



" විශිෂ්ට රාජ්‍ය සේවාවක් සඳහා ජප්ත කපවෙලු "

**ප්‍රධාන ලේකම් කාර්යාලය - බස්නාහිර පළාත**  
**பிரதான செயலாளர் அலுவலகம் - மேல் மாகாணம்**  
**OFFICE OF THE CHIEF SECRETARY - WESTERN PROVINCE**



204, ඩෙන්සිල් කොබ්බෑකඩුව මාවත, බත්තරමුල්ල.  
 204, டென்சில் கொப்பேகடுவ மாவத்தை, பத்தரமுல்ல.  
 204, Denzil Kobbekaduwa Mawatha, Battaramulla.

ප්‍රධාන ලේකම් பிரதான செயலாளர் Chief Secretary	දුරකථන / தொலைபேசி / Telephone - 011 - 2092599	ආයුදුරකථන தொலைபேசி இலக்கம் General Telephone } 011 - 2093000
	ෆැක්ස් / பெக்ஸ் / Fax - 011 - 2092601	
	වි-ඔම් / விஷனஞ்சல் / E-mail - chiefsecretary@wpc.gov.lk	

මගේ අංකය எனது இலக்கம் My No. } CSWP/PTR/13-14/FI/8	ඔබේ අංකය உமது இலக்கம் Your No. }	දිනය திகதி Date } 2023.07.14
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ලේකම්,  
 පළාත් පාලන අමාත්‍යාංශය,  
 බස්නාහිර පළාත

**Seminar on Tourism Management for Sri Lanka**  
**From 22 nd August to 04 th September 2023 in Beijing , China**

ඉහත පුහුණු වැඩසටහන සම්බන්ධයෙන් විදේශ සම්පත් දෙපාර්තමේන්තුවේ අධ්‍යක්ෂක ජනරාල්ගේ අංක TA/CHI/B/06/23 හා 2023.06.22 දිනැති ලිපිය මගින් නාමයෝජනා අයදුම්පත් ඉදිරිපත් කරන ලෙස දන්වා ඇති ලිපියක් රාජ්‍ය පරිපාලන අමාත්‍යාංශ ලේකම්ගේ අංක HRD/FTR/S/ERD/01/2023 හා 2023.07.06 දිනැති ලිපිය මගින් මා වෙත ඉදිරිපත් කර ඇත.

02. අදාල ලිපිවල පිටපත් මේ සමඟ අමුණා ඇති අතර, අදාල අයදුම්පත්‍ර හා සියළු තොරතුරු [www.erd.gov.lk](http://www.erd.gov.lk) වෙබ් අඩවියෙන් බාගත කර ගැනීමට හැකියාව ඇත.

03. ඒ අනුව, මෙම වැඩසටහන් සඳහා සහභාගී වීමට අපේක්ෂිත වඩාත්ම සුදුසු නිලධාරීන්ගේ නාම යෝජනා අයදුම්පත්, අදාල දැන්වීමේ සඳහන් ලියවිලි සමඟ නියමිත දිනට විදේශ සම්පත් දෙපාර්තමේන්තුවට යැවීමට හැකිවන සේ 2023.07.25 දිනට පෙර මා වෙත යොමු කිරීමට කටයුතු කරන ලෙස කාරුණිකව දන්වමි.

04. තවද, නාමයෝජනා අයදුම්පත් ඉදිරිපත් කිරීමේදී මවිසින් නිකුත් කර ඇති පිරිස් හා පුහුණු 1/2015 හා 2015.08.11 දිනැති චක්‍රලේඛයට අනුකූලව, ඔබගේ නිර්දේශය සහිතව ඉදිරිපත් කල යුතු අතර අදාල නාමයෝජනා අයදුම්පත ඉදිරිපත් කරන නිලධාරියා පසුගිය වර්ෂ 03ක දී රාජකාරි/ පුහුණු/අධ්‍යයන වැඩසටහන් සඳහා නාමයෝජනා ඉදිරිපත් කිරීම හා විදේශ ගතවීම් පිළිබඳ විස්තර ද ඉදිරිපත් කරන ලෙස වැඩිදුරටත් කාරුණිකව දන්වමි.

ඩබ්ලිව්.ටී.ඒ. මානෙල්,  
 නියෝජ්‍ය ප්‍රධාන ලේකම් (පිරිස් හා පුහුණු)  
 ප්‍රධාන ලේකම් වෙනුවට,  
 බස්නාහිර පළාත.

නියෝජ්‍ය ප්‍රධාන ලේකම් பிரதான செயலாளர் Deputy Chief Secretary	පාලන நிர்வாகம் Administration Tel : 0112092606 Fax : 0112092609 dcsadmin@cs.wpc.gov.lk	පිරිස් හා පුහුණු ஆளணி மற்றும் பயிற்சி Personnel & Training Tel : 0112092631 Fax : 0112092647 dcspt@cs.wpc.gov.lk	මුදල් நிதி Finance Tel : 0112092640 Fax : 0112092636 dcsfinance@cs.wpc.gov.lk	සැලසුම් திட்டமிடல் Planning Tel : 0112092532 Fax : 0112092533 dsplan@cs.wpc.gov.lk	ආයුදුරකථන பொறியியல் Engineering Tel : 0112092501 Fax : 0112092505 dcs@eng.wpc.gov.lk	ප්‍රධාන අභ්‍යන්තර විභාගක பிரதான உள்நகல் கண்காணிப்பாளர் Chief Internal Auditor Tel : 0112092628 Fax : 0112092625 cia@cs.wpc.gov.lk	
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செயலாளர் / செயலாளர்  
 உதவி செயலாளர் / உதவி செயலாளர்  
 13 JUL 2023  
 26 JUL 2023  
 13

රාජ්‍ය පරිපාලන, ස්වදේශ කටයුතු, පළාත් සභා හා පළාත් පාලන අමාත්‍යාංශය  
 பொது நிர்வாக, உள்ளாட்சி இலுவல்கள், மாகாண சபைகள் மற்றும் உள்ளூராட்சி ஆமைச்சகம்  
 Ministry of Public Administration, Home Affairs, Provincial Councils and Local Government

சිங்களப் பவுரமுடி, கோலம்பி 07, சீ லங்கா.  
 சுதந்திர சதுக்கம், கொழும்பு 07, இலங்கை.  
 Independence Square, Colombo 07, Sri Lanka.

මගේ අංකය  
 எனது இல  
 My No

HRD/FTR/S/ERD/01/2023

මගේ අංකය  
 உமது இல  
 Your No

දිනය  
 திகதி  
 Date

06.07.2023

Additional Secretary (Administration and Training)  
 Provincial Councils and Local Government

Ad (PC & LG)

செயலாளர் அலுவலகம்  
 07 JUL 2023  
 Ad-sec. (Admin)  
 செயலாளர் හා உதவி செயலாளர் அலுவலகம்  
 රාජ්‍ය අමාත්‍යාංශය

Seminar on Tourism Management for Sri Lanka  
From 22<sup>nd</sup> August to 04<sup>th</sup> September 2023 in Beijing, China

The Embassy of the People's Republic of China (PRC) has invited nominations from the eligible government officials for the above training programme. The letter number TA/CHI/B/06/23 dated 22 June 2023 and the course details sent by the Department of External Resources (ERD) are enclosed.

You are kindly requested to submit 04 nominations from Provincial Councils and 04 nominations from Urban Councils for the training program directly to the ERD and to send a copy of nomination letter to this Division before the dead line of 02<sup>nd</sup> August 2023.

Please advise all applicants to visit ERD website and submit documents physically to the ERD, according to the instructions given by the above letter.

04. Your early response in this regard is highly appreciated.

*R.P. Manjula*  
**Manjula Rajapakshe**  
 Senior Assistant Secretary  
 (Human Resources Development)  
 For Secretary  
 Ministry of Public Administration, Home Affairs, Provincial Councils and Local Government  
 Telephone Number- 0112698464, Fax- 0112698461, E mail address [ashr-ii@pubad.gov.lk](mailto:ashr-ii@pubad.gov.lk)

① SAS (PC)  
PI circulate  
among PC'S.  
 ②

PIR/13  
 Send to the  
 M. of Local  
 Govt.  
 07/13

දුරකථන  
 தொலைபேசி  
 Telephone } 011-2696211-13  
 011-2166000

ලැයිස්  
 தொலைநகல்  
 Fax } 011-2695279

විද්‍යුත්  
 மின்னஞ்சல்  
 E-mail } [information@pubad.gov.lk](mailto:information@pubad.gov.lk)

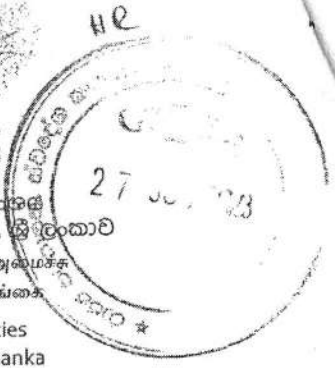
වෙබ් අඩවිය  
 இணையத்தளம்  
 Website } [www.pubad.gov.lk](http://www.pubad.gov.lk)



# විදේශ සම්පත් දෙපාර්තමේන්තුව

வெளிநாட்டு வளங்கள் திணைக்களம்  
Department of External Resources

මුදල්, ආර්ථික ස්ථායීකරණ සහ ජාතික ප්‍රතිපත්ති අමාත්‍යාංශය  
මහලේකම් කාර්යාලය (3 වැනි මහල), ත.පෙ. 277, කොළඹ 00100, ශ්‍රී ලංකාව  
நிதி, பொருளாதார உறுதிப்படுத்துகை மற்றும் தேசியக் கொள்கைகள் அமைச்சு  
செயலகம் (3 ஆம் மாடி), த. பெ. இல. 277, கொழும்பு 00100, இலங்கை  
Ministry of Finance, Economic Stabilization and National Policies  
The Secretariat (3<sup>rd</sup> Floor), P.O. Box 277, Colombo 00100, Sri Lanka



Web Site: www.erd.gov.lk

e-mail: info@erd.gov.lk

මගේ අංකය  
எனது இல  
My No

TA/CHI/B/06/23

ඔබේ අංකය  
உமது இல  
Your No

දිනය  
திகதி  
Date

22 June 2023

Secretary  
Ministry of Public Administration, Home Affairs, Provincial Councils and Local Government

Attn: Officer In-Charge Foreign Trainings

Dear Sir

## Seminar on Tourism Management for Sri Lanka From 22 August to 04 September 2023 in Beijing, China

The Economic and Commercial Office of the Embassy of the People's Republic of China (PRC) in Sri Lanka has invited nominations from the eligible government officials for the above bilateral training programme. The course details in this regard are enclosed. In addition, the organizer of the programme has requested comments on the attached primary arrangements for the training in order to finalize.

We would highly appreciate, if you could instruct the relevant officials to circulate this programme among the Departments/ Divisions/ Institutes under your purview and submit 08 suitable nominations (04 Nominations from Provincial councils, 04 nominations from urban councils) to the Department of External Resources (ERD) with the following documents.

- Nomination Letter (from the relevant Ministry)
- Duly filled Application Form - computer fill-in edition (can be downloaded from www.erd.gov.lk)
- Physical Examination Form (can be downloaded from www.erd.gov.lk)
- Copy of Passport
- Duly filled ERD Form (can be downloaded from www.erd.gov.lk)
- The comments and the suggestions (for primary arrangements)

Please note that, only the duly completed applications received by ERD before 2.00 p.m. on 02 August 2023 with the line ministry covering letter and other relevant documents as stipulated above will be processed.

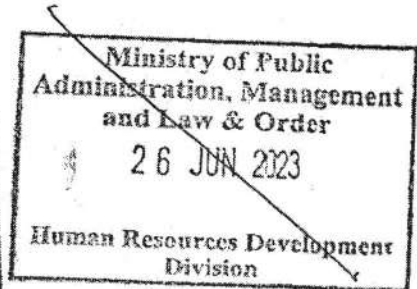
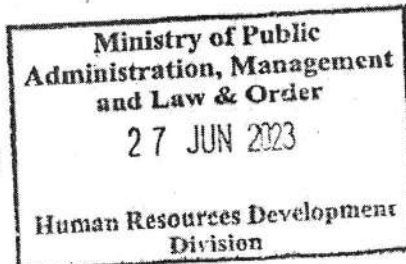
Further, the Government of China will bear the following expenses;

- Roundtrip international air tickets and local transportation
- Accommodation and Meals
- Personal accident insurance during the training
- Medical expenses for emergencies during the training

Your early response in this regard is highly appreciated.

Yours faithfully

Udeni Udugahapattuwa  
Additional Director General  
for Director General



අධ්‍යක්ෂ ජනරාල්  
பணிப்பாளர் நாயகம்  
Director General

94-11-2484693

කාර්යාලය  
அலுவலகம்  
Office

94-11-2484500  
94-11-2484600

ෆැක්ස් අංකය  
தொலை நகல்  
Fax

94-11-2447633  
94-11-2387153  
94-11-2434876

## Seminar on Tourism Management for Sri Lanka

Name	Seminar on Tourism Management for Sri Lanka		
Organizer	Central Academy of Cultural and Tourism Administration		
Time	2023-08-22 to 2023-09-04	Language for Learning	English
Invited Countries	Sri Lanka	Number of Participants	20
Objectives of the Training Course	<p>1. Enable participants to understand the status quo and model of tourism management development in China; 2. Enable participants to understand the current situation of integrated development of Chinese culture and tourism; 3. Strengthen relevant capacity building of participating countries to enhance their cultural management development level; 4. At the end of the course, participants will be able to put forward effective suggestions on tourism management in their own country based on what they have learned and the situation of tourism and cultural industries in their own country.</p>		
Requirements for the Participants	Professional Background	tourism management	
	Age	Under 45 for officials at or under director's level; under 50 for officials at director general's level.	
	Health	In good health with health certificate issued by the local public hospitals; without diseases with which entry to China is disallowed by China's laws and regulations; without severe chronic diseases such as serious high blood pressure, cardiovascular/cerebrovascular diseases and diabetes; without metal diseases or epidemic diseases that are likely to cause serious threat to public health; not in the process of recovering after a major operation or in the process of acute diseases; not seriously disabled or pregnant.	
	Language	Capable of listening, speaking, reading and writing in English during the training	
	others	Family members or friends shall not follow	
Seminar Content	<p>The seminar is a training program in China, which will be carried out through a combination of thematic teaching, exchange and discussion, and visit and investigation</p> <p>1. Core Curriculum</p> <p>(1) China's National conditions and experience sharing: Chinese government official will introduce China's development in political, social and historical aspects and shared China's successful experience in fighting the epidemic.</p> <p>(2) Overview of Chinese Culture: Introduce the general situation of Chinese culture from the aspects of history, art, cultural relics, "intangible cultural heritage" and cultural exchange.</p> <p>(3) Analysis of preference factors of Chinese tourists in outbound tourism: Analyze</p>		

behavior patterns of Chinese tourists in outbound tourism, summarize outbound destinations, overseas tourism consumption markets and tourism preferences of Chinese tourists for reference of participating countries.

(4) Smart tourism transformation: Introduce the concept, operation mode and excellent cases of smart tourism

(5) Tourism management and tourism sustainable development: introduce the tourism management model and the concept, significance and countermeasures of tourism sustainable development.

(6) China's tourism poverty alleviation practice: To explore the development mode of tourism industry in the poor areas of central and western China, and explore the development mode and path of tourism poverty alleviation.

(7) The integrated development of Chinese culture and tourism industry in the post-epidemic era: introduce China's specific practices in the integrated development of culture and tourism industry and discusses the new forms and trends of the integrated development of culture and tourism industry, and provides new ideas and methods for tourism planning and development for participating countries.

(8) Cultural soft power to promote tourism development: Introduce China's cultural soft power resources, tourism cultural brand construction, and improve the international competitiveness of tourism destination cultural brands.

## 2. Introduction of the discussion

(1) Participants will conduct discussion on the theme of "Ways and Paths of tourism management".

(2) Participants will conduct discussion on the theme of "High-quality Tourism Development".

## 3. Introduction of the city to be visited

The Participants will also visit Lijiang, Yunnan Province. Lijiang is a prefecture-level city under the jurisdiction of Yunnan Province, located on the southeastern edge of Qinghai-Tibet Plateau. It is an internationally renowned tourist city, a national historical and cultural city, and an important passageway of the ancient "Southern Silk Road" and "Ancient Tea Horse Road". It is the only city in China with three World Heritage sites at the same time. There are Lijiang Old Town, Jade Dragon Snow Mountain, Tiger Leaping Gorge, Laojun Mountain, Shuhe Ancient Town and other well-known tourist attractions. It has been awarded the honorary titles of China's Top 100 tourism Competitive cities, China's Top Ten Leisure Cities, China's Excellent Tourism Cities, China's Top Ten charming cities and so on.

Through this training, the Participants can understand China's national conditions and cultural connotation, and have a preliminary understanding of the development status and trend of China's tourism industry as well as the tourism management mode and innovative way. At the end of the course, the Participants will be able to put forward suggestions for the development of tourism management in their own country based on what they have learned and the actual situation. Through symposiums and exchanges, the students' demands also provide basis and opportunity for further bilateral cooperation with China in this field in the future.

Host City	Beijing	Cities to visit	Yunnan Province
Notes	<p>1. Please prepare a valid passport and visa in advance.</p> <p>2. Before coming to China, please prepare relevant materials about tourism management, the construction of the cultural industry policy system, and the cultivation mechanism of cultural and creative industries in own country or region.</p> <p>3. If the flight cannot depart on time due to special circumstances, or the flight is delayed during transfer, please inform the project contact of the latest flight status, so as to enable organizers to arrange the pick-up.</p> <p>4. In principle, individuals are not allowed to change air tickets. If necessary, please contact the Business Office and follow the procedures. Any costs and consequences led by changes to the ticket without consent will be borne by the individual.</p> <p>5. Please confirm whether you need to re-check the baggage when you transfer. After the flight lands and baggage has been picked up, please wait patiently at the international arrival exit (or domestic arrival exit). The staff will hold the pick-up card with the name of the organizer. If you wait more than 15 minutes, you can call the project contact.</p> <p>6. If the checked baggage is lost and needs to be registered with the airline, please call the project contact first to confirm the delivery address and then fill in the registration form.</p> <p>7. Please pay attention to the weather conditions in host areas, bring the appropriate clothing; prepare comfortable shoes to ready the visit; the important activities of the seminar require formal or national costumes to attend.</p> <p>8. Please bring some commonly used medicine in case of illness.</p>		
About the Organizer	<p>The Central Academy of Culture and Tourism Administration is an educational and training institution that is directly affiliated to the Ministry of Culture and Tourism of the People's Republic of China (PRC). It is the first official organization to start teaching and research of cultural management, mainly providing professional training for the leaders of cultural and tourism administrative departments at and above the prefecture and municipal level, and management training for senior managers of cultural and tourism enterprises and institutions. Now, CACTA is recognized as National Cultural Information Resources Sharing Project Teaching and Training Base, National Cultural Cadre Training Base and For-Africa Training Base of the Ministry of Culture and Tourism, Cultural Talent Training Demonstration Base of National Cultural Heritage Administration, National Professional and Technical Personnel Continuing Education Base of the Ministry of Human Resources and Social Security and Foreign-aid Training Undertaking Organization of the Ministry of Commerce.</p> <p>Since 2007, the Central Academy of Culture and Tourism Administration has been holding foreign-related training programs where more than 5000 participants involving officials from different divisions, departments, bureaus and ministries, scholars and professionals in the field of culture and tourism from more than 150 countries participated and topics such as cultural management, cultural industry, cultural heritage protection, tourism management, and integrated development of culture and tourism covered. These foreign-related training has formed a pattern of multi-country, multi-level and multi-discipline and accumulated rich experience.</p>		

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