

***Profiting from Tourism Business in the Future:
The Way Forward***

22nd August (Tuesday) 2006- Cinnamon Grand Colombo - Sri Lanka

Programme

- 9.00 am - **Registration**
- 9.30 am - **Welcome**
Vasantha Leelananda RTP Co- Chairman
Immediate Past President Sri Lankan Association for Inbound Tour Operators (SLAITO)
- 9.40 am - **Introduction**
Charmarie Maelge, RTP Advisor/Director
- 10.00am - **The new challenges in international tourism: Changing market scenarios and the new consumer**
Mr. Renton de Alwis
RTP, Sustainable Consultants, Managing Director, The Hide@ Kalamatiya
- 10.20am - **Envisaged positioning for tourism: The Government view**
Dr. P. Ramanujam
Secretary, Ministry of Tourism
- 10.40am - **The role of United Kingdom Government in encouraging tourism in Sri Lanka**
Sue Hurdle, Chief Executive
The Travel Foundation, UK
- 11.00am - *Tea/Coffee*
- 11.20am **The United Kingdom consumer and opportunities**
Francis Torrilla
Consumer Services Director
Kuoni Travel Limited, UK
- 11.40am - **Dealing with issues of concerns in tourism**
Maureen Seneviratne, Chairperson
Protecting Environment and Children Everywhere (P.E.A.C.E)
- 12.00am - **Tourism and the conservation of the environment**
Professor Sarath Kotagama, RTP, Department of Environmental Science
University of Colombo
- 12.20 - 1.10pm - **Open forum & interactive session** will be facilitated by *Renton de Alwis* stimulating ideas and suggestions on this highly relevant topic 'Profiting from the Tourism Businesses: The Way Forward'. Interactive session inviting views, ideas and suggestions will take place between the panel of speakers and the multi stakeholder audience including senior tourism professionals, government agencies, NGOs and Media.
- 1.10pm - **The Way Forward**
Hiran Cooray, Co- Chairman RTP
President of Tourist Hotels Association of Sri Lanka (THASL)
- 1.25 pm - Lunch/conclusion