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The Gazette of the Democratic Socialist Republic of Sri Lanka

EXTRAORDINARY

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PART I : SECTION (I) — GENERAL

Proclamations & C., by the President

PRESIDENTIAL DIRECTIVE

Seal

ANURA KUMARA DISSANAYAKE

ESTABLISHMENT of a Presidential Task Force for the implementation of the Sri Lanka Tourism Development Programme, by virtue of the powers vested in me by Article 33 of the Constitution of the Democratic Socialist Republic of Sri Lanka.

1. Hon. Minister of Foreign Affairs, Foreign Employment and Tourism
2. Hon. Deputy Minister of Tourism
3. Secretary to the President
4. Secretary, Ministry of Finance, Planning and Economic Development
5. Secretary, Ministry of Public Administration, Provincial Councils and Local Government
6. Secretary, Ministry of Foreign Affairs, Foreign Employment and Tourism
7. Secretary, Ministry of Environment
8. Secretary, Ministry of Agriculture, Livestock, Land and Irrigation
9. Secretary, Ministry of Transport, Highways, Ports and Civil Aviation
10. Additional Secretary (Development), Tourism Division, Ministry of Foreign Affairs, Foreign Employment and Tourism



11. Chairman, Urban Development Authority
12. Chairman, Sri Lanka Tourism Development Authority, Sri Lanka Tourism Promotion Bureau
13. Chairman, Sri Lanka Institute of Tourism and Hotel Management, Sri Lanka Convention Bureau
14. Director General, Central Cultural Fund
15. Director General, Department of Coastal Conservation
16. Director General, Department of Irrigation
17. Director General, Department of Wildlife
18. Director General, Department of Forest Conservation
19. Director General, Sri Lanka Tourism Development Authority
20. Controller General, Department of Immigration and Emigration
21. Director General, Mahaweli Development Authority
22. Inspector General of Police, Police Department
23. Duminda Hulangamuwa Esquire
24. Krishan Balendra Esquire
25. Nihal Muhandiram Esquire
26. Nalin Jayasundara Esquire
27. Suranjith Wevita Esquire
28. Madam Shiromal Cooray

Greetings!

WHEREAS, public sector institutions and public-private partnership entities perform a pivotal catalytic role in the upgrading of tourism industry, the Government has recognized the necessity of a dedicated, empowered mechanism and a special program at the provincial, district and regional levels, for the proper coordination of existing institutions and the prompt transformation of the Sector,

WHEREAS, the current Government, in pursuit of creating a thriving nation under the theme 'A Modernized Tourism Industry – An Attractive Destination', in line with the policy statement 'A Thriving Nation, a Beautiful Life', has accorded primary attention to expediting the realization of the aspirations and expectations of the public through activities relating to the development of tourism,

WHEREAS, the Government has recognized the necessity of implementing a strategic program in an accurate and expeditious manner to promote the growth of the tourism industry, which has the potential to generate foreign exchange efficiently and expeditiously,

NOW, THEREFORE, I, Anura Kumara Disanayake, President of the Democratic Socialist Republic of Sri Lanka, do hereby establish the Presidential Task Force to implement the Sri Lanka Tourism Development Programme, reposing great trust and confidence in your prudence, ability and fidelity, appoint you the said :-

1. Hon. Minister of Foreign Affairs, Foreign Employment and Tourism
2. Hon. Deputy Minister of Tourism
3. Secretary to the President
4. Secretary, Ministry of Finance, Planning and Economic Development
5. Secretary, Ministry of Public Administration, Provincial Councils and Local Government
6. Secretary, Ministry of Foreign Affairs, Foreign Employment and Tourism
7. Secretary, Ministry of Environment

8. Secretary, Ministry of Agriculture, Livestock, Land and Irrigation
9. Secretary, Ministry of Transport, Highways, Ports and Civil Aviation
10. Additional Secretary (Development), Tourism Division, Ministry of Foreign Affairs, Foreign Employment and Tourism
11. Chairman, Urban Development Authority
12. Chairman, Sri Lanka Tourism Development Authority, Sri Lanka Tourism Promotion Bureau
13. Chairman, Sri Lanka Institute of Tourism and Hotel Management, Sri Lanka Convention Bureau
14. Director General, Central Cultural Fund
15. Director General, Department of Coastal Conservation
16. Director General, Department of Irrigation
17. Director General, Department of Wildlife
18. Director General, Department of Forest Conservation
19. Director General, Sri Lanka Tourism Development Authority
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as the members of the said Presidential Task Force to execute the below mentioned tasks subject to the provisions stipulated in the Constitution of the Democratic Socialist Republic of Sri Lanka and any other written laws.

The said tasks namely;

1. Policy Analysis, Strategic Planning and Regulations

- i. Conduct policy analysis and provide recommendations on specific policy issues requiring specialized expertise. Identify a strategic framework for managing and promoting tourism activities, ensuring cultural heritage and environmental conservation, provide necessary guidance to relevant institutions to implement such strategies, in consultation with tourism experts and based on the existing situation.
- ii. Carry out high-level national coordination and collaboration among relevant government institutions and stakeholders at the national, district, and divisional levels to implement the five-year (05) tourism plan.
- iii. Develop policies, strategies and plans with the participation of various stakeholders, including the private sector.
- iv. Develop human resources dedicated to tourism with public-private partnerships, public policies, visionary perspectives, public accountability and inspiration at leadership/decision-making levels.
- v. Provide guidance for the conduct of studies and related activities in the tourism sector.
- vi. Regulate the tourism sector effectively and formalize the engagement of all informal stakeholders.

2. Identification of Challenges and Proposal of Solutions

- i. Coordinate institutional mechanisms empowered to respond to the challenges and opportunities of the sector.
- ii. Establish processes and systems for financial management, procurement, and human resource management.
- iii. Establish ICT infrastructure for institutional operations and promptly install technology-enabled, automated, simple, and transparent systems to ensure the availability of web-based software well-being.
- iv. Install and maintain internet and infrastructure facilities to ensure convenient access to services and hospitality-related information at relevant tourist destinations and to carry out relevant tasks.
- v. Ensure the protection of tourists and upgrade identified hospitals by establishing hospital wards capable of providing paid treatment at internationally accepted standards.
- vi. Address and resolve overlaps in institutional responsibilities, with particular attention to simplifying the overall structure.
- vii. Fulfil clearly defined roles and responsibilities among institutions actively and independently, while establishing effective mechanisms to facilitate inter-agency cooperation.
- viii. Mobilize resources in addition to the regular allocations received by tourism-related institutions.
- ix. Coordinate among public sector institutions, private sector entities, non-governmental organizations, and other stakeholders.
- x. Provide strategic guidance to the Sri Lanka Institute of Tourism and Hotel Management with regard to training and development of human resources.
- xi. Promote the innovative tourism product development with the aim of supporting inclusive and long-term economic growth and enhancing overall societal well-being.
- xii. Enhance the efficiency of the registration and licensing process for service providers related to tourism and hospitality in order to integrate such informal tourism service providers into the formal sector in view of improving the standards and quality of all tourism establishments to integrate informal tourism service providers into the formal sector.
- xiii. Develop the appropriate systems and develop a regulatory framework for licensing commercial digital platforms and applications in the tourism industry and ensure that operations are carried out in accordance with standards.
- xiv. Intervene in any matter deemed necessary by the Committee for the development and advancement of the tourism sector.

3. Monitoring and Evaluation

- i. Ensure that all institutions in the tourism sector, including the Sri Lanka Tourism Development Authority, the Sri Lanka Tourism Promotion Bureau, the Sri Lanka Institute of Tourism and Hotel Management, and the Sri Lanka Convention Bureau, are committed to implementing the core activities outlined in their annual action plans, which are aligned with their respective long-term strategic plans, and provide assistance and monitor in further strengthening of the intergovernmental mechanism aimed at achieving the intended objectives relating to tourism development, regulation, branding, and human resource development.
- ii. Monitor the implementation of awareness programmes and mobile services conducted for tourism service providers pertaining to hospitality services and resort registration.

4. Extension to the Local Level

- i. Establish specific committees at the district and divisional levels with specific members, specific terms of reference and time frame. Ensure representation from both the public and private sectors for these committees.

- ii. Identify deficiencies in existing systems that are directly related to the tourism industry and analyze current supply chains with a view to addressing such deficiencies and, provide relevant recommendations.
- iii. Enhance collaboration and inter-agency coordination among government institutions as well as across different levels of government (central/ provincial/ district and divisional).

5. Expand Facilities for Attractive Destinations

- i. Develop and implement a comprehensive Visitor experience Model to implement our heritage hospitality management best practices, while enhancing entertainment, ensuring a seamless, engaging and safe experience for all visitors.
- ii. Destination management and connectivity to ensure an attractive destination.
- iii. Identify destinations, management and marketing strategies in collaboration with both the public and private sectors to enhance the competitiveness of tourism destinations while minimizing negative impacts and maximizing benefits.
- iv. Expand basic infrastructure and develop destination-level facilities; encourage seamless connectivity for long-distance transportation; review major private sector investment projects; and promote sustainability across accommodation properties and the tourism supply chain.
- v. Develop tourism major city plans (Nuwara Eliya, Hikkaduwa, Negombo, Kalpitiya)
- vi. Implement the Marine Tourism Roadmap & Strategic Plan.

6. Sustainable Tourism Development

- i. Implement signage and symbols in accordance with international standards in Sigiriya and other tourist destinations, and obtain international certification as standardized tourist sites.

7. Tourism Promotion, Marketing and Branding

- i. Strategic Engagement with Online Travel Agencies (OTAs) to boost Sri Lanka's Visibility through tourism promotion, marketing and branding.
- ii. Engage in collaboration with Sri Lankan diplomatic missions abroad and embassies in overseas to promote tourism.
- iii. Enhance tourism products and supply chains.
- iv. Tourism brand promotion to attract new markets and tourists.
- v. Strengthen the capacity of tourism organizations to compete effectively across all market segments.
- vi. Establish strong relations with international tourism organizations.

And, I appoint Honourable Minister of Foreign Affairs, Foreign Employment and Tourism as the Chairman and the Honourable Deputy Minister of Tourism, as the Vice Chairman Secretary of the aforesaid Presidential Task Force.

AND, I appoint the Secretary to the Ministry of Foreign Affairs, Foreign Employment and Tourism as the Secretary of the aforesaid Presidential Task Force.

AND, I do hereby authorize you, members of the Presidential Task Force, to make inquiries and issue instructions as are required for the purpose of executing the tasks so entrusted, and also to obtain the assistance of the public officers from whom such assistance is intended by the Presidential Task Force, subject to the provisions stipulated in the Constitution of the Democratic Socialist Republic of Sri Lanka and other written laws.

AND, I do hereby require and direct the said Task Force to report to me all instances where any Government employee or an officer in any ministry, government department, state corporation or any such institution who delay the performance of duties and fulfilment of responsibilities or fail to perform such duties and responsibilities to be entrusted by the said Task Force.

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PART I : SEC. (I) - GAZETTE EXTRAORDINARY OF THE DEMOCRATIC SOCIALIST REPUBLIC OF SRI LANKA - 20.08.2025

AND, I do hereby inform you, members of the Presidential Task Force, to submit reports to me from time to time, in respect of the execution of the aforesaid tasks by you.

FURTHERMORE, I do hereby inform that the aforementioned Task Force shall complete the duties related to the aforesaid orders within a period of Two (02) years and submit the relevant report.

Given at Colombo under the Seal of the Democratic Socialist Republic of Sri Lanka on the 19th day of August, Two Thousand and Twenty Five.

By order of the Honourable President,

Dr. N.S. KUMANAYAKE,
Secretary to the President.

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