

Introduction to Hospitality Industry

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Sri Lanka



Overview

- ⇒ Certificate in Hospitality Management, Why?
- ⇒ In 2019 total 334,000 candidates for O/L
- ⇒ Only 70% qualified for A/Ls
- ⇒ Unemployment rate is 4.8%
- ⇒ Underemployment 3.8% O/L, 4.3% G.6-10

Long-term goal

- ➔ Sri Lanka boasts of an incredible number of endemic species and biodiversity.
- ➔ Sri Lanka is also reputed as a hot trade destinations from time immemorial.
- ➔ International tourist arrivals are forecast to reach 1.8 billion by 2030.
- ➔ 97 million Chinese tourists that traveled abroad in 2013.
- ➔ Sri Lankas tourism arrivals 2.3 million in 2018 and 1.9 million in 2019.



The Present Situation

- ➔ People-centric tourism sector declared by the government.
- ➔ Total arrivals in 2020 was 507,704, as compared to 1.9 million in 2019.
- ➔ Women are reluctant to join the industry since the work is quite different from their traditional occupation.

Development to be done

- ⇒ Very well trained staff for tourism is a must.
- ⇒ Language Barrier - only 1 out of 10 Sri Lankan citizens speak English.
- ⇒ Child-sex tourism in the past is a major concern, now however, some say that the cases of child sex-tourism are not as evident as they were in the past.
- ⇒ Another concern was the increase in price with the arrival of tourists.
- ⇒ Infrastructure Development.

Potential Alternatives

- ➔ Develop human resources in the tourism sector.
- ➔ A Certificate course in Hospitality Management
- ➔ Hospitality Management: Health Resort Management: Digital Marketing
- ➔ Comprehensive course with local and international best practices
- ➔ For more info: <https://serendib-tea.org/>



Why We did it?

- ➔ I was underemployed in public sector for 20 long years.
- ➔ That horrible feeling made me to become a social entrepreneur. www.serendib-tea.org
- ➔ I worked for the society not for profit.
- ➔ It took 20 long years for us to find a place to start Century College of Higher Education.
- ➔ Now we are ready to deliver.