



**Ministry of Tourism  
Agency Results Framework (ARF)**

***The Vision***

*To establish and position Sri Lanka as Asia's most treasured and greenest island, with 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 and make it the largest foreign exchange earner benefiting the stakeholders of tourism and the people of Sri Lanka".*

***The Mission***

Create an enabling environment for the public and the private sectors in partnership to develop tourism to its desired potential while sustaining and conserving both the natural and cultural resources. Ensure the utilization of all resources in a responsible manner, so that the benefits from development will accrue to the people of Sri Lanka.

## **Thrust Areas**

- 1. Develop the tourism industry**
- 2. Domestic tourism**
- 3. Manpower development**
- 4. Tourism product and services**
- 5. Hospitable culture**
- 6. Promotions**

Thrust Areas

Trust Area I Tourism Industry

No.	Goal	Key performance indicators	Baseline 2008	Targets				
				2009	2010	2011	2012	2013
1.1	Increase the performance of the tourism sector to enhance its contribution to the economy	The arrivals of tourists	438,475	400,000	450,000	500,000	550,000	600,000
1.2		Foreign exchange earnings US \$ Million	346.3	316.0	355.5	395.5	434.5	474.0
1.3		Average duration of stay per visitor nights	10	10	10	10	10	10
1.4		Hotel guest nights (million)	2.5	2.3	2.9	3.3	3.5	3.7
1.5		Number of people employed in the industry	140,000	140,000	150,000	175,000	200,000	225,000

1.6		Demand for training (evidenced by an increase in the number of people trained)	1,000	1,000	1,250	1,500	1,750	2,000
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No.	Goal	Key performance indicators	Baseline 2008	Targets				
				2009	2010	2011	2012	2013
1.2.1	Develop the tourism product to attract diverse segments	Sale of tickets to foreign tourists						
		a) Museum	9,100	9,200	9,500	10,000	10,500	11,000
		b) Cultural Triangle	105,000	100,00	110,00	120,00	130,00	140,00
		c) Zoological Garden	160,000	150,00	0	0	0	0
		d) Botanical gardens	115,000	0	160,00	170,00	180,00	190,00
		e) Wildlife parks	60,000	110,00	0	0	0	0
			700	0	120,00	130,00	140,00	150,00
				55,000	0	0	0	0
			100	700	65,000	70,000	75,000	80,000
					1,000	1,250	1,500	1,750

		f) BMICH - foreign delegates		100	130	180	250	320
		g) SLECC-						

### Thrust Area 2 Domestic Tourism

No.	Goals	Key performance indicators	Baseline 2008	Targets				
				2009	2010	2011	2012	2013
2.1	Increase local travel for leisure	Local guest nights in graded accommodation establishments (million)	2.8	2.8	3.0	3.5	4.0	4.5
2.2		Local ticket sale at botanical gardens (nos. in million)						
		a) Peradeniya	1.00	1.10	1.20	1.30	1.40	1.50
		b) Haggala	0.50	0.60	0.70	0.80	0.90	1.00
		c) Gampaha	0.14	0.15	0.16	0.17	0.18	0.19

### Thrust Area 3 Manpower Development

No.	Goals	Key performance indicators	Baseline 2008	Targets				
				2009	2010	2011	2012	2013
3.1	Develop the quality of human resources for the travel and tourism sector	The number of graduates from SLITHM	1200					
		The number of graduates from other institutions						
3.2		The number of courses provided by SLITHM	38					
		Other institutions						
3.3		The demand for students who have graduated from SLITHM	Employment figures					
		Other institutions						

### Thrust Area 4 Tourism product and services

No.	Goal	Key performance indicators	Baseline 2008	Targets				
				2009	2010	2011	2012	2013
4.1	Ensure the quality of products and services	No. of certified establishments						
		a) Hotels	250	250	255	260	270	280
		b) Restaurants	955	1,00	1,05	1,10	1,15	1,20
		c) Travel Agents and Tour Operators	532	0	0	0	0	0
		d) Tourist shops	145	550	575	600	625	650
			150	160	170	180	190	
4.2	provided to tourists	Room capacity by class						
		a) Hotels						
		i) 5 Star	2,924	3,00	3,50	4,00	4,50	5,00
		ii) 4 Star	966	0	0	0	0	0
		iii) 3 Star	277	1,00	1,20	1,40	1,60	1,80
		iv) 2 Star	1,760	0	0	0	0	0
		v) 1 Star	504	300	400	500	600	700
		vi) Unclassified	8,173	1,80	1,90	2,00	2,10	2,20
b) Supplementary Establishments	5,030	0	0	0	0	0		
			600	700	800	900	1,00	
			8,20	8,30	8,40	8,50	0	

				0	0	0	0	8,600
				5,100	5,200	5,300	5,400	5,500
4.3		Trained tour guides	3,500	3,600	3,700	3,800	3,900	4,000

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### Thrust Area 5. Hospitable culture

No.	Goals	Key performance indicators	Baseline 2008	Targets				
				2009	2010	2011	2012	2013
5.1	Ensure a hospitable culture	Receipt per tourist per day in US \$	80	80	85	90	95	100
5.2		Annual Room Occupancy (%)	46	45	50	55	60	60

<sup>1</sup> This is a proxy indicator for hospitality. Visitors are likely to spend more money at a destination if there are opportunities for spending money and time, and if the culture holds their interests and is hassle-free

### Thrust Area 6 Promotions

No.	Goals	Key performance indicators	Baseline 2008	Targets				
				2009	2010	2011	2012	2013
6.1	Increase positive awareness of destination Sri Lanka among potential international and domestic travelers	The tourist arrivals by country of residence for the key 10 markets.	312, 026	300,000	325,000	350,000	400,000	450,000
6.2		No. of scheduled Airlines operating	21	21	22	23	24	25
6.3		No. of charters	03	03	04	05	06	07

6.4		The number of journalist nights	2000 <sup>2</sup>	1200	1300	1400	1500	1600
		Publicity received (Rs Mn)	872					

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<sup>2</sup> 200 travel journalists were hosted