

Guidelines for Rural Development by enhancing Community Based Sustainable Tourism in Sri Lanka

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Abstract

The rural communities are social system which surface with notable amount of inconvenience on economic, social life due to the dynamic world. They should adopt the transformation to survive prosperously and peacefully. Community based Sustainable Tourism (CBST) is a great opportunity to secure their livelihoods through the improved economic, social and environmental aspects. This paper emphases to walk around the local potential related to Community Based Sustainable Tourism in Rural Development to develop the community in Sri Lanka Rural areas. The rural community plays an important role to create awareness about the potential of sustainable tourism to Practice the integrated approach of Community based Sustainable Tourism (CBST) which have domain sustainability and community wellbeing in Sri Lanka. This active role rural community will enhance the tourism industry growth with conservation of the resource. The investigation of the influencing factors of rural development is more vital Therefore this article is to draw attention to build rationale strategies of Community based Sustainable Tourism to enhance rural development in Sri Lanka. A comprehensive literature survey undertaken to analyse the gaps and current knowledge. This paper conclude by proposing different kind of strategies in different criteria. Such as, include sustainable livelihoods framework (SLF) in tourism strategic planning; Promote tourism awareness and education on the employment side will path for development of the country consider the income distribution and capital formation in the community investment. Finally government should ensure that every level of the community must involve in the tourism. It must be decentralized.

Keywords: Rural Development, Community, Community based Sustainable Tourism.

1. Introduction

Tourism is one of the fast growing businesses industry in the world. There are various definitions for tourism, the World Tourism Organization (WTO) has defined tourism "travelling and staying in places outside from their usual environment for more than twenty four hours and not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited" (Suranga Silva, 2011). Tourism has made a significant contribution to the economy of many communities around the world due to its ability to generate income and employment. As well as people travel towards any destination which combines socio-cultural improvement towards the destinations of visit natural and man-made attractions. So the demand of the tourist fulfill by supply of abundant resources. Despite being a source of great economic, socio and cultural benefits, its growth has also led to environmental degradation and negative social-cultural impacts local and global wise. These uninvited side effects have directed to growing concerns about the conservation and preservation of natural resources, human well-being, and long-term economic viability, seeking new forms of tourism planning, management, and development. (José, Amador, & María, 2018).

The rural communities are social system which surface with notable amount of inconvenience on economic, social life due to the dynamic world. They should adopt the transformation to survive prosperously and peacefully. Community based Sustainable Tourism (CBST) is a great opportunity to secure their livelihoods

through the improved economic, social and environmental aspects. Sustainable tourism (ST) and Community based tourism (CBT) are two main approaches in the tourism studies. The Sustainable tourism expression towards the long term sustainability and Community based tourism look towards local level community responsibilities in tourism development and management. Evolution of Sustainable Tourism provides the important of the concern of the concept. There were continues improvement in process in all forms of tourism and all types of destinations and by the key stakeholders involved in ST. The first United Nations Conference on the Human Environment was held in Stockholm, Sweden, in 1972 is identified as an initial attempt to the sustainable development. And to the ST in 1972s, UNESCO and the World Bank made an alliance for tourism development, the former supporting heritage preservation with expertise and the latter financing tourism-related infrastructure development. So until 2015 they have been done many evolutionary efforts to concern about the Sustainable development and ST (United Nations Environment Program, 2016)

Community-Based Tourism mainly emphasis on community engagement and development, aim to generate benefit and use the tourism as an alternative income source. This interaction between community and visitors suited to rural and regional areas also it vary according to the political and cultural spaces. A key principle of CBT is that “community”-oriented governance. Some commonly-cited critical success factors (CSFs) organized under community empowerment dimensions were provided by Scheyvens (1992/2002). Those are economic (income and employment related); psychological (considers community pride and self-esteem); social (community cohesion and well-being); and political (shift balance between the powerful and powerless, between the dominant and dependent, for greater political equity) (Dangi & Tazim, 2016). Many miscellaneous definitions, principles, criteria, critical success factor, benefit, interpretations and practice have been advocated by numerous investors according to their interest areas to explain the both rich topics. Even though there is not enough attempt has been made to systematically examine an integrated approach Sustainable tourism and Community based tourism to develop the tourism in overall Sri Lanka. So it must be timely need to offer a stage with some key strategies to integrate this two approach which is more suitable to the tourism probable of Sri Lanka to ensure that sustainability in tourism development and management is certainly stranded in community as a key principle through an analysis of the relationship between ST and CBT

This paper emphases to walk around the local potential related to Community Based Sustainable Tourism Development (CBSTD) to develop the rural community in Sri Lanka. The rural community plays an important role to create awareness about the potential of sustainable tourism to Practice the integrated approach of Community based Sustainable Tourism (CBST) which have domain sustainability and community wellbeing in Sri Lanka. “A high positive level of tourist’s satisfaction can be achieved with the perceived experience with product offered and community involvement in extending their responsibilities. The community’s responsibilities can be improved with their active part in designing, development and managing strategies in the production of the sustainable tourism products.” (Gunarekha & Binoy, 2017). So this active role rural community will enhance the tourism industry growth with conservation of the resource. The investigation of the influencing factors of rural development is more vital

The Sri Lankan tourism industry has been experiencing a rapid expansion and diversification, to become one of the largest and fastest-growing economic sectors of the post conflict economy, despite many issues and challenges “Community engagement is critical for tourism to take root in local destinations, to build local pride, to mine local tangible and intangible assets, to motivate more people to be trained, and for benefits to flow to local households in the rural areas. The general population still does not view tourism as a sector that is good enough for their children to build careers in.” (Sri Lanka Tourism Development Authority , 2016) Tourism potential in Sri Lanka should be explored by the host community by taking the responsibilities to develop tourism by participating in tourism planning, decision making and management of strategies in a sustainable manner. In case of Sri Lanka there are many attempt to examine the sustainable tourism and community based tourism. Despite to that considerable effort haven’t given to intergraded approach of CBST which is essential to Rural Development. Therefore this article is to draw attention to explore the potential, rationale strategies of Community based Sustainable Tourism to enhance the rural development in Sri Lanka

2. Literature review

Recent decades, acceptable amount of tourism approaches focused on the both sustainable and community based tourism also significant amount of literature reveals around the integrated approach of CBST in global wide. So it is curious to review related literature to identify the need of connection between the ST and CBT to enhance the tourism industry in Sri Lanka. This session clearly review discussion and findings of some existing literatures that pertain to CBST.

Ahamed et al., (2015) had written research based on Malaysia community under the topic of “Sustainable tourism development: A study on community resilience for rural tourism in Malaysia”, the following research methods had been used (i) extensive literature reviews (ii) site visit to five selected homestay villages. The observation reveals that a sustainable tourism development in rural area will contribute to an improved resiliency within the local community. The analysis as well arrived at a several vital factors that contribute to the community resiliency specifically in rural tourism community. These factors include: (i) lifestyle and culture values of rural tourism operators and family members that motivate their participation in the tourism industry; (ii) the relationship with authorities; (iii) the flexibility of the community; and (iv) the environmental condition. (Ahmad, Ammar, Salamiah, & Khairun, 2015)

Aunkrisa S (2018), this studied was Development of a sustainable tourist destination based on the creative economy: A case study of Klong Kone Mangrove Community, Thailand. Participatory Action Research (PAR) was applied in this study. The results demonstrated that the main issue at this destination is the unequal distribution of income generated by tourism, which has caused severe conflicts among the local people. All tourism potential want to be promoted equally to enhance this destination's sustainability based on the creative economy concept. All of these should be promoted based on four keys: 1) careful design and planning in line with creative ideas, 2) prudence in the design and planning of tourism development that corresponds to the market, 3) community involvement that is capable of thinking, planning, using resources, and sharing consequences, and 4) designing tourism that adheres to the concepts of sustainable tourism. (Aunkrisa, 2018)

Moreover Rathnayaka I (2015), this study was carried out to critically examine the Community Tourism Development in Sri Lanka. The study based qualitative methodology and follows the case study approach. Main objective is to critically analyse the structural limitations. Findings reveals that inputs with right combination visionary community leadership; sound stakeholder collaboration; and responsible intervention by the convener are important consideration to develop the tourism in Sri Lanka. Resource potentiality, social, and cultural factors are favorable and can contribute immensely to induce community tourism development but not certain economic, political, and technological factors. (Ratnayake, 2015)

Gunarekha. B.S & Binoy. T.A (2017) the objective of this study is to explore the tourism potential in Mysuru district and to identify suitable strategies to promote CBSTD. Through the reviews of the literatures it find out that improving CBSTD can result in strengthening the links between the community and tourists. Community involvement will increase their responsibilities towards tourism growth. CBSTD focuses on satisfaction of tourists, environmental protection and benefits to the community are balanced simultaneously. The participation of community, private investors, public sector, and other related stakeholders are extremely important in achieving the targeted goals. (Gunarekha & Binoy, 2017)

Wimalaratana W and Silva D A C (2009) have underwrote a research on Community based Sustainable Tourism: A Case Study of the Moneragala District. Extensive field survey and interviewing the caretakers and the people in the surrounding locations have been used to collect the Primary and secondary data to discover potentials as well as proposed strategies to promote tourism in the district with community participation in a sustainable manner. Finding says Sri Lanka has ignored a number of positive aspects as proposed by the CBST. It effect the country by the environmental cultural degradations, economic viability and tourism income distributions. And also largely emphasized both supply-push and demand-pull strategies are equally applicable in the future. Addition to that it mentioned without the well-being of the community; any tourism development strategy would be a losing battle in a hostile territory. (Wimalaratana & Silva, 2009)

So the above literature review conclude that significant study have been conducted on the basis of tourism which emphasize on community based sustainable tourism in worldwide. But in case of Sri Lanka few amount of research conducted about in the particular point of view. The Researches conducted in the both topics of community based tourism and sustainable tourism. The integrated approach of community based sustainable tourism have been done in Moneragala district. Also especially lack of research intake the integrated approach in overall Sri Lanka and particularly to development of the rural community. Therefore this research have been undertaken by the researcher to fill the gap. So based on the research gap, this paper is an attempt to discover the potential, rationale strategies of Community based Sustainable Tourism in Sri Lanka, in a sustainable manner.

3. Research Methodology

The data were collected from secondary sources like Research proceedings, articles, reports, publications, newspapers and writings in books which examines the potential of tourism in Sri Lanka and to build the strategies to rationale CBST.

An Integrated Approach to “Sustainable Community-Based Tourism” by Tek B. Dangi and Tazim Jamal. It have been published in 13 May 2016 in journal called Sustainability, which offer a platform with some key suggestion to integrate this two approach to ensure that sustainability in tourism development and management is indeed grounded in community as a key principle through a critical analysis of the relationship between ST and CBT. The article findings put forward some specific dimensions for the integrated approach of Sustainable Community-Based Tourism (SCBT). The dimensions are given below in Figure 1

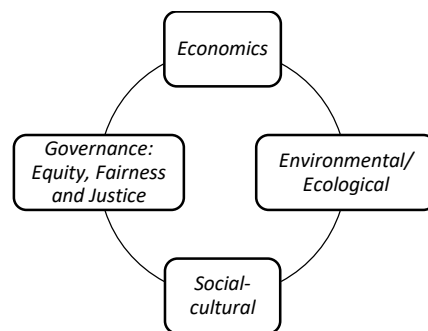


Fig. 1: The dimensions for SCBT

(Dangi & Tazim, 2016)

The above four dimension in fig. 1 will use to analyse the tourism in Sri Lanka to form the strategies to CBST which will enhance the tourism industry.

4. Results and Discussion

4.1. Tourism potential in Sri Lanka

The Sri Lankan tourism industry has been experiencing a rapid expansion and diversification, to become one of the largest and fastest-growing economic sectors of the post conflict economy, despite many issues and challenges. Tourist arrivals to Sri Lanka had increased from 448,000 in 2009, to 2.12 million in 2017 (Central Bank of Sri Lanka, 2017). It is the third largest foreign exchange earner in the country, acceding only to workers' remittances and income from garment exports (Central Bank of Sri Lanka, 2009) (Sri Lanka Tourism Development Authority , 2016). Tourist arrivals recorded highest annual arrivals of 2,116,407 in 2017, the year-on-year growth in arrivals moderated to 3.2 per cent. Earnings from tourism increased by 11.6 per cent to US dollars 3,925 million in 2017, in comparison to US dollars 3,518 million in 2016. In 2017, the average spending per tourist rose to US dollars 170.1 per day, from US dollars 168.2 per day in 2016, according to the latest annual survey on tourist spending and duration of stay, conducted by the Sri Lanka Tourism Development Authority . (Central Bank of Sri Lanka, 2017)In 2013, lonely planet nominated Sri Lanka as the number 1 destination in the world to visit. In 2015, Forbes magazine ranked the island among the “top ten

coolest countries” to visit. Global influencers including condé Nast Traveler, rough guides, lonely planet, the guardian, and the New York Times identified Sri Lanka as a top location to visit in 2016. (Sri Lanka Tourism Development Authority, 2016)

Also tourism is one of vital sector which contributing to the economic growth through the divers channels in developing and developed countries. It is generating income through hotel accommodation, travelling, transport and entertainment. This will leads to the country’s economic growth by foreign exchange. Therefore the research conducted by Suresh et. al. (2013) to discover the relationship between the tourism and ecomic growth in Sri Lanka find that there is significant impact of the economic growth by tourism earnings, current activities of the tourism industry of Sri Lanka originated the accomplished level of GDP even though, it is crucial to attain the sustainable long term resolution Sri Lankan government must change the directions. (Suresh & Senthilnathan, 2014)

Sri Lanka Tourism Development Authority has identify 39 attraction as a major attraction for tourism in Sri Lanka. Those are Anuradhapura, ArugamBay, Adam'sPeak, Batticaloa, Bentota, Beruwala, Bundala National Park, Colombo, Dambulla, Ella, Galle, Hambantota, Hikkaduwa, Horton Plains, Jaffna, Kalkudah, Kalpitiya, Kandy, Katunayake, Kitulgala, Knuckles Range, Nilaveli, Nuwara Eliya, Mannar, Matara, Minneriya, Negombo, Pasikudah, Pinnawela, Polonnaruwa, Puttalam, Ratnapura, Sigiriya, Sinharaja, Trincomalee, Unawatuna , Weligama, Wilpattu National Park and Yala National Park (Sri Lanka Tourism Development Authority, 2018). In this attractions, some are highly developed for tourism potential. Yet other parts of Sri Lanka tourism potential need to be explored. So that new tourism products can be developed which can gradually increase the footsteps of tourists towards the destination. Here community engagement and development with sustainability, aim to generate benefit and use the tourism as an alternative income source in those attraction. This interaction between community and visitors suited to rural and regional areas also it vary according to the political and cultural spaces.

Pro-poor tourism, “Fair Trade in Tourism South Africa” (FTTSA), village tourism, community tourism and ecotourism practices are important forms of SCBT practices in various countries in the Asia-Pacific. (Dangi & Tazim, 2016) It’s emphasize that different form of tourism might use to approach various concept of tourism. In Sri Lanka SCBT concepts can emphasize through various form of tourism which is more suitable to the Sri Lanka’s geographical, social, political, cultural and economic structure. Such as, Agro Tourism, Nature-Based Tourism or Eco tourism, Cultural Tourism, Heritage and Spiritual Tourism and Health Tourism

4.1.1. Agro Tourism

Agritourism is increasingly recognized as an important strategy that can contribute to agricultural development through diversification of farming activities and providing opportunities to rest, relax, enjoy and study about farming for the visitors. At present, agritourism is promoted by most of the countries in the world aiming at sustainable rural development (Malkanathi & Routry, 2011)

As Sri Lanka is a basically an agriculture country, agro tourism is an increasing trend of tourism. Sri Lanka’s complex paddy cultivation systems which developed over the course of 2500 year, huge ancient irrigational tanks and many tea and rubber plantations estates are just some examples of its diverse agricultural developments and agro tourism will be catering to a calling market of agro tourists. Bandarawala, Habarana, Yala national park, Kandy, Nuwara Eliya and Buttala are famous destination for the agro tourism. (Sri Lankan Expeditions, 2018)

4.1.2. Nature-Based Tourism or Eco tourism

Ecotourism, usually a form of nature-based tourism, is often claimed to be one of the fastest growing segments of the tourism market globally. It is also believed that ecotourism can provide direct financial support for nature conservation as well as for local communities where it occurs. In case of Sri Lanka the development of commercial ecotourism can increase public support and the total amount of funding available for nature conservation. It can be a positive contributor to the conservation of nature (Tisdell, 2003). So Sri Lanka government must consider about the sustainability of the tourism. The authorities of tourism industry and various other stakeholder groups and conservers should work hand in hand to develop innovative ecotourism

programmes which will create a market for Sri Lanka as an Eco tourist destination in the world (Bandara, 2009).

Because of the central hills, and twice-yearly monsoonal rains, Sri Lanka has different climatic zones. Temperatures in Sri Lanka are more or less constant year round, and vary with altitude, not the season. The island has 103 rivers, nearly all of which radiate from the central hill massif and cover almost 90% of the land area. (Sriyanie, 2011) Also Sri Lanka has vast abundant natural supply of tourism which mostly attract the foreign people to our country. A number of nature preserve and national parks in Sri Lanka with tropical forests, rich wildlife, and beautiful landscapes including mountain ranges, water streams, waterfalls, rivers, coastal beaches and ancient irrigation tanks are resources of tourism industry of Sri Lanka.

4.1.3. Cultural Tourism

The cultural diversity and individuality of the Sri Lanka provides the promotion of culture tourism. The community-owned resources and skills could be employed for the culture tourism related activities such as traditional dancing, arts, music, religious practices, handicraft, especially during the religious festival periods. The lack of infrastructure and basic facilities including the accommodation are major challenges in most of the cultural attractions in the Sri Lanka. Stakeholders want to actively participate and cooperate to improve the facilities in the area. (Ratnayake, 2015).

4.1.4. Heritage and Spiritual Tourism

The promotion of heritage and spiritual tourism by capitalizing the warranted resources on sustainable manner will generate benefits not only for these sites themselves but also for the communities, especially those who are living close to these places. The available resources suggest that Buddhist and Hindu religious practices could be promoted to develop spiritual tourism. When pilgrimage tourism is taken into account, the local demand seems to hold a key stake of the potential market. (Gunarekha & Binoy, 2017)

At present, visitors and major investments are concentrated in clusters and corridors around Colombo as a commercial hub, the beaches of the south coast, Yala national park, the tea estates and forests of the hill country, and the historic and religious heritage of the cultural Triangle. (Sri Lanka Tourism Strategic Plan 2017-2020, 2016). According to the statistics of the SLTDA There is a huge potential to develop spiritual tourism in Sri Lanka because of the increasing amount of tourist arrivals through Buddhist and Hindu monuments and practices. However, to attract the right customers while developing the spiritual tourism as a product the country needs forceful marketing campaigns.

4.1.5. Health Tourism

All over the world demand for the alternative health related tourism products has enlarged. People like to travel for physical and mental relaxation so the yoga and Ayurveda medicine had been utilize by them. The indigenous medical treatment based health tourism could be developed by exploiting the know-how and talents of the local communities. Still there are a quite sufficient number of people practices the traditional healing and treatment methods. Potential health tourism activities for community benefits can be developed through development of Ayurveda centers such as Ayurveda Hospital also tourism studies must develop this kind of activities. (Gunarekha & Binoy, 2017)

4.2. Strategies to Promote CBST

According to the Tek B. Dangi and Tazim Jamal (2016) Frameworks, policies and practices appears to have proceeded in separate academic and practice domains with respect to both ST and CBT. The integration of these principles into a framework of SCBT that supports the established environmental, social and cultural criteria with clear, strong emphasis on governance, justice and ethics. They had listed as examples under the economic, environmental/ecological and social-cultural and governance, justice and ethics dimensions. This dimensions given in below table 1

Dimensions	Examples of SCBT Criteria Drawn from the Literature Review		
Economic	Economic Benefits		
	Local Jobs and Participation		
	Institutional Mechanism to Ensure Economic Benefits		
	Visitor Management		
Environmental/ Ecological	Reducing Waste/Emissions:		
	Innovating/ Adaptive Planning to Environment-friendly Plans:		
	Assessment and Monitoring		
Social-cultural	Assessment and Monitoring		
	Community Participation and Empowerment		
	Visitor Satisfaction		
Governance: Equity, Fairness and Justice	Planning/Strategic Vision	Accountability	Technological
	Collaboration/Coordination	Participation	Service Delivery
	Management and Marketing	Equity	Communication
	Visitor Safety & Crisis Management	Leadership	Political
	Related ethical issues	Equity and fairness	Transparency

Table 1. SCBT Dimensions

Source: An Integrated Approach to “Sustainable Community-Based Tourism” (Dangi & Tazim, 2016)

4.2.1. Economic strategies

- Economic Benefits

Economic benefit is the vital concern of the government of a country from tourism. So the government should focus on this market based strategies, promote existing tourism products for existing tourism markets, promote existing tourism products for new markets, introduce new products for the existing markets where similar products are sold at different locations, promoting of new tourism products among new tourists where potential are existed and formulate development plans and strategy for current markets and new markets. With that the government should consider the local profitability and local government income and ensure the equal distribution of income. For that case it can include sustainable livelihoods framework (SLF) in tourism strategic planning (Gunarekha & Binoy, 2017) (Peter & Ann, 2006).

- Local Jobs and Participation

Increasing investment in tourism is important aspect in CBSTD. It will directly leads to the economic growth. So the country must encourage the public private partnership and motivate private investments, help young entrepreneurs start up their own, supporting local entrepreneurs and develop fair trade and ask the local community opinion to support the local access. Also promote tourism awareness and education on the employment side will path for development of the country (Rilley.M & et.al, 2006).

- Institutional Mechanism to Ensure Economic Benefits

Even though Sri Lanka tourism institutions performing well there are significant shortfalls become major threats for tourism industry. So the authority of the government must give attention to institutional developments. Such as establish brief advertising agency and institutions through the media, digitalized the planning aspects include web development, social media, content development & management, other web tools, allocate micro-credits to local people who have interest on tourism industry, increase the accommodation capacity and managing proper data collection about the income earning and employment in regional wise. Moreover it should ensure the fair wages to the community employment internal-external business operation and consider the income distribution and capital formation in the community investment. So these strategies will stabilize labor/company and job conditions.

- Visitor Management

Tourism demand is mainly based on the visitor's management. A very good condition of the hospitality only improve the tourism industry. So SCBT more focus on allocate the resources by considering the Seasonality and expenditure pattern of the tourist, encourage Visitor expenditure by make them spending more days and promoting the supply, understand the tourists habits, ethics, needs and wants. Also the governing body should improve the data collection about the tourist, improve the hospitality regional wise (Philp & et.al, 2011).

4.2.2. Environmental/ Ecological Strategies

- Protection of Natural Environment

The strategies to protect the natural resources are, Tourism entrepreneur training and development programs conducted for the host community and other stakeholders; Ecological balance and awareness in society have to more formed and maintained; promote the concept of protection by conducting competitions to public and tourist, like drawing, painting, documentary and travel talk; managing scarce natural resources. It emphasize water availability, conservation and drinking water quality should consider the wildlife protection which have exhausting biodiversity and protection strategies should be valued by law of the government (Tisdell, 2003)

- Reducing Waste/Emissions

Maintaining ecological balance is main theme of SCBT. For the reason, government need to Focus about the Waste management process. (Sewage treatment; solid waste management; wastewater; solid waste reduction), Reduce greenhouse gas emissions, Mange energy conservation for future generation, Control the light and noise pollution; water pollution and air pollution, Use the recycling and reuse process (Holden, 2008)

- Innovating/ Adaptive Planning to Environment-friendly Plans

Encourage the Green design lead to solve more environmental problems. Beside Fostering human environment relationships planes, Discuss environmental awareness and management in all level of community before decision making and Motivate energy efficiency planes will promote the ecological balance.

- Assessment and Monitoring:

Assessment of environmental impacts of tourism activity need to assemble to give some environmental awareness programmes (Holden, 2008).

4.2.3. Social-cultural

- Community Well-being and Satisfaction

Community wellbeing is the main goal of the SCBT. So Inspire the Community well-being (local satisfaction with tourism; effects of tourism on communities); sustaining Maintain the Cultural assets; Promote Attraction and tourist protection from crime and harassment; Motivate cultural promotion Building/architecture and produce socio-cultural fabric; Develop recreational quality and Address conflict of interests between various of stakeholders; are important strategies to enhance the wellbeing of the community.

- Community Participation and Empowerment

Even the government body consider the well-being through the tourism the total achievement of that depend on the community participation. It must be ensure the Community/resident involvement and participation in tourism, confirm the site interpretation and resident access to tourism goods and benefits.

- Visitor Satisfaction

As in economical prospect the visitor satisfaction also emphasize on the social side of the SCBT approach Promote Tourist satisfaction. In that case, explore visitor management; visitor behavior and Increase the accessibility and convenience are vital to the visitor's satisfaction (Philp & et.al, 2011).

4.2.4. Governance: Equity, Fairness and Justice

The emerging literature show that progress is only existence for managing environment, social and economic impacts but not giving greater attention to equity, justice and good governance in Sri Lanka . So this integrated approach is essential to advance research and management to resolve the past complications.

“The strategic management is the process of management which the responsible person uses to manage tourism in the area for being sustainable tourism destination with four steps, which are environment scanning, strategy formulation, strategy implementation and strategy evaluation” Maythawin Polnyotee & Suwattana Thadaniti (2015) cited in (Gunarekha & Binoy, 2017). Therefore the government plays a vital role as a main head for the strategic planning.

- Controlling tourist activities through and all levels by destination planning, designing products and services and access to finance.
- Use Sustainable destination strategy along with destination management organization, tourism seasonality management property acquisitions. Promotion of ecotourism (eco-label), tourist traffic management and staff training with the support of external advice and links.
- Power, Rules and Regulations must governing the visitors actions and inventory of tourism assets and attractions make everything access for all with proper monitoring to ensure sustainability standard
- Explore Visitor Safety and Crisis Management.
- Safety and security is important, to preventing from crisis and consider emergency management for fair and safe.
- Encourage Collaboration/Coordination between stakeholders.
- Sharing knowledge, thought, resources, in various level in the community, multi-level Integration must be welcome.
- Every level of the community must involve in the tourism. It must be decentralized.
- Service Delivery flexible to everyone.
- Accountability, Responsiveness, efficiency, effectiveness are consider in the every activity of the tourism.
- Ensure transparency in the operational structures and processes.
- Pursuit of equity and inclusiveness.
- Construct useful information flow top to bottom level as well as bottom to top level.
- Maintain Local oriented controlling process. Community based and community driven governance.
- Accurate data collection and tourism information. Follow benchmarking generic.
- Justice in Tourism should be concern by the governing board (equitable distribution of costs and equitable resource distribution between the regions).
- Understanding and applying moral/ethical principles in tourism and Address intrinsic and instrumental values (Dangi & Tazim, 2016) (Peter & Ann, 2006)

5. Conclusion

Tourism is one of the major revenue generators which create employment opportunities; increase the community's quality of life as a tool for poverty alleviation in rural development. Therefore it is necessary to improve the public awareness of CBST and its activities through the involvement of all stakeholders and mostly the community. In Sri Lanka CBST concepts can emphasize through various form of tourism. Such as,

Agro Tourism, Nature-Based Tourism or Eco tourism, Cultural Tourism, Heritage and Spiritual Tourism, Health Tourism. This various form should develop through different strategies to enhance the tourism sector. Community Based Sustainable Tourism has important role in tourism industry to enhance the resource conservation and community capacity building. CBST strategies based on economic, environmental/ecological, social-cultural and governance, justice and ethics dimensions to expand the tourism sector and simultaneously rural development. The CBST strategies will be inducing and encouraging the government and other institution which have motive to earn from tourism and local community. Moreover they have to rethink about this the tourism strategies and their responsibilities to boost the tourism through the way of the integrated strategies of Community Based Sustainable Tourism approach. When governance body of the tourism of Sri Lanka focus on the CBST, it can consider about the approach of this community based sustainable tourism strategies to make balance between the Rural development and the tourism growth. It is important to evaluate and execute the planning through the rules and regulation. The body of government must be observe any enforcement about tourism to find out the tourism policies are equally benefit to the all community to enhance the rural development, and also ensure the level of environment friendly discipline.

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