

# Concept Paper: The Role of SLBC's 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: 03.01.2024)

## Title:

Only Listening, No Talk – Unveiling Sri Lanka's Cultural Legacy

## Introduction:

This concept aims to have the Sri Lanka Broadcasting Corporation transform the Western Province into a Cultural Hotspot by showcasing the unparalleled heritage of Radio Ceylon, the world's second broadcasting station established in 1925. This initiative presents an invaluable musical treasure trove, housing original recordings that are otherwise unavailable globally. These historic recordings will be accessible to tourists, expatriates, and discerning locals upon request during designated Cultural Hotspot hours.

## Background Information:

This concept endeavors to showcase the cultural richness of Sri Lanka, particularly within the Western Province's tourism landscape.

## Research:

Exploration will be conducted to identify government institutions that could be integrated into the tourism sector to enhance revenue generation in the Western Province.

## Problem Statement:

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

## Objectives and Goals:

To have the Sri Lanka Broadcasting Corporation directly contribute to Sri Lanka's national interest by forging a strong 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 seeks to revolutionize Sri Lanka's tourism landscape. Leveraging the rich musical repository of Radio Ceylon, renowned for its historic and rare recordings, this initiative will offer tourists and locals an opportunity to access and appreciate these timeless treasures during designated Cultural Hotspot hours. The guiding principle within the studio or location will be "Only Listen, No Talk." Additionally, beverages such as beer or wine will be available upon request along with light snacks.

## Target Audience:

The primary audience includes tourists, expatriates, and the discerning local populace seeking cultural enrichment.

## Implementation Plan:

### Strategies by SLBC:

- Establishment of a dedicated studio.
- Compilation and categorization of the available original songs.
- Designation of Cultural Hotspot hours, potentially from 6-8 AM or 5-7 PM, or other suitable timings identified.

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

- Issuing a QR code to identify the Cultural Hotspot of SLBC.
- 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 Relation Officers.