

21<sup>st</sup> September 2006

***“Linking Crafts with Tourism: Important Considerations”***  
***Training programme***  
***For***  
***Sri Lanka Handicrafts Board***

Room 1-4 , SLIDA, Sri Lanka Institute of Development Administration  
No 28/10 Malalasekera Mawatha, Colombo 7, Sri Lanka

**Programme**

- |                |   |  |
|----------------|---|--|
| 9.00- 9.20 am  | - | <b>Registration</b>  |
| 9.20-9.30 am   | - | <b>Welcome</b><br>Mrs. Somakumari Thennakoon<br>Chairperson – Sri Lanka Handicrafts Board  |
| 9.30-10.00am   | - | <b>Introduction to the Responsible Tourism Partnership and the workshop</b><br>Ms. Charmarie Maelge- Director/Advisor RTP          |
| 10.00-10.15am  | - | <b>Understanding your customer</b><br>Mr. Chris Hurdle- Cranborne House,<br>Retail & Craft Volunteer from The Travel Foundation UK |
| 10.45- 11.00am | - | <i>Tea/Coffee</i>  |
| 11.00-12.15pm  | - | <b>Selecting Craft products</b>  |
| 12.15- 1.00pm  | - | <b>What makes a successful shop</b><br><b>Group exercise</b>   |
| 1.00 – 1.45 pm |   | Lunch  |
| 1.45- 2.15 pm  | - | <b>Group presentations</b>   |
| 2.15- 2.45 pm  | - | <b>Pursuing retail excellence</b>  |
| 2.45 – 3.00 pm | - | <b>Questions and answers</b>   |
| 3.00 pm        | - | <b>Conclusion</b>  |