

AN ANALYSIS OF THE EFFECT OF TOURISTS' INFLUX ON EMPLOYMENT OPPORTUNITIES IN SRI LANKA

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Abstract

Nowadays, tourism is considered one of the key economic sectors in creating jobs, increasing the receipt of foreign currency, improving the living standards of local people, and supporting the growth of other industries. Moreover, every nation wants to boost its tourist numbers because they contribute to the economy. This article looks at how tourism has affected the employment market in Sri Lanka. The tourism industry is the fastest growing industry in the world, responsible for millions of jobs, and crucial to the economic recovery of countries everywhere. Sri Lanka's tourist business has exploded in the last two decades, becoming a major source of revenue and jobs for the country. Since tourism is crucial to Sri Lanka's economy, this study examines the sector to determine how growing the business has affected job opportunities in Sri Lanka. The primary purpose of this study is to look into how tourist visits affect local employment opportunities. The study's specific objective is to paint a comprehensive image of Sri Lanka's tourism sector for stakeholders, especially policymakers, so that they may better guide strategic planning decisions. This research followed the quantitative nature of the investigation through secondary data and regression analysis was used to complete the study. The results showed that tourist's influx is significantly positively related to employment. Increased international visitors are a direct result of the country's growing tourism industry. Government revenue would increase, and more individuals would find employment as a result. In addition, it offers policymakers in Sri Lanka some suggestions for how they might improve the country's tourism infrastructure in the future.

Keywords: Tourism, Tourists' influx, Effect, Employment

Background of the Study

Countries with little natural resources and a weak industrial base often look to tourism as a panacea for their economic woes. This is especially true when thinking about developing nations and the implications for corporations. They see tourism as "a vital development agent and an ideal economic alternative" (Bee Chin NG, 2008) for the growth and prosperity of their country. As Isabel Cortés-Jiménez (2005) points out, tourism is widely regarded as a potent means of spurring economic expansion around the world. With an average yearly income of US \$ 500 million, the tourism industry in Sri Lanka is one of the fastest-growing sectors of the economy. It brings in \$600,000 a year, making it Sri Lanka's 6th source of export revenue. About 125,000 people have found work as a result. Currently, the country receives close to 500,000 annual tourists. In addition to its pleasant climate, beautiful environment in the mountains, abundant wildlife, and hospitable people, Sri Lanka is home to exotic sandy beaches, expansive greeneries, historical antiques, and much more. The rising number of visitors demonstrates the importance of the tourism industry to the economies of Bali and Indonesia (Antara & Sumarniasih, 2017). The tourism industry will be expanded into a key growth area by taking advantage of these one-of-a-kind prospects. The current political stability and the openness of the North and East to tourists have contributed to Sri Lanka's booming tourism industry. The modern tourist industry in Sri Lanka has made

significant contributions to the country's GDP. Because after the civil war ended in 2009, travel to Sri Lanka skyrocketed. There was a noticeable increase in the number of tourists visiting the country in 2010 compared to the rest of the decade, thanks to the country's improved political and economic climate. Though it can't solve every issue in the country, tourism does have a lot going for it. It's one of the various ways rural areas can increase their income and productivity (Qunh & Nguyen, 2010). Because it is a service sector, tourism relies heavily on its employees. Creating new jobs is a key priority in the developing countries, so this is especially relevant there (Bee Chin NG, 2008).

Strategically, Sri Lanka relies on the tourism industry since it is the country's third-biggest export earner, generates direct and indirect employment, and attracts FDI (So Sri Lanka, 2022). An all-time high of 719,978 international tourists visited the country in 2022, up from just 194,495 the year before. This is a growth of 270.2%. September saw the fewest visitors at 29,802, although the year as a whole saw a rising pattern of arrivals despite monthly swings. Reasons for the uptick in visitors include better immunizations, more accessible travel, less regulations, and higher levels of consumer confidence. Tourist numbers were down because of the Omicron variant's spread, the Russian invasion of Ukraine, the difficult economy, increased prices, and stagflation. The reintroduction of cruise tourism and the expansion of air travel options also contributed to the increase in visitors to Sri Lanka (Sri Lanka tourism development authority, 2022). For a long time, the travel industry has been viewed as a way to revitalize economies and generate new jobs. In many island republics, the economy is heavily reliant on tourism revenues; therefore, it is crucial to not only maximize welfare today, but also consider that only sustainable management of the resources, such as a beautiful landscape, cultural attractions, and secluded beaches, is essential to give future generations the opportunity to remain in the country and still profit from the natural phenomena (Valenghi, 2004).

Providing much-needed employment and development opportunities, tourism is a major export sector for many low-income nations. One of Sri Lanka's main economic focuses is on the tourist industry. Since 2009, when the country finally solved its terrorism problem, the tourism business has boomed; in 2018, the country saw more than 2.3 million visitors. In recent years, tourism has become the country's third-largest export earner. That's why the government wants to rely more heavily on the tourism industry. To boost its tourist sector, the country has invested much in creating novel products, expanding into new source markets, and employing other promotional tactics. To achieve their goals, the businesses were ready to receive visitors (Zutshi et al., 2020). In general, tourism has helped to increase employment in Sri Lanka (Amaratunga De Silva, 1995). We suggest that while it is clear that spending money to improve a destination's resources would raise tourism earnings, spending money to make tourism more sophisticated may have a mixed effect on earnings (Andergassen, 2010).

The tourism industry is crucial to a country's economy. All countries, but especially developing ones, can benefit greatly from the money brought in by tourists from throughout the world. Spending by tourists influences not just public and private budgets, but also incomes and employment prospects. Even while tourism's revenues are very variable depending on the state of the local economy, it nonetheless delivers more stable revenue than do basic products. Earnings from tourism have grown faster than those from primary commodities. Especially in countries with a weak manufacturing sector, tourism revenue has been growing faster than total export earnings in recent years (Turtureanu, 1993). Because of the enormous revenue potential of the tourism industry, the Sri Lanka Tourism Development Authority (SLTDA) has implemented a number of initiatives to rebuild the industry in the war-torn Northern and Eastern provinces, as well as in other strategically chosen parts of the island. The government plans to market the Eastern province's beachside cities including Arugam Bay, Passikudah, and Trincomalee as top tourist destinations, as the Eastern province is home to some of the island's most beautiful coastline. Attractive resorts for tourists are planned for Kalpitiya and a few other inland islands. SLTDA is also advertising an event series aimed at pleasing a wide range of vacationers. In 2009, tourism contributed 2.2% more to the country's GDP, totaling US\$350m, according to the Central Bank of Sri Lanka.

For mountain villages to benefit from tourism as a viable economic choice, locals should be encouraged to take a more active role in the tourism industry. Tourism is a viable option for reducing poverty and altering rural lives in mountain areas due to its positive effects on income and employment generation (M. Yang et al., 2009). The potential for tourism to stimulate local economies is a major selling point for studying the industry. In recent years, tourism has emerged as one of the world's most lucrative industries, contributing positively to national balances of payments and the travel account of many countries. Income and job opportunities can also be found in the tourism industry. Many local economies rely heavily on tourism as a means of generating both income and employment opportunities (Chia-Lin Chang & Thanchanok Khamkaew, 2010). The travel industry is intricate. It contributes to economic diversification by creating jobs and generating tax income (Aref, 2011). The tourism industry benefits greatly from the fact that it is typically labor-intensive, meaning that increased output is typically accomplished by increasing employment. This is helpful for economies that are trying to lower their unemployment rates, but it does cause a shock to the job market by increasing pay in the service industry and encouraging workers to switch jobs. Accordingly, tourism boosts the economy and creates jobs from a macroeconomic perspective (Eugenio-Martin et al., 2004).

The arrivals of the tourists are determined by development of the tourism industry and socio-economic, political and geographical conditions of the country. The development of the tourism industry will lead to economic benefits including employment opportunities to the nation through huge number of influx of tourists. Therefore, this study analysis the impact of the tourists' influx on employment opportunities in Sri Lanka.

Review of the Literature

Tourism

The tourism industry is rapidly becoming the most important driver of economic expansion in the 21st century. To study, admire, and enjoy the scenery and its wild flora, as well as other existing cultural and historical characteristics, ecotourism entails visiting relatively unspoiled or uncontaminated natural places. These can be sites of historical or archaeological significance, places of worship, national parks, beaches, mountain retreats, etc. Traveling for leisure or recreation, or the business of catering to such tourists, is known as tourism. Tourists are defined by the World Tourism Organization as "individuals who leave their usual environment for an extended period of time (generally more than one year) in order to engage in tourism for purposes other than those directly related to the pursuit of economic gain" Recreational travel has grown in popularity around the world. The influx of tourists and the subsequent spending on local goods and services, as well as the jobs created by the tourism industry, make Sri Lanka an essential tourist destination. Services in the transportation sector (airlines, taxis, etc.), lodging sector (hotels, motels, and other lodging establishments), and hospitality sector (resorts, etc.) all fall under this category.

Travel & Tourism Employment

One out of every ten employment in the globe was supported by the travel and tourism industry in 2019. Compared to the predicted 2.7% annual growth rate of the global economy, the contribution of travel and tourism is expected to expand at an average annual rate of 5.8% between 2022 and 2032. During the same time frame, it is expected that the industry will create an additional 126 million positions. (Julie Simpson, year 2022). Although the number of international visitors to Sri Lanka has fluctuated over the years, the number of employments created by the country's tourism industry has grown steadily over the past three decades (Tisdell & Bandara, 2004).

One significant economic impact of tourism is the creation of new jobs. In developing nations, unemployment and underemployment are more acute. In this context, tourism becomes a major sector that significantly impacts

the labor market. The difficulty developed nations have in attracting workers for the tourism sector is evidence that human labor is still indispensable in any service-based production process (Turtureanu, 1993). The number of jobs created by the tourism industry in the union states is directly related to the number of visitors. Gómez López & Barrón Arreola (2019) found that the creation of jobs in the sector was positively influenced by GDP, the exchange rate, and the human development index for the states.

The third important function of tourism in Sri Lanka is the creation of jobs. While 'high-tech' may be creeping into the tourism business, it is still, and should always be, a 'high touch' sector. The staff's genuine kindness and warmth cannot be replicated by any piece of machinery. These traits are more common in Asia because of the region's unique culture, and they are driving the industry forward. Sri Lanka is no exception; our friendly service and genuine grin have always set us apart from the competition. Because of this, there will always be a high demand for highly educated workers to staff the tourism sector.

Tourism in Sri Lanka

Sri Lanka's prime position in the Indian Ocean helps pave the way for the country to expand its reach into the global tourism market. This island nation has to capitalize on both her strategic location and natural beauty to become a sought-after vacation spot. Sri Lanka is rich in natural resources, including a beautiful blue ocean with white sand beaches, lush green mountains, gushing waterfalls, undisturbed grasslands, forests, and an abundance of exotic wildlife. In addition to its abundant natural resources, the country also has a rich cultural and historical history, as well as a remarkable system of cascades and plantations. In light of these considerations, it is clear that Sri Lanka has what it takes to compete as one of the world's premier tourist destinations.

In the 1960s, Sri Lanka began marketing itself to tourists throughout the world. The tourism industry has since become increasingly important to the country's economy. However, the country's security status and the Tsunami calamity had major impacts on the tourism industry. The nation is once again on course to become a premier tourist destination. The government's efforts to improve the country's infrastructure for the benefit of and to attract tourists paid off in spades. Infrastructure development, including the building of airports, ports, highways, and power plants, is receiving significant government funding with the creation of new tourist hotspots (Jude Anjana D.M.M.S, 2011).

The 'Travel and Tourism' industry in Sri Lanka is vital to the country's economy since it provides locals with income, boosts exports, and attracts foreign investment. Sri Lanka's direct contribution to GDP from travel and tourism was estimated at US \$4.4 bn in the World Travel and Tourism Council's 2018 study on the industry's economic impact. This placed the country in the 59th position globally. It has been calculated that 10.4% of worldwide GDP and 9.9% of global employment are directly attributable to the travel and tourism industry.

The Value of Tourism

The tourism industry is highly decentralized, so promoting a location effectively calls for concerted efforts from a wide variety of businesses, including those providing lodging, transportation, and points of interest. Marketers in Sri Lanka's tourist industry face stiff competition from other countries and must work harder than ever to attract new visitors and retain existing ones. Sri Lanka's reliance on tourism is particularly striking among developing countries. After 1977, tourism in Sri Lanka became a vital part of the country's economy. Tourism from outside is a major source of income for Sri Lanka (W.M. Rohan Laksiri, 2007).

Journal of prosper-an assessment of tourism's impact on local economies, as stated by Dean Carson (2005). The economic benefits of tourism (including job creation and increased regional income) are often cited as examples of the industry's worth. However, tourism can also contribute to regional sustainability in other ways, such as: Industrial contribution (including business investment) Social contribution (including community participation, civic pride, and so on) Municipal contribution (including infrastructure management and urban planning) Cultural contribution (including maintenance of regional image, heritage, and cultural resources) Capacity contribution (including establishment of partnership)

Literature Gap

According to literature, it is evidenced that there are few studies on an analysis of the effect of tourists' influx on direct and indirect employment opportunities in Sri Lanka. Therefore, this study examines how impact the increasing number of tourists' arrival on employment opportunities in Sri Lanka. Moreover, empirical findings such studies are scare in the field of Tourism development.

Conceptual framework

The nature and extent of the interconnectedness of ideas are represented in a conceptual framework. Figure.1 presents a conceptual framework for this investigation, outlining the key ideas and the nature of the relationships between them.

Independent Variable (X)



Dependent Variable (Y)



Figure 1: Research Framework
Source: Developed by Researchers-2023

Purpose of the study

Overall Objective

The main purpose of the study to identify the impact of the tourists' influx on employment opportunities in the tourism sector in Sri Lanka.

Specific objective

The specific Objective of this study is:

- To recommend for the employment opportunities from Sri Lanka's tourist industry
- To formulate strategies plan on Tourism in Sri Lanka

Hypothesis Development

The hypothesis is based on an idea to investigate the relationship and continue the study based on prior research/studies. Following hypotheses was developed for this research is given below:

H1: Tourists' influx significantly affects the employment opportunities in the Tourism sector

Problem statement

Increases in company capacity and economic growth have both been attributed to Turkey's flourishing tourism sector. However, most tourism investments have been placed along the coasts of the western and southern regions, despite these areas' greater ecological vulnerability. The tourism business can be an investment in planning to help revive less developed places, when significant differences in socioeconomic development levels exist (Ciraci et al., n.d.). The economic and societal effects of tourism have typically been evaluated by looking at how much money it brings in and how many jobs it creates. The entire influence of tourism on an economy is often calculated by factoring in the spending done by tourists in three different ways: direct, indirect, and induced. Increases in things like visitor numbers, average length of stay, hotel occupancy rates, and total tourism spending are widely used indicators of a thriving tourism industry (Walter Jamieson, 2004). The significance of tourism to London's economy has long been recognized. With a more inclusive definition, it might represent as much as 8% of GDP. In addition, it is estimated that it generates around 200,000 direct and indirect jobs in the city of London (Thomas & Long, 2001).

Research in this area has already pointed to the tourism industry's ability to stimulate economic expansion, job creation, and tax collection. However, the limited available empirical research on tourism in Sri Lanka do not provide any insight into how it has contributed to long-term economic growth in the country (Isabel Cortés-Jiménez, 2005). According to Brida et al. (2011), mountain tourism is often seen as a way to stimulate the local economy at a time when locals are abandoning mountain communities for the city and better job prospects.

Similar to Sri Lanka, other nations under crisis have witnessed an increase in "substitution tourism." Although the Easter Attacks hurt tourism in 2019, the sector is resilient and will bounce again in late 2019. There are innumerable examples from all corners of the globe that attest to the tourism industry's resiliency and ability to bounce back. However, given that the recession is still ongoing, it is premature to provide a quantitative assessment of its effects on the tourism industry and Sri Lanka's tourism economy. However, the future prosperity of the tourist industry is inextricably related to the stability of the country's economy and government (SLTDA, 2022). The creation of a network and the generation of innovative ideas from the perspective of the tourist offer will make coastal locations that aren't currently popular tourist resorts more attractive. Diversifying the tourism offer in respect to the sustainability of the territory (region) helps increase off-season visitor numbers. Improvements in education and health care, as well as a decrease in poverty, can be attributed to the growth of the recreation and tourism industry in rural areas (Reeder & Brown, 2005).

The developing world increasingly sees tourism as a means to jumpstart their economies, and several countries are turning to industry for help. Despite the industry's growth, research combining tourism and development is scarce. Often, tourism and development initiatives seem to run in parallel but are actually distinct issues (Bee Chin NG, 2008). The Mexican government's primary motivations for fostering the tourism industry were to attract tourists, increase the country's GDP, and redirect internal migration away from trouble spots.

The tourism sector is one of the world's most dynamic. About 9 percent of the world's GDP comes from it, and it's responsible for the creation of millions of jobs. Sri Lanka aspires to reap as many rewards as possible from this booming industry. However, it is evident that despite achieving independence from the British in 1948, there was no clear national program to grow the tourism business in the country. After the end of the civil war in 2009, the government of Sri Lanka (GoSL) released a tourism policy statement that lacks a consistent policy framework (Anushan, 2017). The statement's goals include boosting visitor arrivals and tourism receipts/income. With a few notable exceptions, there is a paucity of study on the development of tourism policies over time, the analysis of historical data, and the economic impact of tourism in Sri Lanka. As far as aware, there have been relatively few empirical studies that analyze how a rise or fall in tourism will affect the Sri Lankan economy. The primary goal

of this research is to fill a void and investigate, **how tourists' arrival influence on employment opportunities in Sri Lanka?**

Research Methodology

Data, Data Collection methods and Data analysis

A quantitative methodology was used, and information was acquired from previously collected databases. The Data was used from the Sri Lanka Tourism Development Authority (SLTDA), the Central Bank of Sri Lanka (CBSL), and the World Travel & Tourism Council (WTTC) to estimate for the tourism industry in Sri Lanka between 1985 and 2020. In addition, the research draws on the results of many independent empirical studies. Tourism impact trends are described using a descriptive analysis. Statistical Package for the Social Sciences version 25 (SPSS) was used to do a Linear Regression analysis on the data.

Simple Regression Analysis

The relationship between two or more variables can be analyzed using regression analysis, a strong statistical technique. To forecast the future, can use linear regression, a method that establishes a linear connection between an independent and a dependent variable. In data analysis, linear regression is used to estimate an unobserved quantity from a known one. A linear equation is used to represent the relationship between the dependent variable and the independent variable. The dependent and independent variables must be related to one another in a linear fashion. The linear relationship between the independent (predictor) and dependent (output) variables is demonstrated via simple linear regression. This is what the research model reveals:

Research Model

$$Y = \beta_0 + \beta_1 X_1 + u_i$$

Y Employment impact

X₁ Influx of Tourists

β₁ Coefficients

u_i Error

Results and Discussion

Table 1: correlations between two variables

		Tourism Employment	Tourists' influx
Pearson Correlation	Tourism Employment	1.000	1.000
	Tourists influx	1.000	1.000
Sig. (1-tailed)	Tourism Employment	.	.000
	Tourists influx	.000	.
N	Tourism Employment	36	36
	Tourists influx	36	36

The money made from tourists is a big deal because it helps the economy and the government (H. Yang et al., 2017). The findings and discussion sections of this paper are based on secondary data and are meant to present and analyze the data acquired in light of the study's aims and hypotheses. A simple -linear model was used to analyze the correlation between the number of tourists and the number of people employed in the tourism industry. The results of this investigation are as follows.

Table 2: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	1.000 ^a	1.000	1.000	6.797	.313
a. Predictors: (Constant), Tourists influx					
b. Dependent Variable: Tourism Employment					

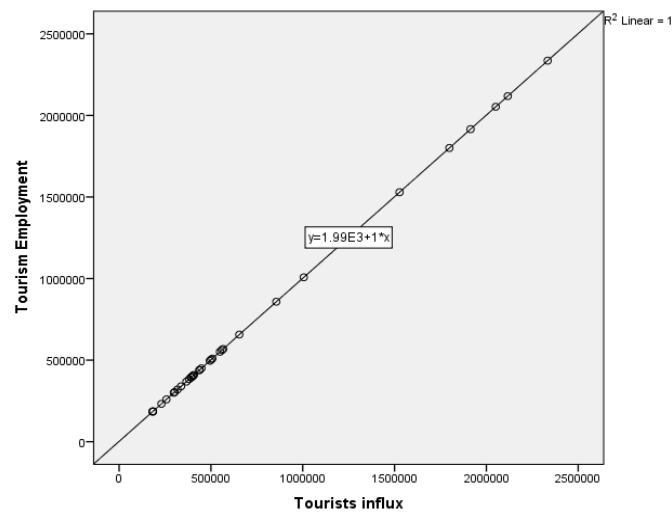


Figure 2: Scatter diagram Tourists arrival and Employment

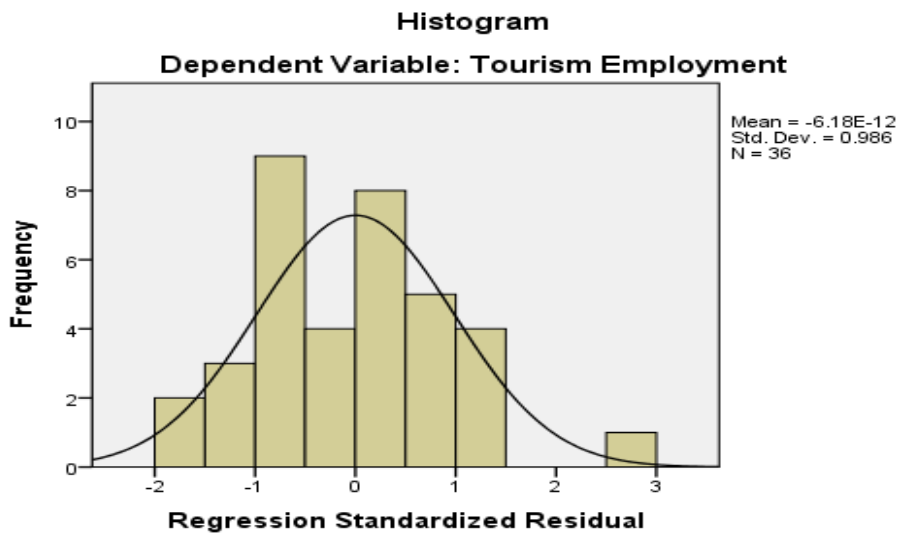


Figure 3: Histogram for Tourists' arrival vs Employment

The scatter plot shows in Figure 2, the linear relationship between the tourists' influx (X axis independent variable) and the tourism employment (Y axis -dependent variable).

According to the figure 3 illustrates the normal distribution of residuals. The mean of residuals should follow a normal distribution with a mean equal to zero or close to zero.

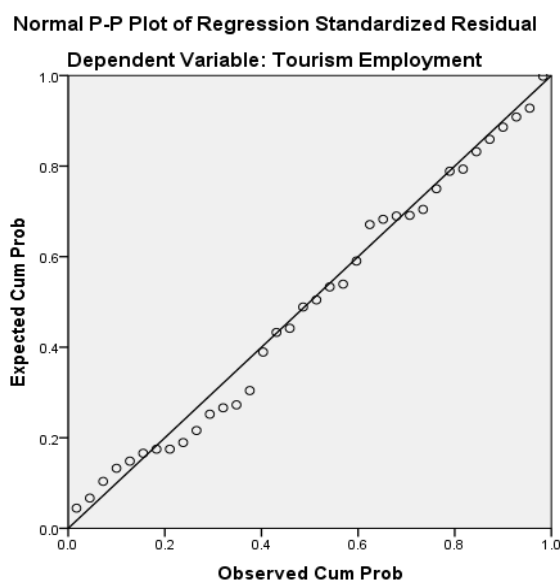


Figure 4 : Normal P-P Plot of Regression Standardized Residual

Interpretations of the Linear Regression Results

Asymmetric relationship of tourism jobs in response to tourist arrival has a clear advantage that makes tourism employment jobs more attractive and advantageous than other income opportunities where the relationship is symmetric (Sharma, 2020). The analysis showed the relationship between two variables. R^2 explains to what extent the variance of one variable explains the variance of the second variable. As shown in Table 2, $R = 1.000$, $R^2 = 1.000$ and the adjusted R^2 is 1.000. The model summary indicated that 100% of the independent variable (Tourists' influx) explain the tourism employment (dependent variable).

Table 3 : Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Correlations		
	B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part
(Constant)	1993.159	1.739		1145.974	.000	1989.625	1996.694			
Tourists' influx	1.000	.000	1.000	535898.853	.000	1.000	1.000	1.000	1.000	1.000

a. Dependent Variable: Tourism Employment

Table 4: Hypothesis Results

Hypothesis	Regression Weight	Beta Coefficient	R ²	F	P Value	Hypothesis Supported
H ₁	Tourists' arrival- Employment	1.000	1.000	2.872	0.000	Yes

Source: Analytical results from SPSS

Moreover, the study seeks to investigate the effects of tourists' arrival on employment. The following Hypothesis was proposed.

H₁ : Tourists' influx significantly affects the employment opportunities in the Tourism sector.

H₁ evaluates whether independent variable significantly and positively affects dependent variable. The results revealed that independent variable has a significant and positive impact on dependent variable since $p=0.000$ and $\alpha=0.05$. Hence, H₁ was supported. The results are presented in table 4. Sametime, there is a no auto correlation in this model. Since Durbin-Watson value is 0.313 that is indicated no autocorrelation detected in the sample according to the table 2.

The results reported in tables and figures show that the dependent variable (employment) was regressed on predicting variable of tourists' arrival. The independent variable significantly predicts by employment $p<0.05$ which indicates that the factor under study have significantly impact on tourism employment. Additionally, coefficient was further assessed to ascertain the influence of the factor on criterion variable (Dependent variable).

According to the coefficient table under the simple regression, P value of the parameter of the variable tourists' influx is 0. 000. Since it is less than 0.05 there are enough evidence to reject H₀. Hence it can conclude as tourists' influx impact on the tourism employment. Therefore, the relationship between dependent variable and independent variable is positive and strong.

Conclusions and Recommendations

Conclusions

The primary goal of the research was to determine how the influx of tourists affected on employment in Sri Lanka. The study found a robust positive correlation between the number of visitors visiting Sri Lanka and the number of people employed in the sector. The tourism sector is currently one of the world's largest and most dynamic service sectors. The ever-evolving tourist industry means that the industry is constantly evolving. This not only generates more money, but also supports a country's currency and reduces unemployment. Due of its singularity and significance in contributing to the socioeconomic growth of nations, this entity has garnered the interest of researchers, politicians, and international organizations (Ranasinghe, 2019). The economic effects of tourism are twofold. It has obvious results for the labor market and the international trade balance. The income effects are induced, and the investment effects are multiplicative (Thomaskutty, 2002). Many authors and governments now contend that tourism is rapidly rising to the status of one of the world's most vital industries, and that many developing nations have yet to properly capitalize on this trend. Tourism is a labor-intensive industry that benefits from the efforts of workers in various fields (Isabel Cortés-Jiménez, 2005).

The argument for promoting tourism as a means of spurring economic growth and modernization has typically been couched in broad, overarching terms. There is no denying that the tourism industry provides jobs to those on the lower end of the economic and social spectrum; however, there is mounting evidence to suggest that the industry primarily benefits local elites, international, and expatriate corporations, and creates low-wage, low-status jobs (Walter Jamieson, 2004).

Recommendations and Suggestions

Based on the results, the government should take the following steps to increase national employment in the tourism industry:

- Introduce strategies to attract high-yield tourists.
- Create a plan to promote Sri Lanka as a desirable tourism destination, where visitors may enjoy authentic Sri Lankan culture alongside world-class accommodations and activities.
- Sri Lanka should improve its air access to better cater to its current and future visitor markets
- Increase Sri Lanka's economic gain from tourist growth by catering to the sector's growing demands for products and services.
- Enhance training and education opportunities for workers to fulfill current and future demands on a successful tourist destination.
- Streamline processes, improve communication between tourism and associated industries, and strengthen sector-wide collaboration are all possible outcomes of rethinking how tourism is structured.
- To guarantee future potential is maintained and increased while also meeting the requirements of locals and foreign and domestic tourists, it is essential to place a strong emphasis on environmental, social, and cultural factors in tourism development.
- If policymakers want to increase tourism demand and revenue, as well as set the stage for the development of a more sophisticated industry, they should fund projects that improve the destination's stock of natural and/or cultural resources (Andergassen, 2010).
- The importance of sustainability is higher than in other parts of the world. The cumulative environmental implications of both traditional subsistence agriculture and newly supported tourism development should be minimized as part of any tourism development program. All community members, but especially low-income small landowners, would benefit from local policymakers adjusting the current involvement mechanism and instituting incentives to participate in tourism. Meanwhile, they should create ways to reduce the impact of agriculture on mountain ecosystems by combining the growing revenue from tourists with more sustainable farming methods (M. Yang et al., 2009).
- The positive micro and macroeconomic benefits of tourism make it a priority for all nations to foster its growth. Along the lines of microeconomic impacts, tourism helps to raise the caliber of the workforce working in the sector, makes efficient use of scarce resources in the face of intense competition, reaps the rewards of economies of scale, and creates cutting-edge infrastructure to meet the growing global demand for and supply of tourist attractions. Regarding the macroeconomic effects, tourism is seen as a means of increasing the demand abroad for domestically produced goods and services, bringing in foreign exchange earnings, creating new domestic job openings, helping to reduce the country's external debt, boosting national income, and so on. In addition, the tourism industry is widely recognized as a driver of economic growth and development, as well as a force for fostering international cooperation, preserving cultural traditions, raising the standard of living of local residents, and bolstering the competitiveness of regional businesses (Tatjana dimoska, 2012).
- In addition, national strategies and policies should be designed to keep tourism booming even in the face of unforeseen crises like a terrorist attack, speed up investment in the sector, and make it easier to incentivize the creation of new jobs in the sector. In addition, tourism may produce jobs through luring foreign investment and fostering community-based tourist policy (Ganeshamoorthy, 2019). According to Dayananda

(2014), the region of Kodagu is ripe for the development of the tourism industry, which would lead to the creation of many new jobs, the increase of tax revenues, the enhancement of living conditions, and the promotion of national economic growth. The people of Kodagu bear a heavy burden of responsibility in resolving the region's problems and advancing the region's sustainable development.

Furthermore, some suggestions on these areas are:

- The government should attempt to regularize the pricing structure of key attractions.
- The web portals and web marketing should be developed for the tourism destinations /attractions in Sri Lanka

Furthermore, tourism can be a great way to make money, especially in areas where there aren't many other ways to make a living. It also offers the chance to learn new skills and find fulfilling work in the hospitality industry, which includes things like hotels, restaurants, tours, and theaters. When planning for tourism, it's important to consider the needs of a wide variety of demographic subsets so that you may tailor your services and facilities accordingly. The fragile ecosystems, historic sites, and scenic overlooks of Sri Lanka also require increased security measures.

The infrastructure along tourist routes (such as rest areas, vista sites, museums, and marketplaces) is just as important as that along major thoroughfares. Government spending or public-private partnerships (PPPs) are both viable options for funding such projects. They should be of international quality and standard, yet produced utilizing local labor, with an emphasis on immersion and cutting-edge technology. For instance, while viewing traditional methods of craft, gem cutting, or creative works, visitors love engaging in interactive encounters. The foundation of a thriving and long-lasting tourist industry is usually laid by a network of interrelated and complementing regional and local destinations.

The Ministry of Tourism Development and Christian Religious Affairs (2016) recommends that Sri Lanka take steps toward establishing a tourism planning framework and approach that can effectively build sustainable tourism destinations by conserving, developing, and implementing integrated tourism destination plans, all while facilitating sustainable destination management. Facilitating financing for the hotel and tourism industry. Improving accessibility by launching a brand-new public and private luxury bus service to popular tourist destinations. And providing visitor information, such maps and suggested itineraries, in easily accessible areas or by major thoroughfares.

Advertising the Eastern region as a tourist destination to people all around the world. Introducing a long-term or short-term plan to grow the tourist industry. The plan's focus should be on the tourism industry's demand and supply sides. Increasing visitor numbers by offering exciting events. Tourist numbers can be significantly increased by holding events at venues located at popular tourist destinations (Ranasinghe, 2019). The study's findings suggest that Sri Lanka's tourist industry should be protected and expanded upon for its vital role in the country's economy and in providing much-needed jobs.

Acknowledgement

I certify that all content presented in this paper is my own and that no part of it has been plagiarized. The abstract or manuscript it is based on has not been published and is not currently being considered for publication anywhere.

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