Project Description/ Strategic Intention

Tourism industry as it is in the Eastern province and Polonnaruwa district is relying on traditional methods of marketing due to lack of knowledge and awareness on digital marketing opportunities/potential and lack of service providers to develop the content for digital marketing. A few tourism-based enterprises may use the service of content developers from Colombo at higher prices, however, most of them cannot afford the high cost of such service providers – thus rely on traditional methods. Additionally, there is no regional targeted local platform for digital marketing.

There are many women who are motivated to become digital content developers yet have limited opportunities to obtain skills specific to digital marketing and content development. Even when they are skilled, due to lack of a platform to work on digital marketing (in tourism), they move to the capital or other districts. It is therefore important to develop regional content for the tourism sector and develop a platform to connect these opportunities with visitors and other booking portals.

This project develops a web platform – Gateway to East, to promote destinations, tour activities, tourism enterprises in the Eastern province and Polonnaruwa through purchasing content development from 20 women trained as content developers.

The Website Will:

I. Promote tour activities and tourism business along with creative content development and destination marketing to increase the visitor economy in East and Polonnaruwa.

II. Create a commercial comprehensive web and mobile platform that markets local tourism businesses (Gateway to East – G2E).

III. Ensure a cohort of skilled female tourism content developers is available in Eastern province and Polonnaruwa.

Target Groups:
20 female participants from 4 districts

Implementing Partner:
Technobrain International (Pvt) Ltd
Key Achievements:
- Recruit and create 20 female tourism content developers in Eastern province and Polonnaruwa.
- Commercial and locally targeted Web and mobile platform to market destination and activities of East and Polonnaruwa is available.

Methodology:
Recruitment of 20 females (5 per district) and development of the training content and plan.

Participants will be provided with the training on content development and social media marketing along with required soft skills training. Parallely, a GIS survey will be conducted to identify the destinations, tourism enterprises and tour activities.

Web and mobile platforms will be developed with the content development. The process will support the participants to enrich their network in the industry to create a self-employed resource pool.

Replication Strategy:
The Gateway to East web platform will be fully owned and managed by Technobrain International (Pvt) Ltd. Technobrain International (Pvt) Ltd will ensure its operation as a commercial venture to generate revenues.

The project will create a self-employed pool of content developers to cater to the tourism industry in Eastern province and Polonnaruwa district. They will initially be contracted with a private company Technobrain International (Pvt) Ltd as freelancers developing content for G2E. They will further be connected with enterprises and tour operators for further employment.