

AN ANALYSIS OF THE GROWING NUMBER OF TOURISTS IS A KEY ROLE FOR MAKING INCOME OF SRI LANKA

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Abstract

Travel and tourism have benefited the economies of nearly every nation. Tourism is a major industry in many poorer nations, bringing in hard currency and providing much-needed jobs and economic growth. Sri Lanka's tourism business has become increasingly important during the past two decades. In many third-world countries, including Sri Lanka, the tourism industry is the primary source of government revenue. The objective of the research is to examine how the increasing number of tourists arrival arriving is an engine for making Income in Sri Lanka. This research relied solely on quantitative secondary data from established institutions. Information was gathered from the World Travel & Tourism Council (WTTC), the Central Bank of Sri Lanka, and the Sri Lanka Tourism Development Authority (SLTDA) for the years 1985 through 2022. The SPSS, a statistical package for the social sciences, was used to do a linear regression analysis of the collected data. The research findings indicate that the independent variable which is tourists' arrival has a significant and positive impact on Income which is the dependent variable in this study. The results show that developing tourism allows governments to earn more income. It also includes suggestions for the future of Sri Lanka's tourism industry and policymakers should consider for its development in the country.

Keywords: *Tourists arrival, Growing number, Key role, Income*

1. Background of the Study

Tourism is vital to Sri Lanka's economy since it generates jobs, brings in foreign currency, and taxes money to the government. After more than 25 years of fighting, the civil war finally ended in 2009. Over three hundred percent more visitors came in 2015 than in 2009, when there were 448,000. During the years 2014-2019, tourism in Sri Lanka was the country's third-largest source of foreign exchange, contributing almost 14% of total profits. The tourism industry, which brought in \$4-\$5 billion in sales and 40,000 new employments for the economy in 2018, is expected to drop to fifth place, contributing only \$507 million in 2021. The bombings on Easter Sunday in April 2019 were a precipitating factor in the decline of Sri Lanka's tourism business. The tourism sector showed signs of recovery late in 2019, when revenues increased to US\$ 3.5 billion. Things took a turn for the worse in 2020 as the pandemic and subsequent travel restrictions led to a precipitous drop in earnings of fifty percent. The percentage of GDP that tourism contributed to dropped to 0.8%. Again, the tourism industry in Sri Lanka was severely impacted by the conflict between Russia and Ukraine.

The scrawny revenue collection in 2019 was a direct outcome of the economic activity slowdown after the Easter Sunday assaults. Furthermore, being a middle-income country, Sri Lanka is particularly vulnerable to the novel viral outbreak. Since the Sri Lankan economy is so reliant on exports, COVID-19 could have serious repercussions for the country's economy. The government and the central bank have taken a number of steps

to help the tourism industry recover from the COVID-19 pandemic, including extending the relief measures put in place after the Easter Sunday attacks of 2019.

A number of worldwide vulnerabilities, including the most recent COVID-19 pandemic, will continue to have an effect on the country's tourism industry and other economic activities despite the slow but steady improvement. Therefore, it is crucial to improve the country's resilience to handle such unexpected events through measures such as macroeconomic policy in order to lessen the negative economic and social impact (Central Bank of Sri Lanka, 2019). Despite enormous interruptions brought on by heightened social tensions, gasoline shortages, power outages, and travel advisories, Sri Lanka's tourist arrivals steadily recovered in 2022. High global vaccination rates, better air connectivity, and the relaxation of travel restrictions enforced by major source nations all played key roles in facilitating this recovery. Sri Lanka's considerable depreciation of its currency and tourism promotion initiatives have both contributed to the country's rise in popularity as a vacation destination. The influx of tourists, which began in late 2021 and reached a peak in March 2022, then declined as a result of rising social tensions, a lack of fuel for domestic travel, and the subsequent negative publicity and travel advisories issued by key source markets.

The rebound in tourist arrivals was hindered not just by internal causes, but also by the Russia-Ukraine war, which had repercussions across Europe, and by China's outside travel ban. With the easing of social tensions, however, some nations have relaxed their travel warnings, leading to a steady increase in arrivals beginning in October 2022 and gaining steam by early 2023. Global promotions in many nations and the restoration of operations by many international airlines, charter flights, and cruise tourism also helped the recovery of tourist arrivals. As a result, the number of visitors jumped sharply from 194,495 in 2021 to 719,978 in 2022. Before the COVID-19 pandemic, however, Sri Lanka saw an average of over 2 million annual visitor arrivals. Because of this, Sri Lanka's tourism sector has to make a full recovery as soon as possible. As a result of the difficult economic climate in 2022, investors were slow to commit capital to the tourism industry, and many projects were scaled back or scrapped altogether (Central Bank of Sri Lanka, 2022).

The Sri Lanka Tourism Development Authority (SLTDA) reports that there were 102,545 foreign visitors to the country in January of 2023. There were only 82,327 visitors in January of 2022, therefore this is an increase of 24.5%. Sixty-six percent of all arrivals in January 2023 were from Europe, followed by those from Asia and the Pacific (25.3%), and finally, those from the Americas (6.4%). Middle Eastern and African visitors accounted for the remaining 1.9%. In February of 2023, visitor numbers to Sri Lanka were up again from the previous month. The Sri Lanka Tourism Development Authority reports that 107,639 tourists visited the country in February 2023. There were only 96,507 visitors in February of 2022, thus this is an increase of 11.5%. A majority of visitors in February 2023 (66.7%) came from Europe, followed by those from Asia and the Pacific (24.6%) and the Americas (5.4%). The remaining 2% of visitors were from the African and Middle Eastern continents. Increases of 17.8 percent in March and 67.5 percent year over year brought the total number of international visitors to Sri Lanka in April 2023 to 105,498. The majority of visitors came from India (19%), then Russia (14%), and finally the United Kingdom (8%). The monthly decline in visitors was 15.9%. The number of international visitors to Sri Lanka through April increased by 26.7 percent year over year to 441,177, according to the Ceylon Tourist Board.

The economic crisis has had a negative impact on the tourism sector in Sri Lanka, undoing the signals of recovery toward the end of 2021, highlighted by the large rise in visitor arrivals in March 2022 (106,500) compared with March 2021 (4,581). By May of 2022, the number of tourists had dropped to 30,207. The government had anticipated a rise in tourist visits in July and August of 2022, but gasoline shortages led to only 37,760 visitors that month. One of the issues that led to the depletion of foreign-exchange reserves and exacerbated the ongoing economic crisis was the decline in the number of tourists. The country's economic difficulties can be alleviated in

large part appreciations to the influx of tourists. The money and jobs earned from tourists are crucial. It is imperative that both policies designed to increase tourism and those designed to dispel negative stereotypes about Sri Lanka be put into action. For tourism to have any real impact on the economy anytime soon, Sri Lanka will need to find ways to increase visitors from other countries, especially in light of the ongoing conflict between Russia and Ukraine. There are many causes that can be blamed for the rise in the number of tourists who visit Sri Lanka in the year 2023. One of the most important factors is the country's effective control of the COVID-19 pandemic that has been going on there. The fact that Sri Lanka has developed stringent health and safety standards to protect both its visitors, and its natives has contributed to an increase in the level of confidence held by tourists. In addition, Nowadays the socio-economic and political situations are in a position where it is practicable for tourists to visit the country.

This study aims to analyze how increasing number of tourists arrival is an engine for making income in Sri Lanka. Therefore, this research paper discusses the tourism sector improvements and its contribution to make income in Sri Lanka.

2. Problem statement

The researcher found a few research articles related to tourism Income. Therefore, there is a vacuum of research in this field. Substitution tourism has been seen in other countries experiencing crises like Sri Lanka. However, tourism is a resilient industry, and it will recover in 2019 from the effects of the Easter Attacks, just as it has in the past. Proof of the tourism industry's resilience and its ability to recover can be found in countless places around the globe. But since we are still in the midst of a recession, a definitive quantitative assessment of its effects on the tourism sector and Sri Lanka's tourism economy cannot be made at this time. Still, the tourism sector's long-term health is intrinsically linked to the nation's economic and political security (SLTDA, 2022). Those coastal areas that aren't already popular tourist resorts will become more appealing through the development of a network and the generation of novel ideas from the perspective of the tourist offer. Improved visitor numbers in the off-season can be achieved through the diversification of the tourist offer in relation to the sustainability of the territory (region). Tourism's importance to London's economy is well documented. Adopting a broad definition, it accounts for up to 8% of GDP. It is estimated, moreover, to be responsible for some 200 000 direct and indirect jobs throughout the capital (Thomas & Long, 2001).

While tourism isn't a silver bullet for fixing America's rural areas, it does offer some welcome benefits. Increasing production and Income is a goal of many rural communities, and this is one option among several (Qunh & Nguyen, 2010). The conclusion of the civil war has been good for Sri Lanka's tourism business, and the country is once again a popular tourist destination. Moreover 10% of Sri Lanka's GDP now comes from the tourism industry, which has moved to third place among the country's main exports as a direct result of the country's rising international profile. However, Sri Lanka's tourism business has taken a significant hit due to the Easter bombing and the Covid-19 pandemic. The global decline in tourism has had a severe impact on Sri Lanka's hospitality sector. Prior research has shown that the tourism industry may be a driver of economic development, job creation, and tax revenue. Although tourism is a major contributor to Sri Lanka's economy, the little available empirical research on the topic does not provide any insights into the industry's long-term impact on the country's development (Jiménez, 2005).

Sri Lanka's tourist industry is vital to the country's economy since it brings in much-needed foreign currency and helps to keep the economy robust despite pressures from outside the country. One-fourth of all foreign currency earnings between 2014 and 2019 came from tourism, making it the third largest source of foreign currency earnings. While export revenues increased from US\$8,626 million in 2010 to US\$12,499 million in 2021, they were still heavily reliant on imports for inputs, costing the economy a significant amount of money

(Developments policies, 2021). When it comes to government priorities, the interests of the tourism industry are often prioritized over those of the local population and the environment (Silva, 1995). In order to jumpstart their economies, several countries in the developing world are turning to tourism. Despite the industry's growth, research combining tourism and development is scarce. Strategies for tourism and development frequently seem to run in parallel but are actually distinct problems (Bee Chin, 2008).

One of the world's most rapidly expanding markets is the tourism sector. About 9 percent of the world's GDP comes from it, and it's responsible for the creation of millions of jobs. Sri Lanka is also working hard to reap the most rewards from this booming industry. Despite having gained independence from the British in 1948, it is clear that there was no cohesive national policy to cultivate the tourism industry. There is a lack of a consistent policy framework in the tourism policy statement established by the GoSL in 2010 (Anushan,2021), despite the fact that the civil conflict has ended.

After looking over the literature review, realize there is no empirical research on an analysis of increasing number of Tourists arrival is an engine for making Income in Sri Lanka. In addition, there is so many investigations have been carried out in the developed or western countries. Research on how to improve tourism in developing nations like Sri Lanka is rarer than in more developed nations. This demands increased efforts by academics and industry professionals to determine the problems afflicting Sri Lanka's tourist industry. The main objective of this study is to bridge the gap identified in the literature and examine how tourism development (more tourists' arrivals) significantly affects the Income of Sri Lanka?

Tourism receipts, tourism expenditures, and the number of tourist arrivals all have a long-term association with economic growth; however, the number of tourist arrivals has a particularly strong relationship with economic growth compared to other metrics (Naseem,2021). Tourism's importance to global economies has made it a hot topic for academic study for decades. Unfortunately, there hasn't been nearly enough research done on this issue in Sri Lanka. Using annual data from 1985 through 2022, this study explores how an increase in tourist arrivals is powering income in Sri Lanka.

3. Purpose of the study

Overall Objective

- The main purpose of the study is to identify whether the tourism sector in Engine for making income in Sri Lanka.

Specific objective

The specific Objective of this study are:

- To make a policy decision on tourism sector in Sri Lanka
- Was there a significant growth in the real income generated from Tourism?

4. Review of the Literature

4.1 Tourism

The tourism industry is well recognized as a potent driver of overall economic expansion (Jiménez,2005). The tourism industry is rapidly becoming the most important driver of economic expansion in the 21st century. In order 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. Historic sites, archaeological sites, religious sites, national parks, beaches, hill resorts, and so on all fall under this category. Traveling for leisure or recreation, or the business of catering to such tourists, is known as tourism. To "visit and stay in places outside their usual environment for not more than one consecutive year for leisure, business, and

other purposes not related to the exercise of an activity remunerated from within the place visited," as defined by the World Tourism Organization, is to be a tourist. Travel for pleasure has risen in prominence as a worldwide pastime. In countries like Sri Lanka, where the majority of the population lives below the poverty line, the influx of tourists and the jobs they provide to the service sector are crucial to the economy. Accommodation establishments like hotels and entertainment centers, as well as other service providers in the hospitality industry like resorts, fall under this category. More important to economic growth are profits from foreign tourism (Jiménez, 2005). Activities in the tourism sector contribute to the generation of Income, employment, and foreign-exchange earnings, making them a crucial economic factor for developing countries.

4.2 Tourism in Sri Lanka

After remittances and textiles and garments, tourism is Sri Lanka's third largest export sector (Ministry of Tourism Development and Christian Religious Affairs, 2016). 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. Both the island nation's strategic location and its natural beauty contribute to its appeal as a vacation spot. Blue oceans and sandy beaches, misty mountains, waterfalls, natural meadows, forests, and exotic species are just some of Sri Lanka's many natural features. In addition to its natural beauty, the country is also rich in cultural traditions, plantations, and waterfalls. That Sri Lanka can compete with other top tourist destinations is thus demonstrated by these indicators. 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 (Anjana, 2011).

In the 1960s, Sri Lanka opened up to the rest of the world as a tourist destination. The tourism industry has since been crucial to the country's continued economic growth. However, there are a few downsides, the most significant of which are the country's preexisting security status and the tsunami catastrophe's direct impact on the tourism business. The nation is once again on course to become a premier tourist destination. "Travel and tourism" are crucial to Sri Lanka's economy since they support locals, boost exports, and boost the economy overall. The World Travel and Tourism Council estimates that Sri Lanka's tourism industry directly contributed \$4.4 billion to its GDP in 2018, placing it in the 59th position worldwide. The travel and tourism industry is responsible for 10.4% of worldwide GDP and 9.9% of global employment. When comparing January 2022 to January 2021, international tourist arrivals increased by more than 130 percent globally. There was a 365.4% increase in arrivals for all of Sri Lanka through the month of April 2022 compared to all of 2021, and a 1,411.4% increase for the month of April 2022 compared to all of 2021. One possible explanation for this rapid expansion is the success of efforts to reopen the tourism industry in the wake of the pandemic, such as implementing stringent health procedures, increased vaccination rates, and the containment of the disease.

The Sri Lanka Tourism Development Authority (SLTDA) has produced a tourism strategic action plan for the years 2022–2025. This plan will serve as effective guidance for the implementation of activities to upgrade the industry and fix challenges. The Cabinet has yet to approve the Ministry of tourist's overall tourist policy. However, special attention must be paid to the following in the design and execution of policies and programs: (Sri Lankan Government, Central Bank, 2021).

- Improved information to exploit the potential of tourism for better policy making
- Reduction of the informal sub-sector within the sector; encouragement of diversity among tourists
- Reduction of over-reliance on tourism; improvement of risk management; and exploration of new tourism drivers
- Greater emphasis on preserving and protecting the natural environment and pollution reduction

- Greater use of digital technology.

The tourism industry in Sri Lanka needs to implement a strategic recovery plan that prioritizes the short term (ensuring the industry's survival and continuity), the medium term (improving processes to increase the industry's value), and the long term (repositioning, restructuring, and reorganizing the industry to make it more resilient). So, Sri Lanka's economic stability depends on the tourism industry's recovery and growth, which is why this Strategic Plan is being implemented at this time (SLTDA, 2022).

2.3 Public Sector Revenue

Taxes, fees, levies, company earnings, and other forms of indirect and direct revenue all contribute to the public sector. The Tourism Development Levy, Embarkation Tax, Income of Sri Lanka Tourism Development Authority, entrance fees to Cultural Triangle sites, Wildlife Parks, Conservation Forests, Museums, Zoological Gardens, Botanical Gardens, Bandaranaike Memorial International Conference Hall (BMICH), etc., are just a few examples of places where information on revenue collections is readily available. The total amount of money brought in by the aforementioned channels in 2020 was Rs. 2,961.80 million, down from Rs. 9,586.8 million in the previous year (SLTDA, 2020).

After all passenger flights and ship arrivals were halted as of March 18, 2020, along with the issuing of tourist visas, tourism revenue plummeted dramatically in 2020. Relief measures implemented in the wake of the Easter Sunday assaults of 2019 were extended in order to help those in the tourism industry who were hit hard by the COVID-19 epidemic (Central Bank of Sri Lanka, 2021).

But in Sri Lanka, things look good on both the occupancy and revenue fronts, which is rather intriguing. Earnings reach US\$ 2.2 billion, up from roughly USD 500,000 in currency earnings in 2010. Sri Lanka's tourist industry has risen from being the country's sixth greatest source of foreign exchange to now ranking third, behind only the apparel industry and worker remittances. This foreign exchange is earned by the tourism industry in Sri Lanka at the country's point of consumption, where it has a high value-added component. So, first and foremost, it is evident that tourism in Sri Lanka contributes a significant portion of much-needed foreign currency for the government (SLTDA, 2021).

Tourism also helps any country financially by bringing in much-needed foreign currency. Some of an economy's direct revenue comes from the tax and duty payments made by tourists and the workers and businesses in the hospitality and tourism industry. When more visitors arrive at a given location, some locals may view them as a means to an end financially. So, they go up to them and offer their services in exchange for payment (Arachchi, 2020).

Sri Lanka's tourism industry has grown to become a key part of the country's economy. It has been at or around the top of the rankings for foreign exchange earnings for the previous few years, now sitting at number five. It's also true that the economy has benefited greatly from tourism (Silva, 1995).

Between 2014 and 2019, tourism accounted for 14% of all earnings in foreign currency, making it the third largest source of foreign currency earnings. Even though export revenues increased from US\$8,626 million in 2010 to US\$12,499 million in 2021, a huge amount of import expenditure on account of inputs was required to generate earnings through exports. However, tourism as a standalone sector has successfully generated high revenues with modest dependency on imported inputs (Central Bank of Sri Lanka, 2021).

The government is pursuing a tax policy that is tourist friendly. To stay competitive on a global scale, the service tax system has been streamlined to encourage tourists, but now it needs to meet international standards. Low taxes are applied to the initial capital outlay for leisure and tourism-related activities, plant and machinery, and recognizable consumer goods. Vehicle taxes have been lowered to encourage travel and tourism. Governments at all levels are working to harmonize their taxation policies in order to create a more business-friendly environment (Jude Anjana, 2011).

According to literature, it is evidenced that there is no study on how to tourism influences on income in Sri Lanka. Therefore, this study examines how increasing number of Tourists arrival is an engine for making income in Sri Lanka. Empirical findings such studies are scare. Researcher could not find any study related to tourism and income in Sri Lanka. There is a theoretical gap for this study.

5. Research Methodology

5.1 Conceptual framework

As an adaptable analytical tool, conceptual frameworks can be used in a wide range of situations. It's a tool for categorizing and arranging ideas and concepts. Conceptual frameworks that are both robust and simple to remember and apply in research are invaluable tools. Figure 1 presents the overall experimental design of this research.

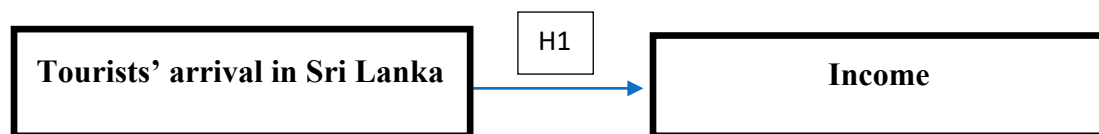


Figure 1: Conceptual Framework

Source: Developed by Researchers

5.2 Hypothesis Development

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

H1: Tourists' arrival significantly affects the income of Sri Lanka.

5.3 Data, Data Collection Methods and Data Analysis

This research relied solely on quantitative secondary data from established institutions. Information gathered from the World Travel & Tourism Council (WTTC), the Central Bank of Sri Lanka, and the Sri Lanka Tourism Development Authority (SLTDA) for the years 1985 through 2022. In addition, the paper compiles findings from several empirical studies carried out by various academics.

Secondary data have been used for all analyses. Information culled from the vaults of national and international agencies that have been compiling tourism information for decades in the form of published publications, websites, and internet sources. Tourist arrival numbers and tourism earnings were sourced from SLTDA and CBSL reports, for example. The study concludes with a bibliography of all used sources. The trend of the effects

of tourism can be explained using a descriptive analysis. The Statistical Package for the Social Sciences (SPSS 25) was used to conduct a linear regression analysis.

There is only one independent variable and one dependent variable in a linear regression. To depict the connection between the variables, the model calculates its estimated slope and intercept on the line of best fit. When an independent variable is changed by one unit, the dependent variable shifts by the same amount; when the independent variable is held constant, the dependent variable shifts to the value anticipated by the intercept.

This algorithm uses the straight-line $Y = B_0 + B_1 X$ to describe the linear relationship between the dependent (output) y and the independent (predictor) X . The Following is a Research Model

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

Y Income

X_1 Tourists arrival to the Country

β_s Coefficients

U_i Error

6. Results and Discussion

Based on the secondary data findings and discussion are designed to present and analyze the gathered data concerning the objectives and hypothesis of the study. According to the data analysis the results obtained as the formula of Correlation, Model summary, Coefficients and Hypothesis to explain the research.

Table 1: Correlation

		Income	Tourists' arrival
Pearson Correlation	Income	1.000	.990
	Tourists' arrival	.990	1.000
Sig. (1-tailed)	Income	.	.000
	Tourists' arrival	.000	.
N	Income	36	36
	Tourists' arrival	36	36

Table 2: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.990 ^a	.980	.980	178.390	.980	1676.744	1	34	.000	.330

a. Predictors: (Constant), Tourists arrival

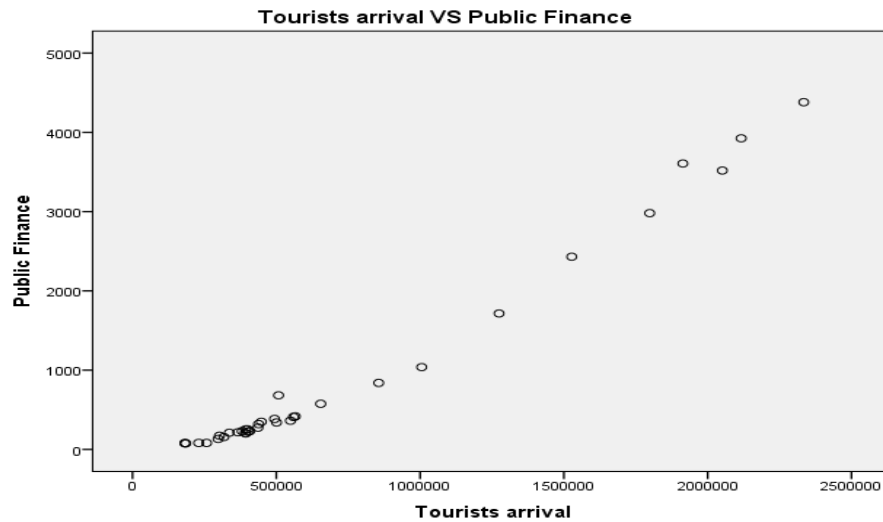


Figure 2: Scatter diagram Tourists arrival and Income/Public Finance

There is a linear relationship between the Income-dependent variable and Tourists' arrival- independent variable.

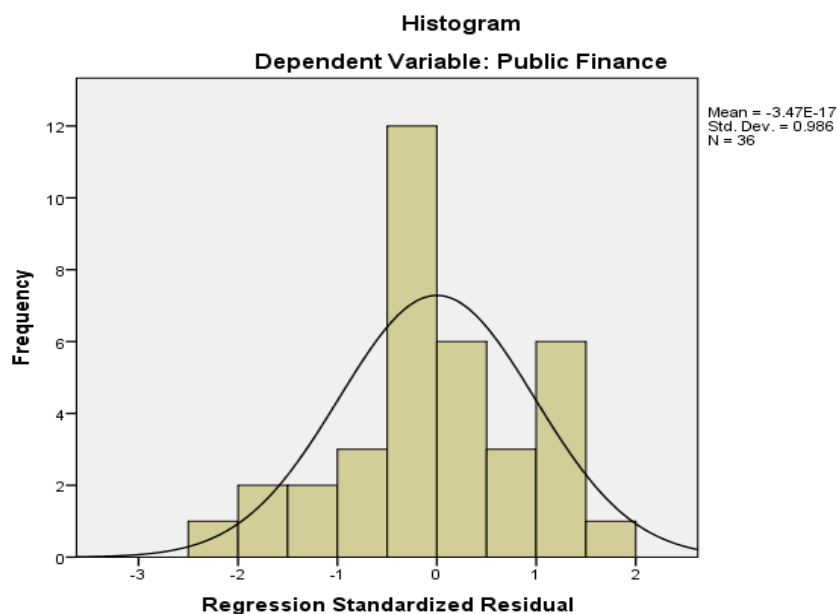


Figure 3: Histogram for Tourists' arrival vs Income/Public finance

The histogram illustrates the normal distribution of residuals. The mean of residuals follows a normal distribution with a mean equal to zero or close to zero based on the result.

Table 3: Regression Analysis

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)	-544.950	45.648		-11.938	.000	-637.717	-452.182			
Tourists' arrival	.002	.000	.990	40.948	.000	.002	.002	.990	.990	.990

a. Dependent Variable: Income

Table 4: Hypothesis Results

Hypothesis	Regression Weight	Beta Coefficient	R ²	F	P Value	Hypothesis Supported
H ₁	Tourists' arrival-Income	.990	.980	1676	0.000	H ₁ is accepted

The above analysis results showed the relationship between two variables. R² explains to what extent the variance of one variable explains the variance of the second variable. As shown in Table 2, R = 0.990, R² = 0.980 and the adjusted R² is 0.980. The model summary indicated that 98% of the independent variable (Tourists' arrival) explain the Income (dependent variable).

Moreover, the hypothesis 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.

The dependent variable (Income) was regressed on predicting variable of tourists' arrival. The independent variable significantly predicts by Income, F (1, 34) = 1676, p<0.05 which indicates that the factor under study have significantly impact on Income. Additionally, coefficient was further assessed to ascertain the influence of the factor on criterion variable (Dependent variable).

7. Conclusions

The study's findings showed that the incomes, which served as the study's dependent variable, is significantly and favorably affected by the independent variable of tourist arrivals. The research shows that developing the tourism industry could enhance revenue for the government. It appears that the relative calm in the country is a major factor in the meteoric rise in the number of foreign visitors. In addition, the national security status of the country has traditionally been the deciding factor in the swings between the high and low growth regimes and the time duration of stay in the regime of the Business cycle tourist market. As a result, the sector's workforce is likely to expand steadily going forward. However, since the country's tranquility will attract tourists, it is everyone's duty to maintain the current state of calm to safeguard the tourism industry and ensure its continued, sustainable growth.

It's clearly revealed that role of tourism sector on income is contribute enormous portion and increasing number of tourists strongminded the government revenue. Furthermore, the major root for Sri Lanka's financial/economic crisis is reducing/shutdown the tourist arrival to the country. Therefore, the policy makers should consider tourism development of the Country.

8. Recommendations and Suggestions

The verdicts suggest that both the governmental and Private sectors should work together to grow Sri Lanka's tourism business to increase income in the country. In addition, the present research suggests the following steps be taken to develop the tourism sector subsequently that the country can earn more money:

- Identify new attractions in the Country for foreign tourists
- Facilitate holding business conferences, festivals, exhibitions, and seminars to attract tourists
- Establish tourist Security services near tourist centers
- Develop household-related and community-based tourism
- Enhance people participation on tourism development
- Be present online mode

- Strictly enforce law and order of the country

Therefore, the present study highly recommended that increasing number of tourists would be directed to surge income which will contribute economic growth and development to the country. Therefore, the government, private sectors and policy makers should consider tourism development of the country.

Acknowledgement

We certify that all content presented in this paper is our 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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