

Tourism an Important Sector of Economic Development in Sri Lanka

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Technological Education**anusuyavijayanathan@gmail.com***ABSTRACT**

Purpose: Michael Hitchcock (2004) had explained that tourism and culture have a deep relation. Culture is based on originality, authority, authenticity and many more. Tourists are attracted by such types of factors; he says that invest and reinvest is not modernization and it's the human culture that remain there for a long time. Tradition is invested and process goes on its known as constructivist. Cultural transmission is not an authentic option, reproduction is not renewed it have its own originality. This study investigated the influence of tourism development to Sri Lankan economic Growth.

Design/methodology/approach: Qualitative research data were collected from Articles books and online resource. The study was entirely based on the secondary sources information that published by the Central Bank Of Sri Lanka, Department of Census d Statistics, and Srilanka Tourism Development Authority (SLTDA)

Findings: According to Pizam's article (1982), the tourism and hospitality industry has been applauded by industrialized and developing countries for the number of jobs created. A large amount of position vacancy is generated within the tourism industry and the supported industries. As a labor-intensive industry, its contribution to employment is not only restricted to the area or country but it also provides those jobs to women, youngsters, unskilled, minorities and the socially disadvantaged who find it very hard to get any jobs (Pizam, 1982). However, the unskilled and semi-skilled workers who are directly employed in the industry are usually considered to be the uneducated, unmotivated, untrained, unskilled, and unproductive employees (British Tourist Authority, 1974).

Practical implications/ Originality value: it is quite evident from the foregoing that tourism can play a major role in the socio-economic development of Sri Lanka and its people. At the same time, tourism can lead the way to help preserve, nurture, and develop the pristine environment, and rich culture of Sri Lanka, to ensure proper and sustainable growth, which will benefit the entire country and its people.

Keywords: *Tourism Industry, Economic Development, sustainable Tourism, Investment, Revenue*