Evaluating Community-Based Solutions for Plastic Waste Management in Passikudah, Sri Lanka: A Sustainable Tourism Perspective

¹MF. Minha, ²MAF. Reesha and ³MAF. Amal

Department of Geography, FAC, South Eastern University of Sri Lanka

Correspondence: fathimahminha818@gmail.com

Abstract

Passikudah, located in the Batticaloa District of Sri Lanka's Eastern Province, is a famous coastal tourist destination known for its calm beaches and luxury resorts. It attracts around 70,000 visitors each year, including both national and international tourists. In 2023, Sri Lanka saw a major increase in tourism, welcoming over 1.4 million tourists, which was a 106.5% rise from the previous year. While tourism has brought many economic benefits to the area, it has also caused serious environmental concerns—especially the growing problem of plastic waste along the coastline and nearby areas. This study focuses on finding sustainable, community- based solutions to manage plastic waste in Passikudah, with an emphasis on involving local people in protecting their environment. Using a mixed-method approach that includes field surveys, interviews with key stakeholders, and spatial data analysis, the research looks into the current waste management systems and explores new ideas like local recycling programs, awareness campaigns, and ecotourism projects. The aim is to show how important community involvement is in reducing plastic pollution while promoting environmentally friendly tourism. The findings are expected to help provide useful suggestions for government authorities, tourism operators, and local communities to support a cleaner and more sustainable coastal environment in Passikudah.

Keywords: Sustainable tourism, Passikudah, plastic waste management, community-based solutions, environmental conservation