

Development of tourism in sri lanka tourism essay



**ASSIGN
BUSTER**

1. Sri Lanka is a gorgeous tropical paradise island in the Indian Ocean located close to India, having a diversity of attractions ranging from historical to archeological and natural. Strategic importance gave the exposure to this island nation to establish links between West and East from ancient times due to its array of natural attractions ranging from archeological, historical, long heritage embraced with its rich traditional culture, literature, history and none other than its people whom best known for their friendliness and hospitality has prompted many to visit this beautiful island.

2. Thirty years of separatist war by the world most ruthless terror outfit, the Liberation Tigers of Tamil Eelam (LTTE), had devastated especially the Northern and Eastern areas of our country. It had not created much conducive environment for any business including tourism in Sri Lanka. Three decades of war which destructed all most all strata of our society and there were significant destruction for the property and assets in Northern and Eastern areas. Overall infrastructure facilities are very weak in these areas therefore so many core related issues had emerged from this situation.

3. Having preconceived ideas in their minds still most of the people in this part of our country think that they are segregated or discriminated by the Sinhalese majority in the country and they are not treated equally. To outset this mentality and re-build our nation from this post conflict scenario specially the areas in north and east it has identified that development of tourism industry can play a vital role. Having understanding the importancy, government took the initiative to develop infrastructure with the objective of improve the connectivity with north and the east and taken as a whole to

reconnect or re-establish link between the south. If you consider these two main areas there are lot of spots readily available to promote tourism and with regard to special consideration given to post conflict scenario new strategy has developed to identify and development of the tourist potential in the North and East. Definitely, this can be use to strengthen the peace and stability and to win the hearts and minds of the people who had suffered immensely due to the gory of war.

AIM

4. The aim of this paper is to emphasis the development of tourism in North and East and how its going to contribute towards achieving sustainable peace.

BACKGROUND

5. Known by one or other of its many names like Lanka, Serendib, Taprobane, Zellan, Cellao, Ceylon and most famous as ' The pearl of Indian Ocean' are a few. Sri Lanka was famous for gems, pearls, ivory, spices, irrigation and agricultural systems, boat manufacturing and for tea in ancient time period. Apart from these it was none to other nations if you consider about its sunny and hot beaches, natural rain forests, wild life, water falls, cool misty mountains, various terrain features, archeological sites, flora and many, you name it - you can see them all in this paradise island and because of its uniqueness United Nations Educational, Scientific and Cultural Organization (UNESCO) under their world heritage convention has included eight areas including six cultural and two natural areas of those values under

world heritage sites which has further amplified the significance of our beautiful island.

6. The areas belong to both north and east have a long-standing history with regard to both ancient and tourism. Cultural heritage of both the districts goes way back to ancient times and it reminds continuous flow of tourists from various parts of the world and it clearly signifies that these areas were continuous attractions of the tourists. Apart from all, these areas were mainly popular for its natural attractions, socio-cultural attractions and man made attractions.

7. Both these areas are very much popular for its long stretches of smooth sandy beaches with warm bluish water. The Nilaveli is considered as one of the best beaches and Arugam bay was recognized as World's 13 best surfing loc due to its tropical wave and both the areas covers two third of the coastal line of the country. Eastern coast is recognized as best for the ocean based recreational activities. In addition, all these areas are famous for underwater diving, swimming, whale watching and sailing were some of the attractions for both foreign and domestic tourists in the past mainly before the intensifying of the war.

8. If you take the other attractions you can find some rich cultural heritage sites which give clear evidence about the greatness of our ancestors those who lived in those areas. It is not confined to one religion or community in general there are so many sites related to Buddhism, Hinduism and Christianity, all these were best tourists' attractions before the war.

9. There are several wild life sanctuaries, aviaries, natural reserves and forest areas especially in the eastern area which added natural attractions and eco based tourism to the nation.

10. Since, these areas were home for multi ethnic communities specially the eastern part it gave a valuable contribution for tourism through cultural diversification. All three major communities Sinhala, Tamil and Muslims were living in harmony in these areas before the war escalated.

11. There were certain steps and actions were taken by the government for the development and promotion of tourism in these areas. Some of them are as fol.

a. First Tourism Master Plan (1967-1976).

` b. Second Tourism Master Plan (1992-2001).

c. Trincomalee Ocean City Development Plan.

d. Strategic Tourism Development Plan for North and East.

12. However, none of above plans were seems to have placed sufficient emphasis on the need to improve tourism due to many reasons and most influential reason was the prolonged war situation prevailed in those areas.

POTENTIAL OF EXPANSION OF TOURISM INDUSTRY TO WAR AFFECTED ZONES

13. Sri Lankan government with the intention of developing tourism industry in the North and East had launched certain development projects to achieve

its vision to transform tourism industry in the country as the largest foreign exchange earner benefiting the stakeholders of tourism and the people of Sri Lanka. World bank offered its fullest support in this regard and certain areas were totally unreachable due to the war which was there for the last three decades. Therefore, certain performance targets were revised after the eradication of the terrorism problem and subsequent restoration of peace and order in the country.

14. To promote the entire country as a tourist destination based on the overall objective emphasis was given to the development of industry especially in North and East merely not only to gain foreign exchange but also to uplift the condition of the people and also to achieve sustainable peace in the country. Following areas were identified as major development areas in these to provinces.

a. Northern province. It has an area of 8, 884 square kilometers and demarcated by North central and North western provinces from its south boundary, Gulf of Mannar and Palk bay from its west, Palk straight to the northern tip and Bay of Bengal to its east. There are few administrative divisions in the province, which are Jaffna, Mannar, Kilinochchi, Vavuniya and Mullaittivu. All the areas were badly affected by the three decades of war. Most significant factor in this province is that there are certain islands belongs to this province, those are Mandathivu, Kayts, Punguduthivu, Nainathivu, Karaithivu, Analathivu, Chirathivu, Eluvaithivu, Iranathivu, Nedunthivu, Palaithivu and Kachchathivu. Most of these islands are covered with some sandy beaches. Area is also known for its traditional ancient history, which was enriched, by solid socio and economic culture. Generally,

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it has a tropical hot climate and estimated population was 1.3 million in year 2007. Important places those are in relation with tourism as follows.

(1) Nagadeepa Temple.

(2) Nallur Kandaswamy Hindu Kovil.

(3) Jaffna Fort.

(4) Jaffna Library.

(5) The Sangilian Palace.

(6) The Manthri Walauwa.

(7) Mawadipuram Kovil.

(8) Ponnalai Pond.

(9) Dambakolapatuna Temple.

(10) Madagal Beach.

(11) Cashurina Beach.

(12) Delft Island.

(13) Kotakadu Beach.

(14) Chankanai Church.

(15) Kadurugoda (Kantharidai) Buddhist Temple.

(16) Bottomless Well at Puththur.

(17) Point Pedro Beach and Light House.

(18) Vallipuram Kovil.

(19) Naguleshwaren Sivam Kovil.

(20) Kudiramalai Point.

(21) Madhu Shrine in Mannar.

(22) Iranamadu Tank.

(23) Elephant pass.

(24) Vattapalai Hindu Temple in Mullaittivu.

(25) Areas related to War Terrorism.

b. Eastern Province. With a total gross land area of 9, 996 sq km Eastern province is the largest province in the country with fourth lowest population density of 162 persons per sq km. It comprises of three districts namely Trincomalee, Batticaloa and Ampara. All these three districts have some superb bluish beaches and with some added attractions such as whale watching and diving. Ampara, Arugam Bay is famous for its tropical waves which are ideal for surfing. In addition, there are few wild life and bird parks. Main tourists' attraction places are as follows.

(1) In Trincomalee District.

(a) Bay Area in the Outer Harbour consists of:

i. Marble Bay.

ii. Sweet Bay.

iii. Deadman, s Cove.

1v. Clappenburg Bay.

(b) Nilaveli/Kuchchaveli/Uppuveli Areas.

(c) Coastal Belt from Kuchchaveli to Kokilai Lagoon.

(d) Coastal Belt from Kuchchaveli to Sinnakaratchi Area.

(e) Pigeon Island conserve as a national park.

(f) Kokilai lagoon designated as a bird sanctuary.

(g) Thennamaravadi bird sanctuary.

(h) Whale and Dolphin watching area outer harbour.

(2) In Batticaloa District.

(a) The Dutch Fort.

(b) Pasikudha Beach/ Kaluwankerny Beach/Kallady Beach/Kayankerni Beach/Mankerni Beach.

(c) Kalkudha Bay.

(d) Sathrukodan reputed for its bird species and crocodiles.

(e) Vakarai Sand Spit, Uppar Lagoon, Panchchankerni and Veranativu famous for its ecological habits.

(f) Palameenmadu famous for its attractive landscape.

(3) In Ampara District.

(a) Arugam Bay.

(b) Pottuvil Lagoon.

(c) Kalmunai Beach/Komari Beach/Peanut farm Beach.

(d) Kumana National Park.

(e) Lahugala/Kitulana National Park.

(f) Muhudu Maha Viharaya.

15. Identification of the cultural value in the area is an important aspect of tourism, in this relation there are few important areas that we have to consider. The Veddha community still lives in these areas retaining their traditional life style, the wide cultural diversity due to variety of ethnic groups and religions and also the presence of smaller ethnic groups indigenous to the province, such as Malays, Gypsies and Burghers especially in the eastern province. The Ramayana trail linked to the epic Ramayana, there are over 50 sites have been identified in Sri Lanka and six of these in the eastern province. Pada Yathra, an ancient pilgrim tradition is associated with the eastern province via Ampara and Kumana forests areas to Katharagama holy land to worship Lord Murugan. Religious worships were mentioned above and Marine tourism too adds some supplementary value to entire industry.

SITUATION ANALYSIS

16. Having considered about the areas which we could expand in order to develop tourism industry in the country it was clearly evident that the areas related to North and East could provide and give a vital contribution in this regard. It is therefore paramount of importance to conduct a situation analysis where we can further get an insight in order to address the matter in an apposite manner. Here we conduct the process under SWOT (Strength, Weaknesses, Opportunities and Threats) analysis method and consideration of other factors in order to ascertain further components, which are going to affect to achieve our objectives. Following are the findings from the SWOT analysis in respect of the subject matter.

a. Northern province will mainly consist of following factors.

(1) Strengths.

(a) Return of peace and normalcy.

(b) Very fine beaches with safe swimming conditions.

(c) Cultural experiences.

(d) Archeological and historical sites.

(e) Religious interest sites.

(f) Domestic aviation related areas.

(g) Areas related to war tourism.

(2) Weaknesses.

(a) Inadequate of accommodation/basic facilities.

(b) Absence of skilled workers in this field.

(c) Religious myths/cast system.

(e) Distance from capital.

(f) Lack of knowledge about the industry.

(3) Opportunities.

(a) Better accessibility by roads in near future.

(b) Increase interest with regard to field especially after the war.

(c) Jobs availability in the trade.

(d) Mixture of varieties with regard to interests' of the tourists.

(e) Fresh beaches/natural sites.

(f) Investment which will bring fruitful dividends.

(4) Threats.

(a) Integration with the local community is low.

(b) Sympathetic/ideological differences prevailing against LTTE.

(c) Lack of interest of the people to contribute.

(d) Financial condition/poverty level.

b. Eastern province will mainly consist of following factors

(1) Strengths.

(a) Return of peace and normalcy.

(b) Very fine beaches with safe swimming conditions.

(c) Unique seasonality and favorable weather throughout the year.

(d) Archeological and historical sites.

(e) Religious interest sites/ Cultural experiences.

(f) Wild life/bird watching/proximity to national parks.

(g) Water sports.

(2) Weaknesses.

(a) Inadequate of accommodation/basic facilities.

(b) Absence of skilled workers in this field.

(c) Neglected and poor infrastructure conditions.

(e) Local environment problems.

(f) Lack of knowledge about the industry.

(3) Opportunities.

- (a) Better accessibility by roads in near future.
- (b) Increase interest with regard to field especially after the war.
- (c) Jobs availability in the trade.
- (d) Mixture of varieties with regard to interests' of the tourists.
- (e) Unique coastal line stretching more than 200 kilometers.
- (f) Prime Asian holiday destination in summer months.
- (g) Domestic airport facilities.

(4) Threats.

- (a) Integration with the local community is low.
- (b) Sympathetic/ideological differences prevailing against LTTE.
- (c) Lack of interest of the people to contribute.
- (d) Financial condition/poverty level.
- (e) Ribbon development occurring along the coastline due to non adherence to the land use planning control.

17. Carefully examination of the outcome of the situational analysis will gives an overall representation of the intention to achieve the objective that is the most precious sustainable peace for our country. There are certain important areas, which have to be address by the government and private sector has to play a vital role of achieving the common objective. As far as the

government is concerned, it is therefore necessary to develop infrastructure facilities such as access roads, electricity, water for drinking and other purposes, sewage disposal and waste disposal at the initial stage and private sector could contribute specially with regard to achieve financial stability and development of human resource factor with the aim of facilitating the final outcome.

18. Presently government has launched certain development projects targeting the entire development of these provinces, which were badly affected by the war, and it is important to note that there was no significant development projects were conducted at both these provinces for the last three decades due the escalation of war.

20. Under the Uthuru wasanthaya project which targeted rapid development of Northern province and Eastern revival project which targeted development in the Eastern province, including tourism industry has launched certain mega development projects in order to develop once war tone areas has reached certain impressive standards and this was commended by the International community too. Last year Sri Lanka was among the best tourist attractions/destination in the world and it has recorded 654, 477 tourist arrivals, which was the highest number ever recorded during the past ten years.

21. Apart from the development of infrastructure facilities there are some other challenges have to be consider which gives a direct impact to the stability of the peace. Those are resettling of Internally Displaced Persons

(IDP), Humanitarian de-mining and Re-integration of ex-LTTE combatants to the society.

22. Careful analysis of the factors, which could use to address the issues with regard to IDPs and ex-combatants in the context of the study, can achieve astonishing results. Development of tourism therefore will come in handy because there are so many avenues are open for us to address some key issues relating for these provinces and thereby reaching towards the outcome.

SUMMARY

23. Sri Lanka with its strategic location, diversity of attractions with its rich traditional culture, literature, history and none other than its people whom best known for their friendliness and hospitality has prompted many to visit this beautiful island.

24. Thirty years of separatist war by the world most ruthless terror outfit, the Liberation Tigers of Tamil Eelam (LTTE) had devastated especially the Northern and Eastern areas of our country. It had not created much conducive environment for any business including tourism in Sri Lanka. Three decades of war which destructed all most all strata of our society and there were significant destruction for the property and assets in Northern and Eastern areas. Overall infrastructure facilities are very weak in these areas therefore so many core related issues had emerged from this situation. People in the North and East lost their trust towards the majority Sinhalese people and this was further aggravated with the escalation of the war.

25. The areas belong to both north and east have a long-standing history with regard to both ancient and tourism. Cultural heritage of both the provinces goes way back to ancient times and it reminds continuous flow of tourists from various parts of the world and it clearly signifies that these areas were continuous attractions of the tourists. Apart from all, these areas were mainly popular for its natural attractions, socio-cultural attractions and man made attractions.

26. There were certain steps taken by the successive governments and authorities to develop tourism industry in these provinces were failed due to the in-completeness and war situation prevailed in the country. With the dawn of peace to our nation the importancy of developing of the tourism industry in these two provinces were again taken into consideration in order to address certain issues in these provinces. Mainly to uplift the life style of the people and by developing tourism industry will automatically facilitate the development of the area specially in the fields of infrastructure development, telecommunications, technology, trade and finance. Last year Sri Lanka was among the best tourist attractions/destination in the world and it has recorded 654, 477 tourist arrivals, which was the highest number ever recorded during the past ten years.

28. Sri Lankan government with the intention of developing tourism industry in the North and East had launched certain development projects to achieve its vision to transform tourism industry in the country as the largest foreign exchange earner benefiting the stakeholders of tourism and the people of Sri Lanka. The Sri Lankan Tourism Development Authority and the Hotel school proposed skill-training project in order to uplift the skill level would play a

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vital role with regard to training aspect. On going mega development projects launched under the ministries of Nation building, Economic development and central bank will gives an added advantage for the fulfillment of the vision.

29. Potential expansion of the industry in these areas were assessed and there were so many spots which we could develop as tourist destinations were identified. With the situational analysis, it was further elaborated what we have to do exactly and what areas should be given the consideration.

30. Apart from the development of infrastructure facilities there are some other challenges have to be consider which gives a direct impact to the stability of the peace. Those are resettling of Internally Displaced Persons (IDP), Humanitarian de-mining and Re-integration of ex-LTTE combatants to the society. Careful analysis of the factors, which could use to address the issues with regard to IDPs and ex-combatants in the context of the study, can achieve astonishing results. Development of tourism therefore will come in handy because there are so many avenues are open for us to address some key issues relating for these provinces and thereby reaching towards the outcome.

RECOMENDATIONS

31. Having considered the opportunities available for us it is paramount importance to give the priority to the people in these areas to get them selves employed in the vacancies existing in this field. Priority must be given to ex-LTTE combatants and IDPs. This will also gives the opportunity to re-integrate these people to the society in a fruitful manner. Will also help the <https://assignbuster.com/development-of-tourism-in-sri-lanka-tourism-essay/>

reduction of poverty level and unemployment specially in the field of youth unemployment and this will directly facilitate to have sustainable peace in our country because unemployment will lead to many disputes and presently vacancies available in this tourism industry will greatly create the opportunity to address this issue.

32. With the development of tourism industry in both these two provinces will give the opportunity to the people in these areas to market their products. This will reduce the poverty level and in return their income will go up and financial status of the society will go up. This is also very much vital to retain sustaining peace because once you loose or decrease the financial status in the society there is a tendency of getting into a position to demand unnecessarily and to gain adverse advantages in return it will de-stabilize the society.

33. Development of tourism in these provinces will directly enhance the partnership and participation of the people in these areas towards nation development. In return, it will give a positive result of sustaining peace in this country because for the last three decades of time due to the war, participation towards achieving the goals of the nation was deprived from these people. They will also have the equal opportunity to contribute and as well as to get themselves benefited from the outcome. This will also negate the mentality that they were not treated accordingly as per their rights because most of them think being the minority Tamil community in our country they were deprived from their rights and discriminated as a whole by the Sinhalese majority.

34. Expansion of the industry will open up so many other avenues to develop these areas and people whom contained or restricted for a very small geographical area will have the opportunity to establish links between their counterparts in the south. This will also help to build the understanding between people and to win the hearts and minds of the people. People in the south will also get an opportunity to interact with this people and this will narrow down ideological differences they had. Exploiting the opportunity got from this industry will help to reach towards sustainable peace and to develop harmony among the communities.

35. As a whole development of tourism in these provinces will greatly help to develop the infrastructure facilities in these areas and this will help to uplift the social standards to reach for higher living conditions too. This will give a positive feeling for the people whom have undergone lot of difficulties during the war period and who lived under the crutches of LTTE terrorism. This will also give a positive impact towards achieving of sustainable peace in our country.

36. People in these provinces will get the opportunity to explore the world and more over to establish or earn a reputation among the international community in return this will help to uplift the state of their minds because they will feel the importance of being recognized amongst the international community. This is because of the opportunity that we are getting from the development or expansion of tourism industry.