

**Development programme on Industry of Tourism in Ratnapura District**

It was noted that there is great feasibility in the development of the trade of tourism in the district, when consider about wide range of tourist attractions, fine locality to be functioned as a centre for many of the areas, where the trade is currently doing well, ample of resources available (most of them are at exclusively cheaper rates comparatively) and so on. Thus, The SCCI was pioneered to launch the above project, with utmost commitment to the industry and with the proper guidance and encouragement of Hon. Minister Mr. Athula Kumara Rahubaddha. First step of the above project focused on facility suppliers, and especially the crowd who supply lodging, the major group of them.

Promotion of standards of the existing lodgers, to keep pace with the world's bench mark, by infrastructure, services, hospitality, quality of the work force, tidiness etc., while maintaining our local identity with a novel theme and approach, which would be competitively persuasive and delight the customer, targeted. Further we have aimed at the secondary and tertiary (indirect) levels of facilitators, such as guides, locomotive agents, entertainers, souvenir makers, and so on to motivate, educate, assist and train them to be the caterers at international level. All the above is to target to raise the district map in the premier level of the tour map of South Asia.

We have successfully carried out a survey on all categories of lodgers, ranging from star class to home based, and we decided to promote the former one and "considerably good guest houses" at the initial stage.

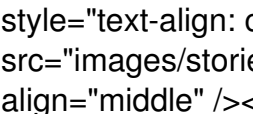
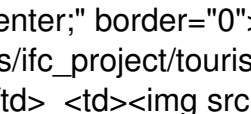
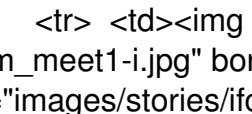
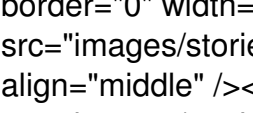
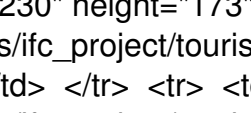
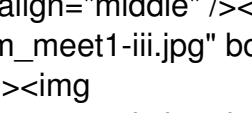
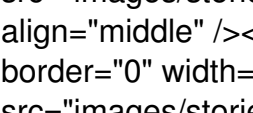
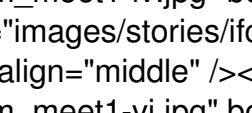
First meeting chaired by Hon. Minister Mr. Athula Kumara Rahubaddha, on this matter was successfully held at The Lake Serenity at Kuruwita, with 98 owners in the hotel trade in the area, with the kind cooperation of The SCCI and The Provincial Council of Sabaragamuwa. Hon. President of The SCCI Mr. Dharshaka Rupasinghe and the Board of Directors and representatives of related institutions were also participated. Steering Committee of 20 participants selected from experienced hotel owners was appointed, representing all local government areas of the district. They will meet once in two months to assess the progress and discuss problems.

Financial Aids: Royal Norwegian Government Fund bears the total financial support for the programme.

◆

---

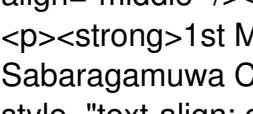
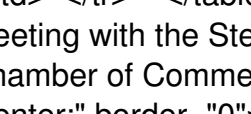
**Formation of Ratnapura District Tourist Hotel Owners Forum - 14th August 2011**

◆

---

**1st Meeting with the Steering Committee Members - 15th September 2011 @ Sabaragamuwa Chamber of Commerce & Industry Auditorium**

	
---	---

```
border="0" width="230" height="173" align="middle" /></td> <td></td> </tr> <tr> <td></td> <td></td> <td></td> </tr> </table> <p style="text-align: center;">◆</p> <hr />
<p><strong> Ratnapura District Tourism Development Plan Preparation Workshop - 19th
October 2011 @ Lake Serenity Hotel, Kuruwita</strong></p> <table style="text-align: center;"
border="0"> <tr> <td></td> <td></td> <td></td> </tr> <tr> <td></td> <td></td> <td></td> </tr> </table>
```