Sri Lanka: Supporting Tourism Resilience

**Project Name**
Supporting Tourism Resilience

**Project Number**
53293-001

**Country**
Sri Lanka

**Project Status**
Active

**Project Type / Modality of Assistance**
Technical Assistance

**Source of Funding / Amount**
TA 9881-SRI: 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 - Trade and services

**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 with the Ministry of Tourism and Aviation; Sri Lanka Institute of Tourism and Hotel Management; and Sri Lanka Tourism Development Authority to train homestay operators, raise awareness and provide training, and update the tourism institute’s 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

**Project Outcome**
Description of Outcome
Awareness, willingness, and capacity of communities and workforce to engage with the tourism industry enhanced

**Progress Toward Outcome**

**Implementation Progress**
Description of Project Outputs
Homestay operators trained on quality of service and their marketing skills strengthened
Awareness and knowledge on tourism among women and youth increased
SLITHM curricula updated

Status of Implementation Progress (Outputs, Activities, and Issues)
Currently in the process of recruiting consultants to achieve outlined project outputs.

**Geographical Location**
Nation-wide

**Summary of Environmental and Social Aspects**

**Environmental Aspects**

**Involuntary Resettlement**

**Indigenous Peoples**

**Stakeholder Communication, Participation, and Consultation**

**During Project Design**

**During Project Implementation**

**Business Opportunities**

**Consulting Services**
To be selected and engaged by ADB
Individual selection: 1 senior tourism education specialist: International expertise (1.2 person-months)
Individual selection: Consultants 1 program manager, 1 communication specialist, 1 homestay program coordinator, 2 hospitality specialists, 5 coaches, 1 branding specialist, 1 cluster homestay coach, 1 training program coordinator, 4 tourism and hospitality experts, 1 outreach program coordinator, 1 hospitality curriculum development expert, and 1 education expert
Resource persons 2 hospitality specialists, 3 digital marketing specialists, and 8 private sector experts: National expertise (51.0 person-months)

**Procurement**
Not applicable

**Responsible ADB Officer**
Wickremasinghe, Nimali Hasitha

**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

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### Timetable

<table>
<thead>
<tr>
<th>Event</th>
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<tbody>
<tr>
<td>Concept Clearance</td>
<td>05 Nov 2019</td>
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<tr>
<td>Fact Finding</td>
<td>16 Sep 2019 to 11 Oct 2019</td>
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<tr>
<td>MRM</td>
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<tr>
<td>Approval</td>
<td>03 Dec 2019</td>
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<tr>
<td>Last Review Mission</td>
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<td>Last PDS Update</td>
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### TA 9881-SRI

#### Milestones

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<th>Closing</th>
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<td>03 Dec 2019</td>
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<td>31 Dec 2021</td>
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#### Financing Plan/TA Utilization

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<th>ADB</th>
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### Project Page

https://www.adb.org/projects/53293-001/main

### Request for Information

http://www.adb.org/forms/request-information-form?subject=53293-001

### Date Generated

11 October 2020

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