

Sri Lanka hopes to boost tourism by using LCCI IQs



EDI has reached an agreement with the Ministry of Tourism in Sri Lanka to offer LCCI International Qualifications to 15,000 young people.

A diploma in tourism, marketing and English language will be offered in 75 centres across the island. The aim is to reduce unemployment and boost visitor numbers in the aftermath of the recent civil war.

At the official launch attended by 200 academics and members of the press, Mark Disney, Chief Operating Officer of LCCI in Asia, said: "As Sri Lanka enters

a new era of reconstruction and reconciliation, it is heartening to learn that education and training are at the very top of the agenda. A skilled, competent and knowledgeable workforce is the prerequisite for development and progress; on behalf of LCCI International Qualifications I must say that we are delighted to play a part in providing those skills to the travel and tourism sector." ■