	Conduct a feasibility study and establish a theme /leisure park in a suitable location in Pallakelle to attract and retain more domestic tourists	PC	TDB MTCP DCT	2014	More value added activities
4.2.1.A.h	Initiate organized city tours for tourists and initiate special taxi services for tourists	MTCP	TDB UCK DCT	Initiate 2013	Improved services for visitors <i>Attract at least 10% of tourists visiting Kandy</i>
4.2.1.A.i	Develop lesser known archeological	DA	TDB	Initiate 2013	Conservation and value

	sites identified by the Department of Archeology and historical sites (e.g. Rajapihilla, Balanakotuwa, Gadaladeniya, Lankathilaka, Degaldoruwa Temples, Lookandura estate and Embekke).		MTCP DCT		addition <i>Develop at least 2 attractions per year</i>
4.2.1.A.j	Introduce house boating/ river cruise service on Mahaweli river in Katugastotta area. Explore the possibilities of setting up a boating service between the botanical gardens in Peradeniya and Katugastotta	MTCP	TDB UCK DCT	Initiate 2013	More value added activities <i>2 to 3 boats per year</i>
4.2.1.A.k	Develop Kandy city viewpoints- Hantana and Bahirawakanda	MTCP	TDB UCK MTCP DCT	2013 - 2014	More value added activities <i>Complete one view point per year</i>
4.2.1.A.l	Develop cafeteria, toilets, children's play area and suitable modes of transport within the Peradeniya Botanical gardens	DZ	TDB MTCP DCT	Initiate 2013	Improved quality of tourism products <i>Increase income by 10%</i>

4.2.1.A.m	Establish cultural centers and organize regular cultural shows and events (<i>balii thowil</i> , dancing, traditional sports etc) in Sigiriya, Matale, Kandy and Bellwood	MTCP	TDB DCT	2013 - 2015	More value added activities
4.2.1.A.n	Encourage more international sport events/festivals (cricket, rugby, golf etc)	MS	PC TDB MTCP DCT	2013 onwards	Attract visitors for international events <i>One international event per month</i>
4.2.1.A.o	Establish a night bazaar for tourists with entertainment activities, food and beverages, shopping etc. in a location close to the main access road to Kandy (Katugastotta)	MTCP/TDB	UDA CPC DCT	Initiate 2013	Enhanced attraction portfolio
4.2.1.A.p	Conduct a feasibility study to establish a facility for watching elephant performances in collaboration with the Pinnawala elephants' orphanage	MTCP/TDB	CPC DOW DCT	2013 - 2014	More value added activities
4.2.1.A.q	Establish a traditional Ayurvedic centre with Ayurvedic treatment facilities, spa, pancha karma,	MTCP/TDB	DA DCT	Initiate 2013	More value added activities

	restaurant serving herbal and organic food and a herbal garden in collaboration with the Department of Ayurveda				
4.2.1.A.r	Facilitate to develop and promote home-stay tourism villages	MTCP/TDB	DCT	Initiate 2013	Community participation and income generation <i>Set up 2 villages per year</i>
4.2.1.A.s	Promote traditional handicraft villages such as Kalkiriyagama, Kuragala, Kiriwaula, Embekke for tourism	MTCP/TDB	IDB DCT	Initiate 2013	Community participation and income generation <i>Promote 1 village per year</i>
4.2.1.A.t	Encourage local and herbal food menus and use of herbs for hotel landscape	MTCP/TDB	DA DCT	Initiate 2013	Value addition local <i>Introduce herbal food menus to at least 5 hotels per year</i>
4.2.1.A.u	Facilitate to increase the student intake of the Kandy hotel school and offer new courses	MTCP/TDB	DCT SLTDA HSK	Initiate 2013	Improved skilled human resource inventory <i>Increase the present intake by 30% per year</i>

B. Sigiriya-Dambulla Zone

Code	Activity	Lead	Supporting	Time frame	Expected Outcome/KPI
4.2.1.B.a	Plan and develop Dambulla City to attract more tourists giving special attention to building architecture, landscape and environment to preserve uniqueness and identity.	UDA/ UCD	MTCP DCT TDB	Initiate 2013	Enhance city landscape
4.2.1.B.b	Develop basic facilities (roads, parking spaces and sanitary facilities) of all tourist attractions within the Zone (Somawathi temple area, Kaludiya Pokuna, Pidurangala, etc)	MTCP/TDB	DCT UCD DPS	Initiate 2013	Improved services for visitors <i>Complete at least 2 projects per year</i>
4.2.1.B.c	Develop selected villages as traditional villages and for home-stay, while encouraging traditional village events (traditional sports, bullock cart races and rides, canoeing, crop harvesting etc)	MTCP/TDB	DCT UCD DPS	Initiate 2013	Community participation and income generation <i>Promote 1 village per year</i>
4.2.1.B.d	Conduct a feasibility study and establish a water based theme park/leisure park in a suitable location	MTCP/TDB	DCT	Initiate 2013	Enhanced attraction portfolio

	(e.g. Ibbankatuwa, Kandalama, Thalkotte) to attract and retain more tourists				
4.2.1.B.e	Organize local and international events (Dambulla Perahera, water sports, kite festival, air balloon, traditional sports, recreational events, cultural events etc.)	MTCP/TDB	UCD DPS DCT	Initiate 2013	More value added activities and attract visitors for international events <i>At least one event per month</i>
4.2.1.B.f	Improve market places in proximity to Dambulla Rock Temple and Sigiriya for local vendors to sell indigenous/ local products	UCD	MTCP DCT TDB	2013 - 2014	Community participation and income generation
4.2.1.B.g	Identify suitable locations to set up meditation facilities for foreigners and locals	MTCP/TDB	UCD DPS DCT	Initiate 2013	Enhanced attraction portfolio <i>At least two for the planning horizon</i>
4.2.1.B.h	Establish a well equipped information centre in a strategic location of Dambulla	MTCP/TDB	DCT UCD	Initiate 2013	Easy access to tourist information
4.2.1.B.i	Set up modern E-information units at major locations (Dambulla and Sigiriya)	MTCP/TDB	DCT UCD DPS	Initiate 2013	Easy access to tourist information
4.2.1.B.j	Conduct a feasibility study and build a shopping mall with branded shops	MTCP/TDB	UCD DCT	Initiate 2013	Shopping facilities for tourist

4.2.1.B.k	Encourage water-based recreational activities in Ibbankatuwa, Kandalama, Thalkotte and Randeniya lakes (boating, fishing etc.)	MTCP/TDB	UCD DPS DCT	Initiate 2013	Enhanced attraction portfolio <i>Attract 10% of tourists visiting the zone</i>
4.2.1.B.l	Establish comfort centers in Dambulla and Sigiriya areas	MTCP/TDB	MTCP DCT UCD DPS	Initiate 2013	Improve quality of tourism products <i>Two centers within the planning horizon</i>
4.2.1.B.m	Plan and develop surrounding areas of Sigiriya giving special attention to building architecture, landscape and environment (it is necessary to plan all the constructions around Sigiriya without disturbing the scenic view from the Sigiriya rock)	DPS	MTCP DCT TDB	Initiate 2013	Ensure environmental and cultural integrity
4.2.1.B.n	Develop facilities in Sigiriya rock and vicinity (Access roads, ATM facilities, wash rooms and rest rooms, cafeteria, medical facilities (ambulance with nurses and a doctor) for emergency situations, shopping stalls, cultural centre (with shows and events)	CCT	MTCP DCT TDB DPS	Initiate 2013	Improved tourism product quality

4.2.1.B.o	Expand sea plane services	MTCP/TDB	DCT UCD		Quick and comfortable transport
------------------	---------------------------	-----------------	--------------------------	--	---------------------------------

C. Nuwara-Eliya Zone

Code	Activity	Lead	Supporting	Time frame	Expected Outcome/KPI
4.2.1.C.a	Plan and develop Nuwara-Eliya City to attract more tourists giving special attention to building architecture, landscape and environment to preserve its British colonial identity	UDA/ UCNE	MTCP DCT TDB	Initiate 2013	Enhance city landscape
4.2.1.C.b	Plan and implement a water supply project to solve shortage of water	UCNE	WB CPC	Initiate 2013	Ensure year round water availability
4.2.1.C.c	Establish a well equipped comfort centre with a information centre in a strategic location	MTCP/TDB	MCNE DCT	2013	Easy access to tourist information
4.2.1.C.d	Set up modern E-Kiosks units in the vicinities of major attractions	MTCP/TDB	UCNE DCT	2013	Easy access to tourist information <i>Set up 3 E-Kiosks per year</i>
4.2.1.C.e	Develop basic facilities (roads, parking spaces and sanitary facilities) of all tourist attractions within the zone	MTCP/TDB	MCNE DCT	2013	Improved tourism product quality
4.2.1.C.f	Promote eco-tourism, agro-tourism, tea tourism, bird watching, waterfall tours, flora and fauna and railway tours	MTCP/TDB	UCNE DCT	Initiate 2013	Enhanced attraction portfolio <i>Increase the number of tourist arrival by 50%</i>

	(Nanuoya-Pattipola-Badulla).				
4.2.1.C.g	Promote mountain climbing (Kirigalpoththa, Thotupolakanda)	MTCP/TDB	UCNE DCT	Initiate 2013	Enhanced attraction portfolio <i>Increase the present number by 10% per year</i>
4.2.1.C.h	Promote Rama Seetha story and develop facilities of Seethaeliya Kovil to attract more foreign tourists (Indian tourists)	MTCP/TDB	UCNE DCT	Initiate 2013	Enhanced attraction portfolio <i>Increase the present number by 10% per year</i>
4.2.1.C.i	Promote estate colonial bungalows as places for tourist accommodation	MTCP/TDB	UCNE DCT	Initiate 2013	Increase accommodation facilities <i>Increase the present number by 20% per year</i>
4.2.1.C.j	Organize events throughout the year such as adventure, sport and entertainment etc.	MTCP/TDB	UCNE DCT	Initiate 2013	Enhanced attraction portfolio <i>At least one event per month</i>
4.2.1.C.k	Conduct feasibility studies to establish a cable car service around Gregory lake	MTCP/TDB	UCNE DCT	Initiate 2013	Enhanced attraction portfolio
4.2.1.C.l	Promote a city water park for Thalawakelle town based on Upper-Kotmale reservoir	MTCP/TDB	UCNE DCT	Initiate 2013	Enhanced attraction portfolio
4.2.1.C.m	Facilitate home-stay tourism	MTCP/TDB	UCNE	Initiate 2013	Community participation and

			DCT		income generation <i>Set up 2 villages per year</i>
4.2.1.C.n	Expand sea plane services	MTCP/TDB	UCNE DCT	Initiate 2013	Quick and comfortable transport
4.2.1.C.o	Set up a new hotel school in Nuwara Eliya	MTCP/TDB	DCT SLTDA HSK	Initiate 2013	Improved skilled human resource inventory <i>Produce 100 skilled personnel per year</i>

D. Hatton and Sri Pada Zone:

Code	Activity	Lead	Supporting	Times frame	Expected Outcome/KPI
4.2.1.D.a	Intervene to acquire suitable land to develop basic facilities in Nallathanni area giving special attention to water supply, sanitary, parking, banking, health, shopping, communication and food and lodging to cater to millions of tourists who annually visit the area	CPC	UDA TDB DCT	Initiate 2013	Planned development and improved facilities
4.2.1.D.b	Encourage investment on hotels and restaurants	MTCP/TDB	DCT	Initiate 2013	Improved facilities
4.2.1.D.c	Encourage off-season tourism in the area (mountain climbing, hiking, adventure etc.)	MTCP/TDB	DCT	Initiate 2013	Year round tourism <i>Increase the present number by 20% per year</i>
4.2.1.D.d	Conduct a feasibility study to establish a cable car service in Saptha Kanya mountain range	MTCP/TDB	DCT	Initiate 2013	Feasibility study
4.2.1.D.e	Conduct a feasibility study to build a tourism resort combining water and adventure in a water reservoir (Maussakele, Castlereigh, Norton-bridge)	MTCP/TDB	MEE DCT	Initiate 2013	Feasibility study

4.2.1.D.f	Develop access roads from Hatton to Nallathanni and Ginigathhena to Nallathanni via Norwood	RDA	MTCP DCT TDB	Initiate 2013	Improved road access
4.2.1.D.g	Promote a city water park for Thalawakelle town based on Upper-Kotmale reservoir	MTCP/TDB	MEE DCT	Initiate 2013	Enhance attraction portfolio
4.2.1.D.h	Promote waterfall tourism	MTCP/TDB	DCT	Initiate 2013	Enhance attraction portfolio
4.2.1.D.i	Encourage tea tourism and promote colonial bungalows as tourist accommodation	MTCP/TDB	DCT	Initiate 2013	Value added activities and increase accommodation facilities <i>Increase the present number by 20% per year</i>
4.2.1.D.j	Establish a well equipped comfort center with an E- information units in a strategic location	MTCP/TDB	DCT	2013 - 2014	Easy access to tourist information and value addition
4.2.1.D.k	Set up and maintain modern E-Kiosks at major locations in Hatton, Thalawakale, Nallathanni, Maskeliya and Ginigathhena	MTCP/TDB	DCT	2013 - 2014	Easy access to tourist information <i>Set up 2 E-Kiosks per year</i>
4.2.1.D.l	Expand sea plane services	MTCP/TDB	DCT	2013 onwards	Quick and comfortable transport

E. Knuckles -Wasgamuwa Zone

Code	Activity	Lead	Supporting	Time frame	Expected Outcome/KPI
4.2.1.E.a	Encourage eco and adventure tourism activities in the zone	DOW	TDB DCT	Initiate 2013	Enhance attraction portfolio <i>Increase the present number by 20% per year</i>
4.2.1.E.b	Develop infrastructure in the zone (roads, communication, sanitary facilities etc)	TDB	DCT	Initiate 2013	Improved facilities
4.2.1.E.c	Establish a research and information centre for the study of bio-diversity	DOW	TDB MTCP DCT	Initiate 2013	Create a niche market
4.2.1.E.d	Encourage home-stay/community-based tourism in the area	MTCP/TDB	DCT	Initiate 2013	Community participation and income generation <i>Set up 2 villages per year</i>
4.2.1.E.e	Develop new eco-lodges and camping sites	DOW	TDB MTCP DCT	Initiate 2013	Value addition and increase accommodation facilities <i>Set up at least one eco lodge per year</i>
4.2.1.E.f	Establish a well equipped comfort centre with an information centre combined with a view point in a	MTCP/TDB	DCT	Initiate 2013	Easy access to tourist information and value addition

	strategic location in Hunnasgirya				
4.2.1.E.g	Promote traditional handicraft products of Dumbara area	MTCP/TDB	IDB DCT	Initiate 2013	Community participation and income generation
4.2.1.E.h	Train selected youth from surrounding villages as area tour guides	MTCP/TDB	DCT	Initiate 2013	Community participation and income generation <i>Train 30 youth per year</i>
4.2.1.E.i	Develop a system to minimize environmental pollution by enhancing awareness, ensuring adherence to regulations and setting up places for waste disposal	MTCP/TDB	DCT	Initiate 2013	Environmental conservation <i>Free of pollution by 2017</i>
4.2.1.E.j	Empower community based organizations and get their support to manage and protect the eco system	MTCP/TDB	DCT	Initiate 2013	Community participation for environmental conservation

F. Victoria Zone

Code	Activity	Lead	Supporting	Time frame	Expected Outcome/KPI
4.2.1.F.a	Explore the possibilities to declaring Victoria-Randenigala-Rantambe sanctuary as a national park	CPC	DOW DOF MTC DCT	Initiate 2013	Enhance attraction portfolio
4.2.1.F.b	Establish a well equipped comfort centre with an information center at Randenigala-Rantambe area	MTCP/TDB	DCT	Initiate 2013	Easy access to tourist information and value addition
4.2.1.F.c	Negotiate with relevant authorities and set up tourism resorts combining water and adventure activities in water reservoirs (Victoria, Randenigala, Rantambe) according to their feasibility	MTCP/TDB	MEE DCT	Initiate 2013	Enhance attraction portfolio
4.2.1.F.d	Explore the feasibility to promote water based recreational activities such as boating, fishing etc	MTCP/TDB	MEE DCT	Initiate 2013	Enhance attraction portfolio
4.2.1.F.e	Promote eco-lodges and camping sites in collaboration with relevant authorities	MTCP/TDB	MEE DCT	Initiate 2013	Value addition and increase accommodation facilities
4.2.1.F.f	Develop facilities around Victoria Golf course	MTCP/TDB	MS	Initiate 2013	Improved services

	encourage home stay tourism.		DCT		
4.2.1.F.g	Promote sea plane services	MTCP/TDB	DCT	Initiate 2013	Quick and comfortable transport

G. Matale City Zone

Code	Activity	Lead	Supporting	Time frame	Expected Outcome/KPI
4.2.1.G.a	Plan and develop Matale city to attract more tourists giving special attention to building architecture, landscape and environment	UCM/UDA	TDB MTCP DCT	Initiate 2013	Enhance city landscape
4.2.1.G.b	Promote the area as a low-cost accommodation, shopping and entertainment zone	MTCP/TDB	UCM DCT	Initiate 2013	Attract more tourists <i>Increase the present number by 20% per year</i>
4.2.1.G.c	Expand and promote existing spice gardens with more activities such as ayurvedic treatment, massage, spas and pancha karma	MTCP/TDB	UCM DCT	Initiate 2013	Value addition <i>Increase the present number by 20% per year</i>
4.2.1.G.d	Develop eco and adventure tourism activities and a view point in Wiltshire mountain	MTCP/TDB	UCM DCT	Initiate 2013	Enhance attraction portfolio <i>Establish a view point by 2016</i>
4.2.1.G.e	Encourage home-stay tourism	MTCP/TDB	MCM DCT	Initiate 2013	Community participation and income generation <i>Set up 2 villages per year</i>
4.2.1.G.f	Establish a well equipped comfort	MTCP/TDB	UCM	Initiate 2013	Easy access to tourist

	centre with information center in a strategic location		DCT		information and value addition
4.2.1.G.g	Facilitate to renovate traditional <i>Walawwa</i> bungalows to use them as tourist accommodation	MTCP/TDB	UCM DCT	Initiate 2013	Value added activities and increase accommodation facilities <i>Renovate at least one bungalow per year</i>
4.2.1.G.h	Conserve archeological sites in the city and promote them as tourist attractions	DA	TDB MTCP DCT	Initiate 2013	Conservation and value addition <i>Develop one per year</i>
4.2.1.G.i	Improve facilities and develop recreational activities at Matale city park	MTCP/TDB	UCM DCT	Initiate 2013	Value addition
4.2.1.G.j	Develop facilities around Aluvihare temple and Sri Muthumariamman kovil (accommodation, market place for vendors, sanitary facilities, information centre etc)	MTCP/TDB	UCM DA DCT	Initiate 2013	Improved facilities and value addition

4.2.1.G.k	Streamline the operation of the Hotel School while increasing the student intake and introducing new courses	MTCP/TDB	DCT SLTDA	Initiate 2013	Enhance skilled human resource inventory <i>Increase the present intake by 20% per year</i>
------------------	--	-----------------	----------------------	----------------------	--

5.3 Goal 3: To develop infrastructure and accommodation facilities required for the growth of the tourism industry

Code	Activity	Lead	Supporting	Time frame	Expected Outcome/ <i>KPI</i>
4.3.1.a	Intervene to accelerate the construction of the Colombo-Kandy highway	CPC	TDB/ RDA	Initiate 2013	Improved road access
4.3.1.b	Develop the following main roads <ul style="list-style-type: none"> • Matale –Pitawalapathana - Wasgamuwa • Hatton - Nallathanni • Ginigathhena - Nallathanni via Nortonbridge • Nuwara-Eliya – Horton Plains • Bogawantalawa – Balangoda • Galewela-Matale • Pilimathalawa - Gadaladeniya • Kadugannawa - Gampola 	CPC	TDB/ RDA	Initiate 2013	Improved road access
4.3.1.c	Intervene and encourage to acceleration of the construction of Airports in the province (Kandy and Nuwara-Eliya)	CPC	TDB/ RDA	Initiate 2013	Improved road access
4.3.1.d	Encourage more domestic flight operations and sea plane operations from Colombo to	CPC	TDB/	Initiate 2013	Improved air access <i>Increase the no. of sea</i>

	Central Province, Central Province to Other parts of the country and also within the province				<i>plane passengers from 3177 to 10000.</i>
4.3.1.e	Encourage the banking sector to establish more bank branches with ATMs in identified zones (Sigiriya-Dambulla, Hatton, Victoria and Knuckles –Wasgamuwa)	MTCP/TDB	DCT	Initiate 2013	Improved finance access <i>One branch and two ATMs per Zone per year.</i>
4.3.2.a	Encourage investors and stakeholders to increase the number of hotel rooms in the proposed tourism zones	MTCP/TDB	DCT	Initiate 2013	Increase accommodation facilities <i>Increase at least by 60% per year</i>
4.3.2.b	Encourage plantation management to convert colonial estate bungalows as accommodation units	MTCP/TDB	DCT	Initiate 2013	Increase accommodation facilities
4.3.2.c	Develop home-stay/community based BB units in the proposed tourism zones	MTCP/TDB	DCT	Initiate 2013	Increase accommodation facilities and community participation
4.3.2.d	Develop new eco-lodges and camping sites	MTCP/TDB	DOW DOF DCT	Initiate 2013	Increase accommodation facilities

4.3.3.a	Provide necessary supports and incentives for large, medium and small scale investors minimizing delays	MTCP/TDB	DCT	Initiate 2013	Create a conducive environment for investment
4.3.3.b	Provide low interest bank loans for SME entrepreneurs.	MTCP/TDB	DCT	Initiate 2013	Increase SME investment
4.3.3.c	Intervene to provide land for investors in the proposed tourism zones	MTCP/TDB	CPC DCT	Initiate 2013	Create a conducive environment for investment
4.3.4.a	Set up unique landmarks designed to express provincial identity at main entry points to the province (Kadugannawa, Ginigathhena, Hakgala, Galewela, Hunasgiriya and Randenigala) incorporating basic facilities (rest rooms and wash rooms, parking, mini restaurant and supermarket, lockers, ATM, information unit with E-information units)	MTCP/TDB	DCT	Initiate 2013	Develop unique identity for the province, improved facilities and value addition
4.3.4.b	Develop basic facilities (roads, signboards, toilets etc) of all the major tourist attractions in the province	MTCP/TDB	DCT	Initiate 2013	Improved facilities
4.3.4.c	Develop Kandy, Matale and Nuwara-Eliya main bus terminals with basic facilities	MTCP/TDB	MC DCT	Initiate 2013	Improved facilities
4.3.4.d	Develop basic facilities of Kandy, Matale,	MTCP/TDB	DOR	Initiate 2013	Improved facilities

	Nanuoya, Hatton, Pattipola and Ohiya railway stations		DCT PS		
4.3.4.e	Initiate new train services from Kandy to Badulla focusing on tourists and using carriages with facilities	MTCP/TDB	DOR DCT	Initiate 2013	Value addition <i>Increase the present number by 20% per year</i>

5.4 Goal 4: To develop human resources to cater for the requirements of the industry

Code	Activity	Lead	Supporting	Time frame	Expected Outcome/KPI
4.4.1.a	Set up a new hotel school in Nuwara-Eliya as mentioned in 4.2.1.C.o	MTCP/TDB	DCT SLTDA HSK	Initiate 2013	Improved skilled human resource inventory <i>Produce 100 skilled personnel per year</i>
4.4.1.b	Streamline the operation of the Hotel School in Matale while increasing the student intake and introducing new courses as mentioned in 4.2.1.G.k	MTCP/TDB	DCT SLTDA HSK	Initiate 2013	Improved skilled human resource inventory <i>Increase the present intake by 20% per year</i>
4.4.1.c	Facilitate to increase the student intake of the Kandy hotel school and offer new courses as mentioned in 4.2.1.A.o	MTCP/TDB	DCT SLTDA HSK	Initiate 2013	Improved skilled human resource inventory <i>Increase the present intake by 30% per year</i>
4.4.2.a	Train Ayurvedic therapists in collaboration with the Department of Ayurveda and higher education institutions	MTCP/TDB	DCT SLTDA HSK DOA	Initiate 2013	Improved skilled human resource inventory <i>Produce 50 Ayurvedic therapists per year</i>
4.4.3.a	Train guides based on requirements of the proposed zones	MTCP/TDB	DCT SLTDA HSK	Initiate 2013	Improved skilled human resource inventory <i>Produce 15 -20 local guides</i>

					<i>for each zones per year</i>
4.4.4.a	Conduct regular skill development programs for stakeholders (guides, taxi drivers, vendors, restaurant staff and other service providers) in collaboration with SLTDA	MTCP/TDB	DCT SLTDA HSK	Initiate 2013	Capacity building <i>Conduct 2 programs for each category per year</i>
4.4.5.a	Organize training programs, workshops and seminars related to tourism and entrepreneurship for Small &Medium Scale Entrepreneurs	MTCP/TDB	DCT SLTDA HSK	Initiate 2013	Capacity building <i>Conduct 5 programs per year</i>
4.4.5.b	Identify selected youth from handcraft villages and provide them career opportunities in the tourism industry	MTCP/TDB	DCT SLTDA HSK	Initiate 2013	Capacity building <i>Conduct 2 -3 programs per year</i>

5.5 Goal 5: To setup mechanism to market tourism products and disseminate information

Code	Activity	Lead	Supporting	Time frame	Expected outcome/ KPI
4.5.1.a	Develop and maintain a provincial tourism web portal containing a database of tourists' attractions, hotels and other tourist information (description about each sites, access maps, site maps including video clips, online streaming, online booking, market information, Google maps, calendar of events etc.). It is proposed to hire a professional web development team for this purpose	MTCP/TDB	DCT	Initiate 2013	Marketing tool and information dissemination
4.5.1.b	Enhance the web portal with innovative web design features and promote the web portal	MTCP/TDB	DCT	Initiate 2013	Reach a wider market
4.5.1.c	Register the web portal with internationally recognized search engines	MTCP/TDB	DCT	Initiate 2013	Reach a wider market
4.5.1.d	Establish a unit for regular update and maintenance of the web portal with necessary technical support and an online help desk with an up to date and interactive web portal	MTCP/TDB	DCT	Initiate 2013	Reach a wider market

4.5.2.a	Develop a calendar of events with the participation of relevant stakeholders to ensure year round events in the province as well as to promote lesser known cultural events and promote the event calendar through the web portal and other media	MTCP/TDB	DCT	Initiate 2013	Year round tourist arrival
4.5.3.a	Strengthen and promote the existing brand images of Kandy, Sigiriya-Dambulla and Nuwara-Eliya	MTCP/TDB	DCT	Initiate 2013	Strong brand image
4.5.3.b	<p>Promote proposed zones based on their competitive advantages</p> <ul style="list-style-type: none"> • Kandy heritage city zone- culture and heritage • Sigiriya-Dambulla zone - culture and heritage driven community focused tourism • Nuwara-Eliya zone– leisure and entertainment • Hatton and Sri Pada zone – tea tourism and leisure • Knuckles -Wasgamuwa zone – eco tourism • Victoria zone - leisure and recreation • Matale city zone– low cost leisure and 	MTCP/TDB	DCT	Initiate 2013	Brand image

	entertainment				
4.5.4.a	Organize familiarization trips for operators	MTCP/TDB	DCT	Initiate 2013	Close collaboration <i>Organize at least 5 trips per year</i>
4.5.4.b	Organize workshops, seminars and meetings for tour operators	MTCP/TDB	DCT	Initiate 2013	Close collaboration <i>Organize at least 5 programs per year</i>
4.5.4.c	As an incentive give tour operators opportunities to promote their services through the web portal of the province	MTCP/TDB	DCT	Initiate 2013	Close collaboration
4.5.4.d	Provide incentives to set up provincial based travel agencies in the province	MTCP/TDB	DCT	Initiate 2013	Close collaboration <i>Set up at least one agency per year</i>
4.5.5.a	Set up unique landmarks designed to express provincial identity at main entry points to the province as mentioned in 4.3.4 a	MTCP/TDB	DCT	Initiate 2013	Develop unique identity for the province, improved facilities and value addition
4.5.5.b	Establish comfort centers as mentioned in 4. 2. above	MTCP/TDB	DCT	Initiate 2013	Improved facilities
4.5.6.a	Develop promotional material such as brochures, leaflets, posters, travel maps and	MTCP/TDB	DCT	Initiate 2013	Promotion

	resource guides				
4.5.6.b	Erect sign boards and information boards to identify tourist attractions.	MTCP/TDB	DCT	Initiate 2013	Promotion
4.5.6.c	Encourage visual media organizations to produce documentaries on provincial tourism	MTCP/TDB	DCT	Initiate 2013	Promotion

5.6 Goal 6: To enhance economic benefits to the community through tourism Development

Code	Activity	Lead	Supporting	Time frame	Expected Outcome/KPI
4.6.1.a	Organize awareness programs for community to develop positive attitudes towards tourism	MTCP/TDB	DCT	Initiate 2013	Enhanced community participation <i>Organize 10 programs per year</i>
4.6.1.b	Organize awareness and educational programs on tourism for school children	MTCP/TDB	DCT	Initiate 2013	Enhanced community participation <i>Organize 20 programs per year</i>
4.6.1.c	Educate and aware the youth about the career prospects in the tourism sector	MTCP/TDB	DCT	Initiate 2013	Enhanced community participation <i>Organize 5 programs per year</i>
4.6.2.a	Conduct feasibility studies to identify new business opportunities in tourism	MTCP/TDB	IDB DCT	Initiate 2013	Community participation and income generation
4.6.2.b	Provide incentives to set up business operations	MTCP/TDB	IDB DCT	Initiate 2013	Community participation and income generation
4.6.2.c	Conduct entrepreneurship development trainings for communities	MTCP/TDB	IDB DCT	Initiate 2013	Community participation and income generation <i>Organize 3 programs per year</i>

4.6.2.d	Act as an intermediary to facilitate financial supports for entrepreneurial activities	MTCP/TDB	DCT	Initiate 2013	Community participation and income generation
4.6.2.e	Train local youth from the community as site/area guides	MTCP/TDB	DCT SLTDA	Initiate 2013	Community participation and income generation
4.6.2.f	Encourage to set up community based tourism organizations to manage local tourism attractions as an economic activity	MTCP/TDB	MTCP DCT	Initiate 2013	Community participation and income generation
4.6.2.g	Facilitate the community to practice home-stay tourism and BB units	MTCP/TDB	DCT	Initiate 2013	Community participation and income generation
4.6.2.h	Encourage hotels to organize cultural events with the participation of the local community	MTCP/TDB	DCT	Initiate 2013	Community participation and income generation
4.6.2.i	Enhance market links of handicraft and other community products	MTCP/TDB	DCT	Initiate 2013	Community participation and income generation
4.6.2.j	Set up handicraft sales centers in the vicinity of major attractions	MTCP/TDB	DCT	Initiate 2013	Community participation and income generation
4.6.2.k	Develop & promote selected handicraft villages for home-stay tourism	MTCP/TDB	DCT	Initiate 2013	Community participation and income generation <i>Develop 2 villages per year</i>

4.6.2.l	Organize handicraft festivals in Kandy, Sigiriya, Dambulla and Nuwara-Eliya during the peak visitor seasons (e.g. Kandy Esala Perahera)	MTCP/TDB	DCT	Initiate 2013	Community participation and income generation
4.6.2.m	Promote traditional villages and their livelihood, indigenous treatment practices and cultural activities as tourist attractions	MTCP/TDB	DCT	Initiate 2013	Community participation and income generation <i>Develop 2 villages per year</i>