

Proposal to Promote Sri Lanka's Tourism Industry through International Kite Airshows

The Ministry of Tourism, Sri Lanka
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Promotion of Sri Lanka's Tourism Industry through International Kite Airshows Showcasing Sri Lankan Heritage and Cultural Value

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Introduction

Sri Lanka's tourism industry has immense potential for growth by leveraging its rich heritage, natural beauty, and unique cultural practices. In line with this vision, I propose the creation of a global tourism campaign centered around kite airshows, building on the success of SLHIKA 24. These airshows would be organized in partnership with Sri Lankan embassies worldwide, showcasing our heritage through the innovative concept of turbine and traditional kites.

This campaign will not only elevate the country's image on a global platform but also create significant opportunities for international cultural exchange, tourism, and economic development.

Objective

The primary goal of this proposal is to promote Sri Lanka's tourism industry by hosting a series of kite airshows across various countries. These events will be organized by the Ravana Aviation Kite Association (RAKA) and supported by Sri Lankan embassies to highlight the nation's heritage, innovation, and commitment to sustainability.

Key Features of the International Kite Airshows

1. Cultural Showcases through Kites

Each kite airshow will feature kites that represent Sri Lanka's history, traditions, and cultural values. These kites will include traditional Sri Lankan designs as well as innovative turbine-powered kites that promote the theme of sustainability. This blend of cultural symbolism and cutting-edge technology will provide a unique and visually engaging representation of Sri Lanka.

2. Sustainability and Renewable Energy Promotion

As with SLHIKA 24, the kite airshows will demonstrate Sri Lanka's focus on renewable energy by featuring turbine kites, symbolizing the nation's forward-thinking approach to sustainable energy solutions.

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3. International Reach through Sri Lankan Embassies

The airshows will be held in collaboration with Sri Lankan embassies in major cities across the world, ensuring maximum reach and visibility. Each embassy will serve as a host, promoting the event to local communities, tourism boards, and media outlets to generate significant interest in Sri Lanka.

4. Cultural and Tourism Exhibitions

Alongside the airshows, we will organize exhibitions showcasing Sri Lankan arts, crafts, and cuisine to create a holistic cultural experience for attendees. These exhibitions will highlight the diversity and richness of our nation's heritage, attracting more tourists to visit Sri Lanka.

Targeted Countries and Locations

We propose hosting the kite airshows in key tourism markets, including but not limited to:

- United Kingdom
- United States
- France
- Germany
- India
- China
- Australia

Each location will be carefully selected in coordination with the respective Sri Lankan embassies to ensure maximum audience engagement.

Benefits of the Proposal

1. Boost to Tourism Industry

This international campaign will position Sri Lanka as a must-visit destination by showcasing its culture, innovation, and sustainability efforts. The visual spectacle of the kite airshows will serve as an eye-catching promotion for Sri Lanka.

2. Strengthening Diplomatic Ties

Organizing the events in partnership with Sri Lankan embassies will also enhance diplomatic relations by promoting cross-cultural understanding and collaboration.

3. Economic Growth

The kite airshows will drive interest in Sri Lanka as a tourist destination, potentially increasing the number of international visitors. This influx will contribute significantly to the local economy, benefiting hotels, transport, hospitality, and other tourism-related industries.

4. Showcasing National Innovation

The introduction of turbine kites emphasizes Sri Lanka's commitment to innovation and renewable energy. This initiative will attract global interest from technology and environmental sectors, further enhancing Sri Lanka's reputation as a forward-thinking nation.

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Organizing Team & Responsibilities

- Ravana Aviation Kite Association (RAKA):

Capt. Harsha Govinda Koralearachchi, as the concept developer and organizer, will oversee the planning and execution of the kite airshows, managing logistics, event design, and coordination with international partners.

- Sri Lankan Embassies:

The embassies will play a vital role in facilitating local arrangements, promoting the event in their respective countries, and ensuring that the airshows align with local regulations and cultural expectations.

- Sri Lankan Ministry of Tourism:

The Ministry of Tourism will provide overall support in terms of policy, funding, and promotion, ensuring that the events contribute to the nation's broader tourism objectives.

Budget and Funding

A detailed budget will be provided in collaboration with the Ministry of Tourism and respective embassies. Funding for the events can be sourced from:

- The Ministry of Tourism
- Corporate sponsorships
- International partners and sponsors (aligned with the theme of sustainability and culture)
- Media partnerships

Conclusion

The proposed international kite airshows present a unique opportunity for Sri Lanka to showcase its cultural heritage and innovation on a global platform. With the support of the Ministry of Tourism, Sri Lankan embassies, and key stakeholders, this initiative will create a lasting impact on the nation's tourism industry and further strengthen Sri Lanka's position as a leading destination for international travelers.

We look forward to the opportunity to collaborate with the Ministry of Tourism to bring this exciting vision to life.

Capt. Harsha Govinda Koralearachchi
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Concept Developer of SLHIKA 24