

Concept Paper -01/02: The Role of Faculty of Indigenous Medicine, University of Colombo (FIM UoC) Heritage in the Tourism Sector of Sri Lanka

(Capt. Harsha Govinda Koralearachchi, a member of the Western Province Governor's Special Committee for Tourism Promotion, Date: 03.01.2023)

Title:

"Empowerment through Knowledge: Unveiling Sri Lanka's Indigenous and Ayurvedic Treatment Plan"

Introduction:

This concept aims to have the Faculty of Indigenous Medicine, University of Colombo (IMF UoC), elevate the Western Province into a Cultural Health Consultancy Hotspot by spotlighting the unparalleled heritage of ancient Sri Lanka—an environment and territory uncommon in the world. This region fosters endemic herbs and natural resources that have birthed an invaluable traditional treatment plan developed by local civilizations over a millennium ago. These proven traditional and modernized indigenous treatment methods will be accessible during designated Cultural Health Hotspot hours to tourists, expatriates, and discerning locals.

Background Information:

This initiative seeks to showcase the richness of indigenous and Ayurveda medicine in Sri Lanka, directly involving Sri Lankan educationists specializing in this domain.

Research:

Exploratory efforts will be made to identify government institutions that could be integrated into the tourism sector, fostering revenue generation in the Western Province.

Problem Statement:

The objective is to augment the allure of the Western Province to tourists, encouraging prolonged stays through strategic initiatives.

Objectives and Goals:

To have Faculty of Indigenous Medicine, University of Colombo directly contribute to Sri Lanka's national interest by forging a strong connection with the country's tourism sector.

Description of the Concept:

Founded by Capt. Harsha Govinda Koralearachchi, a member of the Western Province Governor's Special Committee for Tourism Promotion, this innovative concept seeks to revolutionize Sri Lanka's tourism landscape. Leveraging the rich indigenous and Ayurveda treatment consultancy provided by professionals within the University staff, Cultural Health Hotspot hours will provide visitors with insights into these timeless treasures. The guiding principle within the consultancy at

the respective departments will be "Education before Treatment." Consultants will guide patients toward recommended treatment plans within registered private or government hospitals across the island.

Target Audience:

The primary audience includes tourists, expatriates, and the local populace seeking enrichment through indigenous or Ayurvedic treatments.

Implementation Plan:

Strategies by IMF UoC:

- Establishment of dedicated consultancy locations within respective departments.
- Introduction of IMF UoC standard criteria for registration into authorized treatment centers across the island.
- Registration of suitable hospitals in Sri Lanka that meet the IMF UoC criteria.
- Designation of Cultural Hotspot hours, potentially from 6-8 AM or 5-7 PM, or other identified suitable timings.

Strategies by Governor's Special Committee for Tourism Promotion WP:

- Issuing a QR code to identify the Cultural Health Consultancy Hotspot.
- Distribution of the QR code in leading hotel chains across Sri Lanka, including all hotels in the Colombo district.
- Global dissemination of the QR code through Embassy chain Public Relation Officers.
- Creating awareness through print and social media to Embassies, Expatriate groups, international schools and college