

Tourism in 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. 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.

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. 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. 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.

Key words: Tourism, Tourism Development and Sustainability, Ecotourism, and Ayerverdic Tourism.

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