



# Sri Lanka: Supporting Tourism Resilience

Project Name	Supporting Tourism Resilience	
Project Number	53293-001	
Country	Sri Lanka	
Project Status	Proposed	
Project Type / Modality of Assistance	Technical Assistance	
Source of Funding / Amount	TA: Supporting Tourism Resilience	
	Technical Assistance Special Fund	US\$ 500,000.00
Strategic Agendas	Inclusive economic growth	
Drivers of Change	Governance and capacity development Knowledge solutions Private sector development	
Sector / Subsector	Industry and trade - Industry and trade sector development	
Gender Equity and Mainstreaming	Some gender elements	
Description	The objective of the knowledge and support technical assistance (TA) is to assist Government of Sri Lanka's efforts to build a resilient and a competitive tourism sector. The TA will work in close collaboration the Ministry of Tourism Development, Wildlife, and Christian Religious Affairs (MOTDWCRA); Sri Lanka Institute of Tourism and Hotel Management (SLITHM); and Sri Lanka Tourism Development Authority (SLTDA) to train homestay operators, raise awareness and provide training, and update SLITHM curricula.	
Project Rationale and Linkage to Country/Regional Strategy	The TA is included in ADB's Country Operations Business Plan 2020-2022. The TA is a response to the government's request to support the tourism sector which was severely affected in the immediate aftermath of the terror attacks on 21 April 2019.	
Impact	Tourist industry standards are improved, and workforce and communities are engaged	
Outcome	Awareness, willingness, and capacity of communities and workforce to engage with the tourism industry enhanced	
Outputs	Homestay operators trained on quality of service and their marketing skills strengthened Awareness campaign and training program held to promote tourism industry as an attractive employer among women and youth SLITHM curricula updated	
Geographical Location	Nation-wide	
<b>Summary of Environmental and Social Aspects</b>		
Environmental Aspects		
Involuntary Resettlement		
Indigenous Peoples		
<b>Stakeholder Communication, Participation, and Consultation</b>		
During Project Design		
During Project Implementation		
Responsible ADB Officer	Utsav Kumar	
Responsible ADB Department	South Asia Department	
Responsible ADB Division	Sri Lanka Resident Mission	
Executing Agencies	Ministry of Tourism Development, Wildlife, Christian Religious Affairs 6th Floor, Rakshana Mandiraya, No. 21, Vauxhall Street, Colombo 02, Sri Lanka Sri Lanka Resident Mission No. 7 Cambridge Terrace Colombo 7, PO Box 1763 Sri Lanka	
<b>Timetable</b>		
Concept Clearance	01 Nov 2019	
Fact Finding	16 Sep 2019 to 11 Oct 2019	
MRM	-	
Approval	-	
Last Review Mission	-	
Last PDS Update	11 Nov 2019	

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Project Page	<a href="https://www.adb.org/projects/53293-001/main">https://www.adb.org/projects/53293-001/main</a>
Request for Information	<a href="http://www.adb.org/forms/request-information-form?subject=53293-001">http://www.adb.org/forms/request-information-form?subject=53293-001</a>
Date Generated	13 November 2019

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