

## **Sustainable Tourism Development and Management: Case Study Barberyn Island, Beruwala Region, Sri Lanka**

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### **Abstract**

Tourism is a vital sector in Sri Lanka, contributing approximately 12% to the country's GDP. It attracts local and international visitors annually, playing a critical role in economic growth through foreign exchange earnings, employment generation, and support for various industries such as agriculture, transport, and construction. The economic development of the Beruwala region mainly depends on income generated from tourism. This paper aims to assess the current state of Barberyn Island, identifying the challenges and opportunities for establishing it as a premier tourist destination in the Beruwala region, all while promoting sustainable tourism and infrastructure development. Additionally, alternative ideas will be identified to enhance tourism management and development in Barbican Island, along with strategies to boost the local economy in the Beruwala Region. The study utilized both primary and secondary data sources. The data used included primary sources, such as stakeholder interviews, field surveys, observations, and secondary data. The strengths, weaknesses, opportunities, and threats were analyzed using a SWOT analysis. Analysis indicates the importance of tourism development in Barberyn Island, establishing it as a premier tourist destination in the Beruwala region, and the lack of awareness of tourism management and development among people. So this study highlighted the ideas and strategies for sustainable tourism and infrastructure development management in Barberyn Island.

**Keyword:** Barberyn Island, tourism spot, economic development, infrastructure, strategies, sustainable.