

**TOURISM-APP OPERATING COMPANIES – GUIDELINE**  
**For Registration with Sri Lanka Tourism Development Authority**

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**1. DEFINITIONS:**

- 1.1. TOURISM-APP** is a software product running on any information technology-based platform such as on the web (www), mobile, virtual reality, etc., and facilitating a tourist or conducting a commercial transaction involving a tourist, with required behavior and adequate support.
- 1.2. SOFTWARE PRODUCT** is a collection of source codes and database structures, that work cohesively to produce the desired outcome. This may be using proprietary or open-source technology. Software must be legal to use and all users must be indemnified against any misuse of technology by the company offering the Tourism-App.
- 1.3. PLATFORM** is the medium in which the tourists will access the Tourism-App.
- 1.3.1. World Wide Web (www): tourists may use the Tourism App using a specific Unified Resource Locator (URL), which is offered by the company. It has to be hosted securely using the required accepted certificates. If the payment gateways are used, must use the accepted secure protocols.
- 1.3.2. Mobile: tourists may use the Tourism App using a mobile phone. It has to be published in popular app stores (Apple, Android, etc.) following their standard publishing rules. If the payment gateways are used, must use the accepted secure protocols. Regular updates must be available to keep up with the OS (Operating System) version upgrades. Must maintain an above 4.5 rating in popular app stores (Apple, Android, etc.).
- 1.3.3. Virtual Reality: must be attractive to the tourist and should not eradicate the requirement to visit Sri Lanka physically. On the contrary it must create the need for the tourist to visit Sri Lanka.
- 1.4. FACILITATING A TOURIST:** This provides travel guides, maps, local attractions, accommodation booking, transportation options, restaurant recommendations, and other relevant information to help users plan, navigate, and enjoy their trips.
- 1.5. COMMERCIAL TRANSACTION** is an activity involving a payment by the tourist using the Tourism-App. Industry accepted response times and feedback mechanisms should be in place with proper proof of transaction, both on the customer receipt and transaction logs in the database.
- 1.6. BEHAVIOUR** is the requirement of the product to load and functions as per the industry standard loading and response times. This may differ from Web version to the Mobile version. Tourism-App must operate as per the accepted norms and speed, making it attractive to tourists to use, and not become a negative factor for destination to be selected to travel. It should be user-friendly, resource friendly on devices, error free and reliable.

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**1.7. SUPPORT** is the requirement of availability of support for users. Tourists may encounter various degree of issues while using and after using the Tourism-App and there must be a mechanism of capturing the grievances, issues or complaints and responding and resolving them in an acceptable time-frames.

\*\*\* This definition applies to Tourism-Apps that are meant for facilitating tourists visiting Sri Lanka. Software hosting and parent company registered may be outside of Sri Lanka. But must have a 100% owned legal entity registered within Sri Lanka. \*\*\*

**2. OBJECTIVE:**

To recognize the Tourism-Apps and Companies facilitating the tourists visiting Sri Lanka & absorb them into the formal registration process at Sri Lanka Tourism Development Authority (SLTDA) as per the Tourism Act No. 38 of 2005.

**3. PURPOSES:**

- 3.1. To license all Tourism-Apps and Companies facilitating the tourists visiting Sri Lanka & formalize its services.
- 3.2. To guide and help to deliver satisfactory and legitimate services to tourists visiting Sri Lanka.
- 3.3. To provide a legal framework to protect tourists visiting Sri Lanka, who use these Tourism-Apps to get various information and commercial services, such as bookings, etc.

**4. MINIMUM REQUIREMENTS:**

- 4.1. Particular Tourism-App must be facilitating tourists visiting Sri Lanka.
- 4.2. Company operating the app must have a valid business registration in Sri Lanka
- 4.3. Company operating the app must have a bank account in Sri Lanka.
- 4.4. Tourism-App software must maintain all required audit logs to conduct a comprehensive inquiry to sort out an issue/complaint.
- 4.5. Tourism-App must only facilitate merchants who are registered with SLTDA and with a current renewed license.

**5. MANDATORY REQUIREMENTS:**

- 5.1. Registering company should have the copyrights of the particular Tourism-App or be a 100% owned subsidiary of the parent company that claims the copyrights.
- 5.2. Tourism-App should adhere to General Data Protection Act No.09 of 2022 and other applicable Acts, Regulations / Practices
- 5.3. Tourism-App must be ISO/IEC 27001:2022 certified.

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**6. REQUIRED DOCUMENTS FOR REGISTRATION**

- A. Certificate of incorporation from the Registrar of Companies, A Sole proprietorship or partnership business registered in Sri Lanka should produce the business registration certificate issued by a competent authority along with the entity's vision & mission statement.
- B. In the case of a Limited Liability Company,
- i. List of directors certified by the company secretary or copy issued by Registrar of Companies for entities registered under the companies act of Sri Lanka.
  - ii. Form 01(Details of company registration)
  - iii. Form 20 (Change of Directors)
  - iv. Form 15 (Annual Returns) (at the renewal)
  - v. Form No. 13 (address change)
  - vi. Board Resolution for business operational address
  - vii. Copy of Articles of Association,
- C. Guarantee from a Bank in Sri Lanka, for an amount of Rs.500,000.00 (Five Hundred Thousand Rupees) – (format provided)
- D. An annual Public Liability Insurance cover amounting to Rs. 5,000,000.00 (Five Million Rupees)
- E. Certificate of Copyrights of the Tourism-App software. Indemnifying all users who use it from any claims by a third party.
- F. ISO/IEC 27001:2022 compliance certificate (up to date and current).
- G. High-level application architecture clearly showing, the key components of the Tourism-App with the technology stack, database and payment gateway arrangements. This must be certified by the Chief Technology Officer of the company.
- H. Load testing results report using a standard acceptable tool. This must be done every year at the renewal and must be submitted.
- I. In the case of a Mobile-App, the rating in the Apple and Android Appstore must be certified by the Chief Technology Officer and submitted in a letterhead with required screenshots.
- J. High-level diagram of issue/grievance handling mechanism at the beginning and results of it with statistics at the renewals.
- K. Profile of the entity and List of services of the entity provide for tourists on a letterhead signed by a director/Proprietor.
- L. Deed or lease agreement of the office premises. (Lease agreement and all deeds must be registered in the land registry before submitted.)

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**7. FEES TABLE**

<b>Registration Fee (Rs)</b>			<b>Renewal Fee (Rs)</b>	
<b>Administration</b>	<b>Registration</b>	<b>License</b>	<b>Administration</b>	<b>License</b>
10,000.00	20,000.00	10,000.00	10,000.00	10,000.00

**Note:** Technical evaluation charges shall have to pay separately. The value to be determined.

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