

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

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

Title:

"Educational Tourism Opportunities at FIM UoC: Unveiling Sri Lanka's Indigenous and Ayurvedic Heritage through Workshops and Skill Development Programs"

Introduction:

This concept aims to position the Faculty of Indigenous Medicine, University of Colombo (FIM UoC) as a catalyst for transforming the Western Province into a prominent Education Tourism Hotspot. By showcasing the unique heritage of ancient Sri Lanka, unparalleled in the world, the initiative seeks to integrate traditional knowledge, the foundation of modern expertise in indigenous and Ayurvedic medicine, into Sri Lanka's tourism sector through workshops, short and moderate-duration courses. These educational and skill development programs will be coordinated by various departments of the FIM UoC and promoted through the Western Province Governor's Special Committee for Tourism Promotion.

Background Information:

The initiative aims to highlight the richness of indigenous and Ayurvedic medicine in Sri Lanka, featuring contributions from local educationists specializing in this field.

Research:

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

Problem Statement:

The objective is to enhance the appeal of the Western Province to tourists, encouraging extended stays through strategic initiatives.

Objectives and Goals:

To have the Faculty of Indigenous Medicine, University of Colombo, play a pivotal role in contributing directly to Sri Lanka's national interest by establishing a robust connection with the country's tourism sector.

Description of the Concept:

Conceived by Capt. Harsha Govinda Koralearachchi, a member of the Western Province Governor's Special Committee for Tourism Promotion, this innovative concept aims to revolutionize Sri Lanka's tourism landscape. Traditional knowledge, serving as the basis for

contemporary expertise in indigenous and Ayurvedic medicine, will be seamlessly integrated into Sri Lanka's tourism through day workshops, 3-month short courses, and potentially extended to one-year moderate courses. These educational and skill development programs will be organized by various departments of the FIM UoC, and accommodations for participants will be facilitated through categorized packages by the Western Province Governor's Special Committee for Tourism Promotion. All educational and skill development short courses will be published through the Western Province Governor's Special Committee for Tourism Promotion.

Target Audience:

The primary audience comprises tourists and expatriates seeking enrichment through indigenous or Ayurvedic knowledge and skills.

Implementation Plan:

Strategies by FIM UoC:

- Establishment of suitable workshops, short, and moderate durational courses in all the departments of FIM UoC.
- Collaboration with suitable government or private treatment centres or hospitals that meet the FIM UoC criteria for training purpose of the candidate.

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

- Issuing a QR code to identify Education Tourism Hotspot of FIM UoC.
- Distribution of the QR code in leading hotel chains across Sri Lanka, encompassing all hotels in the Colombo district.
- Global dissemination of the QR code through Embassy chain Public Relations Officers.
- Creating awareness through print and social media to Embassies, Expatriate groups, international schools and college