

TOURISM AFTER THE TERRORISM IN SRI-LANKA

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ABSTRACT

Sustainable development plan should be prepare for the benefit of present and future generation to balance short term profit requirements and long term strategy for environmental protection. Sustainable tourism is very important for a country like Sri-Lanka to balance protecting the environment, maintaining cultural integrity and promoting economic benefits as, the tourism industry becomes significant contribution to GDP (Gross Domestic production) of Sri-Lanka. Sri-Lanka is the one of the top ranked and the beautiful island in the world for visitation by potential tourists. It will help to attract more and more tourist that enable to develop

tourism industries and investment in tourism Sri-Lanka. It predicted that this industry is capable of bringing in over billion dollars annually like other major income earning sources such as tea, garments and foreign remittance of those living abroad. In this way it is to be considered for priority to attract the tourist attention to bolster its commitment to sustainable tourism development. The “development of tourism” and its “sustainability” are the two different concepts to be considered at the for the benefit of the country.

Sustainable tourism development meets the needs of present tourists and host regions while protecting and enhancing opportunities for the future, it is envisaged as leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological process, biological diversity and life support systems (WWW.World –tourism.org).

Tourists should feel that they enjoy with quality of unforgettable experience in all the aspect of the matter by traveling our country then only it become good tourism and will be economically viable in long run. Bulter’s (1993) concept of sustainable tourism is *community-based; embraces long term planning, protects natural and human resources, is*

manageable in scale by destinations, optimal economic growth, and reflects an ethical treatment of the environment.

Local communities including local business people, tourist guides, government authorities NGOS and the residence the particular area are very important for sustainable tourism. These different communities must prepare a common code of ethic and its responsibilities in carrying out tourism industry for its sustainability. Further the above definition insists on necessity of the proper planning for development of sustainable tourism. Short and long term planning helps to guide and to control the systematic way for its sustainability. The sustainable tourism should bring economic befits fairly distributable to the local communities, business people, investors, government. Moreover sustainable tourism wants to increase regional economic growth and linkage. Otherwise continuous tourism industry becomes questionable. Further the definition explains the tourists feeling about our country and their need achieved t satisfactorily through the unforgettable experience is the another point for it sustainability.

Therefore sustainable tourism can be achieved through suitable marketing techniques to satisfy customer needs, strategic planning to integrate all the possible stakeholders on line path and suitable closed monitoring system from both government and private sector involvement.

PURPOSE

General understanding of tourism industry in Sri-Lanka, specially its development and sustainability in North and East provinces that are newly integrated potential area after the eradication of terrorism wholly from the country.

METHODOLOGY

This paper focuses in to possibility for the development of tourism industries in North and East provinces. The outcomes views of current experts in this industry were considered with literature review on the development and sustainability of tourism. This paper then analyses the views of experts and the theories relevant to tourism and its applicability to North and East for sustainable development of tourism industry.

FINDINGS

This paper discuss socio, economic and environmental pillar of sustainable tourism by the stakeholders and reviewing expecting future competitions form the other part of the country and the world.

VALUE

In the recent years not much research has been carried out on the topic of tourism after the terrorism specially to the North and East provinces. Therefore this paper will be useful to a range of tourism stakeholders in the province as well as Sri-Lanka, readers involved in the regional tourism development in other part of the world. The academic researcher who has focused on sustainable tourism for long period, a leading consulting firm, an applied researcher makes this paper interesting.

KEYWORDS

Tourism, Tourism Development And Sustainability, Ecotourism Ayerverdic
Tourism