

Domain: Sri Lankan Tourism

1 . Domain Overview

Sri Lankan Tourism represents a multi-sector service ecosystem that provides travel, hospitality, culture, adventure, wellness, and transportation experiences within Sri Lanka. The domain integrates government authorities, private operators, community stakeholders, and digital service providers to deliver structured, safe, and high-quality travel experiences to both local and international visitors.

This domain model is intended to support automated asset creation, travel planning agents, tourism utilities, booking workflows, and intelligent recommendation systems.

2 . Vision and Purpose

To position Sri Lanka as a diversified, sustainable, and culturally rich tourism destination by promoting Heritage preservation - Nature-based tourism - Adventure and experiential travel - Wellness and Ayurvedic tourism - Luxury and eco-friendly hospitality - Digital travel enablement

3 . Core Tourism Segments

3 . 1 Cultural & Heritage Tourism

- Ancient cities
- UNESCO heritage sites
- Buddhist temples and religious landmarks
- Colonial architecture
- Museums and archaeological sites

3 . 2 Nature & Wildlife Tourism

- National parks and safaris
- Rainforests and biodiversity reserves
- Bird watching
- Marine tourism (whale watching, coral reefs)

3 . 3 Beach & Coastal Tourism

- Southern coast beaches
- Eastern coast seasonal beaches
- Surfing destinations
- Lagoon and mangrove ecosystems

3 . 4 Hill Country & Scenic Tourism

- Tea plantations
- Mountain trekking
- Waterfalls
- Scenic train journeys

3 . 5 Adventure Tourism

- Hiking and trekking
- Rock climbing
- White water rafting
- Diving and snorkeling
- Camping experiences

3 . 6 Wellness & Ayurveda Tourism

- Ayurveda resorts
- Detox and herbal treatments
- Meditation retreats
- Yoga retreats

3 . 7 Luxury & Boutique Tourism

- Boutique hotels
 - Eco-lodges
 - Private villas
 - Glamping experiences
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4 . Key Stakeholders

4 . 1 Government Bodies

- Tourism Development Authority
- Ministry of Tourism
- Wildlife and Conservation Authorities
- Cultural Heritage Departments

4 . 2 Private Sector

- Travel agencies
- Tour operators
- Hotels and resorts
- Transport providers
- Event organizers

4 . 3 Local Communities

- Community tourism groups
- Local guides
- Handicraft sellers
- Village experience hosts

4 . 4 Digital Platforms

- Booking systems
 - Online travel agencies
 - AI-based travel assistants
 - Review platforms
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5 . Core Business Capabilities

- 1 . Destination Management
 - 2 . Travel Itinerary Planning
 - 3 . Booking & Reservation Management
 - 4 . Transport Coordination
 - 5 . Tour Guide Allocation
 - 6 . Event & Experience Management
 - 7 . Sustainability Monitoring
 - 8 . Digital Marketing & Promotion
 - 9 . Customer Feedback & Review Analytics
 - 1 0 . Travel Risk & Safety Monitoring
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6 . Target Customer Segments

- International leisure travelers
 - Domestic travelers
 - Adventure seekers
 - Religious pilgrims
 - Eco-tourists
 - Luxury travelers
 - Digital nomads
 - Family tourists
 - Educational tour groups
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7 . Value Proposition

Sri Lankan Tourism offers: - Compact island with diverse experiences - Rich 2500 year c heritage - Year-round travel options (dual monsoon advantage) - Affordable luxury experiences - U wildlife density - Authentic community-based experiences

8 . Operational Workflows

8 . 1 Pre-Travel Phase

- Inquiry handling
- Travel recommendation generation
- Budget estimation
- Visa guidance
- Travel insurance facilitation

8 . 2 During Travel

- Real-time itinerary management
- Transport scheduling
- Activity coordination
- Emergency assistance
- Experience feedback collection

8 . 3 Post-Travel

- Review collection
 - Loyalty program engagement
 - Referral management
 - Experience analytics
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9 . Sustainability & Compliance

- Eco-tourism standards
 - Wildlife conservation compliance
 - Cultural heritage preservation
 - Community income generation
 - Carbon footprint awareness
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1 0 . Digital Enablement Scope

This domain supports the creation of: - AI Travel Agents - Automated itinerary builders - Smart recommenders - Tourism analytics dashboards - Booking management utilities - Personalized travel experience engines

1 1 . Domain Constraints

- Seasonal weather variations
 - Infrastructure variability
 - Wildlife regulation restrictions
 - Cultural sensitivity requirements
 - Safety and travel advisories
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1 2 . Expansion Opportunities

- Smart tourism analytics
 - Predictive tourist flow modeling
 - Dynamic pricing optimization
 - Rural tourism digital integration
 - AI-driven multilingual travel assistants
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Domain Summary Statement

Sri Lankan Tourism is a multi-dimensional, culturally rich, nature-driven, and digitally transformable ecosystem that integrates heritage, biodiversity, hospitality, and community engagement into a structured travel economy capable of supporting intelligent automation, personalized travel experiences, and sustainable growth.