“AYUBOWAN !”
“WANAKKAM !”
WELCOME !
“Sri Lanka - Wonder of Asia”

STRATEGIC TOURISM PLANNING FOR
FLAGSHIP SITES AND DESTINATIONS

Presented by
T. Sooriyagoda
Director-Tourism Planning & Development
Sri Lanka Tourism Development Authority
Sri Lanka – Wonder of Asia
Sri Lanka – Re-emerging Destination

• The year 2010 was a significant one for the Tourism industry in Sri Lanka. Sri Lanka has been globally acclaimed as one of the finest destinations.
• Tourist arrivals reaching the highest recorded number in 2010 (650,000 Tourists).
• The growth rate is 32%.
• Tourism sector has been identified as a key sector propelling the country’s economic growth.
Sri Lanka’s Vision

To establish Sri Lanka as Asia’s most treasured island, highlighting its beautiful beaches, warm and friendly people, with a strong nature, culture and adventure offering, raising its profile to that of an Asian tourism icon.
Our Future

• To achieve this vision Sri Lanka Tourism requires a quantum leap in its tourism skills, facilities and product offering and strategic marketing.
• This could only be achieved with the assistance of all tourism stakeholders and professionals. Specially in the spectrum of professionals Engineers, Environmentalists, Tourism Experts, Marketing Specialists, Tour Experts, etc, etc., and mostly the Architects.
Increase Tourist arrivals to 2.5 million by 2016.

A five fold increase compared to 2009.
increase room capacity by 50000 rooms

To meet with the requirements of 2.5 mn tourists arrivals by 2016

\[1\] To meet with the requirements of 2.5 mn tourists arrivals by 2016
Actively involve the local community in decision making and ensure the locals have access to employment opportunities in tourism.
Flagship Projects

What is it?

Flagship project or a Destination means a project or a Destination which is in the national interest and which is likely to bring economic and social benefits to the country and which is also likely to change the landscape of the country.

Why is it?

1. To meet the demand of an accelerated growth of an industry.
2. To attract best world players of an industry to the country.
3. To create a positive image of the country for others to follow.
4. To act as an catalyst project.
Main Objectives related to Flagship Sites:

- To promote substantial inflow of foreign exchange and FDI to the country.
- To generate substantial employment and enhancement of the income earning opportunity.
- To promote sector alignment and sustainability.
- Promote the objectives of intergovernmental relations with municipalities and sector departments.
- Accelerate the regional economic growth (the measurable outcome).

Broader Objectives:

- To promote Tourism industry as the major contributor to the country’s economy.
- Achieve balanced regional development.
- Decrease the regional disparity.
- Focus on the potentials of the region to maximize economic gain through sustainable development.
Our Strategy:

Steps taken to develop and promote Flagship projects:

• Elimination of various tax regimes introduced by provincial councils
• Simplifying the policy on liquor licenses
• Reducing the high electricity tariffs that were once imposed upon the industry
• Unifying the regulatory environment
• Reducing corporate tax
• Removing taxes on the branded products, thereby creating opportunities to promote shopping and entertainment
• Simplifying the investment approval process by setting up of a “One Stop Shop” for tourism related investments
• Streamlining the process of alienating government land for tourism development projects.
Some of the Flagship sites in the island

- KALPITIYA INTERGRATED TOURISM RESORT PROJECT
- PASIKUDAH RESORT PROJECT
- “SHANGRI LA” PROJECT- COLOMBO & HAMBANTOTA
- KUCHCHAVELI TOURISM DEVELOPMENT PROJECT
Implementation process of the Project

• Process of making Specific decisions to solve specific problems
  → Area
  → Situation/Requirement
  → Evaluation of catalyst
  → Boundary delineation
  → Measurable outcomes (objective formulation)
  → Strategy formulation and Master Planning.
  → Implementation
    - Laws
    - Institute
  → Monitoring (future directions) altering the path of the plan according to needs, draw backs & amendments
Principles adopted for Strategic and Sustainable Tourism Planning:

• Social Sustainability
• Environmental Sustainability
• Economic Sustainability
Flagship project-Kalpitiya Integrated Tourism Resort Project (KITRP)
CATALYST

A unique resource

In a Beach destination - Dolphins, Whales, Shallow warm water, Diverse eco-systems, Under water marine life are considered as catalyst.
KITRP in a Nutshell

- Fourteen Islands in Kalpitiya Dutch Bay Region.
- A well planned Tourism Products.
- A New & Exclusive tourism resort.
- A destination of its own.
KITRP Locations

**Battalangunduwa**
Area - 145 ha
Population - 5000
Ecological sensitivity – Low

**Palliyawatte**
Area - 60 ha
Population - 1706
Ecological sensitivity – Low

**Vellai (3 islands)**
Area – 23.77 ha
Ecological sensitivity – Moderate/Low

**Uchchumunai**
Area - 449 ha
Ecological sensitivity – Moderate

**Ippantivu**
Area - 54ha
Ecological sensitivity – Moderate/High

**Periya Arachchalai**
Area – 42.50ha
Ecological sensitivity – Moderate/High
KITRP Locations

Sinna Arachchalai
Area – 16.26ha
Ecological sensitivity – Moderate/High

Sinna Eramativu, Eramutivu and Eramutivu west
Area – (2.11+100.04+4.25ha)
Ecological sensitivity – Moderate/High

Kakativu
Area – 27.15ha
Ecological sensitivity – Moderate/High

Mutwal (Dutch Bay)
Area – 715ha
Ecological sensitivity – Low
Attractions within the Zone

- 307 Km$^2$ Bar Reef Marine Sanctuary
- Diverse Eco Systems
- Natural Forests
- Flora and Fauna
- Mangroves
- Fish
- Sea turtles
- Dolphins
- Whales
- Bird life
Tourism Product Possibilities for KITRP

- Diving and Water Sports Resort
- Hide away resort
- Golf & Gaming resort
- Caretaker Resort
- Ayurveda resort
- Relax and spa resort
- Eco lodges
- Yachting resort
- Heritage hotel
- Business hotel
Important facts about KITRP

• **Cost of Infrastructure**
  - Water supply – Rs.4bn
  - Power supply – Rs.7bn
  - Internal Roads – Rs.80Mn
  - Ancillary facilities for sea and air transport – Rs.600Mn
  - Waste disposal – Rs.500Mn

• **Cost of product development**
  - Water bungalows (5*) - 1000 Nos. – Rs.14bn
  - Water bungalows (4*) – 1000 Nos. – Rs.12bn
  - Accommodation units (5*) – 2000 Nos. – Rs.24bn
  - Accommodation units (4*) – 1000 Nos. – Rs.10bn
Benefits-KITRP & the future for the Sri Lanka Tourism

• KITRP, A destination of its own.
  – Increase Annual **Tourist Arrivals by ADDITIONAL 1 MILLION**

• KITRP, New Products Catering the next Generation of Tourists.
  – New tourism products for the ULTRA RICH TO SPEND THEIR MONEY ON.
  – Increase the **Average spending up to 100 $**.

• KITRP, High End market segment
  – Boost Foreign exchange earnings

**BEST OPPORTUNITY FOR FUTURE TOURISM IN SRI LANKA**
KITRP and Regional Development

• Creation of **15,000 direct employment** 50,000 indirect employment
  – Contribution to the regional economic development

• **Community Development**
  – Diverse socio economic backgrounds
  – Improvement of the Standard of Living

• **Infrastructure development**
  – Road Development
  – Township Development
  – Water & Electricity
  – Airport
  – pier
  – Hospitals
  – Schools, Housing... etc

**KITRP, Solution for the North Western Regional Development**
Planning Approach

- Resource allocation planning
- Integrated resource management
- Participation
- Landscape approach
UCCHAMUNAI TOURISM DEVELOPMENT

CONCEPTUAL DEVELOPMENT PLAN

Total Land Area: 310 ha (775 acres)

Attractions/Natural Resources:
- Beaches, dunes, natural scrub vegetation
- Bar Reef Marine Sanctuary nearby
- Marine mammals and sea turtles off-shore
- Sea grasses, Mangroves, fish & bird life
- Dolphins in Dutch Bay
- Wilpattu National Park nearby
- Exceptionally high scenic quality

Permitted Activities:
- Eco/Natural Adventure Tourism
- Water Sports
- Sea Bathing, Beach Play, Picnicking
- Camping, Sports & Entertainment

Maximum area for Development:
- 182 Ha. & Water Supply Scheme site
  (Whole island to be managed and maintained)

Maximum building footprint:
- 50000 sq. m. & water supply scheme

No. of Rooms: 355
Social Sustainability:

• Actively involve the local community in planning and decision making.
• Assess social impacts throughout the life-cycle of the operations.
• Endeavour to make tourism as an inclusive social experience for vulnerable and disadvantaged communities and individuals.
• Combat the sexual exploitation.
• Be sensitive to host culture.
• Endeavour to ensure that tourism contributes to improvements in health and education.
SOCIAL & ECONOMIC CONDITION

Through a socio economic survey:

• Lively hood pattern
• Population & Projected Population
• Per-capita income of the area
• Literacy rate
• Health condition
• Family Size
• Age groups
• Religion
• Ethnicity
• Language
• Social infrastructure
  schools, playgrounds, hospitals, bus stand etc;
• Infrastructure status –
Awareness creation and involving community in decision making
Meetings with the Community and area leaders
CURRENT SITUATION IN KALPITIYA AREA WITH REGARD TO COMMUNITIES.
Social sustainability by Integrating the community into the project

• No family will be moved out of their location
• As suggested status of cluster fishing villages will be improved with
  - New housing
  - Electricity
  - Drinking water
  - Sanitary facilities
  - Improved roads

• All infrastructure projects are carried out by the investors.
Vulnerability

- Floods
- Water retention area
- Tsunami
- Buffer zone
- Reservation
Economic Sustainability

- Maximize local economic benefits by increasing linkages and reducing leakages.
- Develop quality products that reflect, complement and enhance the destination.
- Market tourism by adding value to social, cultural and natural resources.
- Provide necessary community infrastructure projects.
- Develop urban infrastructure projects.
- Assess economic impact before developing assistance to small, medium and macro entrepreneurs.
- Improve health and education.
STRATEGIC TOURISM PLANNING
Township Development in Kalpitiya area
Environmental Sustainability:

Collect all information and data through scientific survey by a multi-disciplinary team.

Asses:

• Exact location of each localized habitat
• Habitat types, status and vulnerability
• Potential impact by proposed intervention
• Present resource usage and future expansion
• Level of dependency of resource users and affected people
• Possible conflict in resource sharing
Strategic actions to ensure Environmental sustainability

• Define set backs and buffer zones
• Guide lines for foreshore management
• Regulation of coastal structures
• Zoning of reef area for different usages
• Guide lines for boat operators and recreational activities
• Use resources sustainably, adopt cleaner production Methodologies, reduce waste and over-consumption.
• Encourage entrepreneurs through concessions and awards.
• Preserve coastal habitats
• Educate stakeholders on environmental sustainability.
Strategic actions to ensure Environmental sustainability

Ensure:

• Low-carbon emission.
• Low-waste generation.
• Sustainable water usage.
• Sustainable transport
• Sustainable power generation and consumption.
• Local and sustainable building materials
• Green building designs
• Adaptation of latest green technology
• Benefits to communities
Eco Friendly Tourism

- Sustainable Power Generation and Consumption
- Green technology
- Green Building design
Challenges and Bottlenecks:

- Inadequate legal frame work and weak enforcement.
- Weak response from the intellectuals and communities.
- Lack of coordination between the agencies.
- Low acceptance rate by the credible investors and developers.
- Entrepreneurs main focus is on quick return on investment.
- Non-respect to rules and regulation by a fraction of the society (Inappropriate attitude).
- Lack of advanced and up to date technologies in the island.
- Decision makers are influenced by powerful forces.
- Lack of awareness and environmental education.
Success will depend on....

- Availability of correct and reliable information on social, economical and environmental conditions.
- Include all stakeholders.
- A solid and clear understanding of the issues and problems.
- Demand for such development.
- Clearly define proposal.
- Proper monitoring mechanism.
- Government wish and concurrence of the regional administration.
- Availability of funds.
DEVELOPMENT DUE TO COMMENCE IN VELLAI ISLAND
KEY

01. APPROACH TO RESORT FROM MAIN TERMINAL
02. SERVICES AND STAFF ACCESS TO RESORT
03. MAIN JETTY
04. SERVICE JETTY
05. MAIN LOBBY
06. WATER BUNGALOWS
07. WATER SPA
08. ECO LODGE
09. ENTRY TO ECO CENTER
10. ENTRY TO HONEYMOON ERS PARADISE
11. FLOATING RESTAURANT
12. FINE DINING RESTAURANT
13. FLOATING ROOMS
14. YACHT HARBOUR
15. DEEP SEA EXCURSION CENTER
16. ENTRY TO DIVING CENTER
17. HELIPAD
18. SEAPLAIN JETTY
19. EVACUATION TOWER
20. STAFF AREA

LAYOUT PLAN
STRAIGHTIC TOURISM PLANNING

[Images of tourist structures and landscapes]
THANK YOU