



Dear Sir or Madam,

With the aim of assisting Sri Lanka to counter the economic slowdown resulting from the pandemic and recognizing the impact to the tourism sector, the European Union allocated funds to support the revival of a more resilient and sustainable tourism sector, with its benefits spread across local populations. With global trends pointing to the growth of the wellness tourism industry, and aligning with national priorities, the EU aims to contribute to the development of the country's wellness tourism offer to provide world-class wellness services to ensure destination authenticity and quality of the product offer.

The EU Delegation to Sri Lanka is pleased to inform you that we have contracted IBF International Consulting to undertake a technical assistance assignment to develop short term course curricula for a) Ayurveda therapists and b) wellness facility management.

The assignment will also consist of a training of trainers and a supervised pilot roll out the courses. Mr Penfold (Project Team Leader) will be in Sri Lanka for a 2-week mission to meet stakeholders and assess needs together with Dr Attanayake (National Expert) from 14 – 26 February (their bios are below).

As part of the situation analysis, the experts would like to conduct an online questionnaire survey to find out from you and other stakeholders your views and information about wellness training and other aspects of wellness tourism to help inform them about the issues and challenges facing Sri Lanka in order to become a centre for wellness tourism in the region.

The questionnaire [link is here](#), just click on the link and you should be able to complete the survey in no more than 15 minutes. Your information will remain anonymous and confidential and used solely to inform the project and ensure that all stakeholders views are taken fully into account in planning the curriculum and training.

There are two stakeholder meetings planned from 09:30-12:00 on 15th February (project opening and discussions) and 25th February (reporting and feedback) to which you are warmly invited to attend if you are available; a separate invitation will be sent to you shortly once the venue is confirmed.

Thank you for your support and we encourage you to complete the survey as soon as you can, and by 10th February at the latest, so your views and ideas can be represented in the survey report to be presented on 25th February.

With kind regards,

Jenny Correia Nunes
Head of Cooperation
Delegation of the European Union to Sri Lanka and the Maldives

Ms. Kimarli Fernando
Chairperson
Sri Lanka Tourism Development Authority