

## Sri Lanka eager to collaborate with Bangladesh on tourism

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Dhaka : Sri Lanka is eager to work with Bangladesh to promote tourism between the two countries by exploring historical links and marine archaeology.

A delegation from the Sri Lanka Tourism Promotion Bureau (SLTPB) recently visited the Association of Travel Agents of Bangladesh headquarters in the capital.

The delegation was led by Sudharshan Seneviratne, Sri Lankan High Commissioner to Bangladesh.

During the visit, they participated in a business-to-business (B2B) networking session.

They also discussed collaboration on tourism between Bangladesh's Dhaka and Sri Lanka's Colombo.

At the B2B networking session, Sudharshan Seneviratne, Sri Lankan High Commissioner to Bangladesh, said, the religious links between the two countries would pave the way for interaction and travel between their respective people.

He further mentioned, Bangladesh is an important market for Sri Lanka to promote high-end tourism relating to meetings, incentive groups, conferences, exhibitions (MICE), and cruise.

It may be mentioned here, Sri Lanka is in efforts to increase the numbers of Bangladeshi visitors to the country to 25,000 by the end of 2023, according to the Sri Lanka Tourism Promotion Bureau.

SriLankan Airlines is currently the sole carrier operating daily flights on the Colombo-Dhaka route.

Sharuka Wickrama Adittiya, Country Manager, SriLankan Airlines, said, "To promote tourism between Sri Lanka and Bangladesh, an online visa system needs to be implemented."

"Easier visa requirements, more connectivity and better infrastructure in Bangladesh are required," added Sharuka Wickrama Adittiya, Country Manager, SriLankan Airlines.

Sri Lanka Tourism Promotion Bureau officials at the B2B session pointed out, heavy traffic jams and lack of cleanliness in Dhaka were challenges to promoting tourism.

They addressed the need to further improve infrastructure.

Madubhani Perera, Director, Sri Lanka Tourism Promotion Bureau, said, "Bangladeshi agents have an issue in remitting foreign currency directly to SriLanka."