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Contents

REBUILDING ART OF EXPLORING BY EDUCATING COMMUNITY PEOPLE AND RESPONSIBLE TOURISM: TOURISM AFTER COVID- 19

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Abstract

We all are facing the dark impact of the deadly virus "COVID-19" and no one knows when it will end. The global economy hit very badly and the tourism sector will face worst-case scenarios with a loss of five to seven years' worth of growth. Every dark event has a bright side as well and we should learn lessons that are holding Corona. The current situation is alarming us to take wise steps to save our planet too. After the end of the crisis, we eager to step out and explore nature. Following the self-quarantine and social distancing, the people become so alone than they've been in long-time feeling anxiety, fear, stress, depression, or other mental health issues. They want to get back into their daily life routine and engage with nature, celebrate regional festivals and holidays. To enjoy the art of exploring we must reconsider our lives, renew a sense of curiosity and more responsible tourism activities with less impact on our planet. The tourism industry is the most resilient and can be a leading driver to recover. For a strong comeback, there is a need to rethink a lot of old practices. For Present study, data is collected through google forms from people those are tourists/community people. Some open-ended questions contributed to valuable suggestions. Like: Along with safety and security measures, what small steps that could be part of new tourism? Some respondents have focused on practice distancing from an ill person, personal hygiene and, surrounding cleansing. Some talked about responsible tourism practices. Incentivizing and educating people could play a significant role in shaping 'desirable' ecological actions and proactive socio-economic outcomes. Not just locals and community but everyone needs to understand that there's no "planet B".

Keywords: COVID- 19, responsible tourism, community education, rethink

Introduction

COVID-19 is an infectious disease that comes in the Corona virus's family. This is known first after the outbreak in Wuhan, China, in December 2019. SARS (in 2003) was also a Coronavirus and more deadly than COVID- 19. But it was less infectious than a current spreading pandemic. The COVID- 19 disease can easily spread from person to person. Some most common symptoms of COVID-19 are fever, dry cough and runny nose ((*Detail Question and Answers on COVID-19 for Public*)

Tourism is one of the biggest tools of global economic growth and development. It is 30% of the world's exports of services and 1 in every 10 jobs worldwide. UNWTO predicted a 3% to 4% growth of international tourist arrivals for 2020 (*UNWTO Releases a COVID-19 Technical Assistance Package for Tourism Recovery | UNWTO*, 12 May 2020) But everything has changed when World Health Organization (WHO) declared the coronavirus disease 2019 as a global public health emergency on 30 January 2020 (*WHO Declares Coronavirus Outbreak A Global Health Emergency : Goats and Soda : NPR*, 30 January 2020)

Hitting of Corona has changed all the scenarios and gave slump to International tourism; however, the governments are trying to balance among economy, unemployment, poverty, and public health. Tourism has been the worst affected sector due to deadly virus COVID-19.

Incredible India badly caught by COVID_ 19 and have the third-highest number of COVID cases after US and Brazil. Maharashtra, Tamil Nadu, Delhi, and Gujarat are highly affected states while Sikkim, Meghalaya, Mizoram, Ladakh have effectively controlled the impacts of the pandemic. After two months of strict nationwide lockdown, the country has given relaxation in lockdown guidelines. (*India International Flights Reopen - When Will Tourism Resume In India? When does Will Borders open? *Updated 1st September 2020* - Wego Travel Blog*)

Colorful and vibrant state Rajasthan is always the place of tourists. But due to hard hit by COVID -19, the Rajasthan tourism is facing a bleak future and 130 heritage hotels in Rajasthan are facing bankruptcy. hotels are struggling to pay their expenses and salaries to staff (*Jaipur: Royal Rajasthan Experience Faces Bankruptcy amid Coronavirus Lockdown | Business News*, 20 May 2020)

Starting tourism in India in this pandemic is controversy. As India is hit hardly by COVID. Few states have more than half cases of total cases and few have controlled it effectively. Although COVID patients' cases are increasing, at the same time the recovery rate is also increasing. The government have given relaxation on lockdown restrictions and have opened doors for tourists. Some states are highly depending on the tourism industry.

Present research finds out the perception of people and confidence of them for travel in year 2020. This paper will focus attitudes of potential tourist those are planning to visit in this year. Likewise; their choices of hotel, factors they take for selection of hotel, taking Rajasthan for short trip destination or not, along with safety and hygiene measure what else must be part of new tourism?

Literature Review

1. Deadly virus COVID- 19:

Globally after eight months of COVID- 19, cases are reached to 25 million and 844,000 deaths. California has reported with more than 700,000 cases. Second most populated country India (1.3 billion people) have set a new report of with more than 78,000 cases in a single day (*Coronavirus as It Happened: Global Case Numbers Pass 25m - JHU - BBC News*, 30 August 2020)

Total cases in India on 157th day of nationwide lockdown is reached to 33.1 lakh. Maharashtra, Tamil Nadu and Andhra Pradesh are highly affected states. India's recovery rate is continuously rising. It is 76.2 percent now (Money Control, 27 August 2020). According to report of Ministry of Health and Welfare Government of India, as on 27 August 2020, total active cases are 725,991 (21.93 % of total), discharged are 2523,771(76.24% of total) and total deaths are 60,472 (1.83%) *(MoHFW | Home)*

Global Economic Prospects forecasted the deep recession with 5.2 percent contraction in global GDP due to impact of the pandemic. This is expected to put into recession for most of the countries with contraction in per capita income globally since1870. Emerging market and developing economies are expected to be contracted by 2.5 percent. It is predicted that East Asia and the Pacific will grow by a scant 0.5%. while South Asia, Sub-Saharan Africa, Middle East, North Africa, Europe, Central Asia and Latin America will contract by 2.7%, 2.8%, 4.2%, 4.7%, and 7.2% respectively. Developing economies will be on pressure due to weak health care systems, slump in tourism industry, subdued capital flows, and financial crisis. Global recession due to pandemic has been the steepest downgrades in consensus growth since 1990. (*The Global Economic Outlook During the COVID-19 Pandemic: A Changed World*, 8 June 2020)

Share of economies in recession, 1871-2021
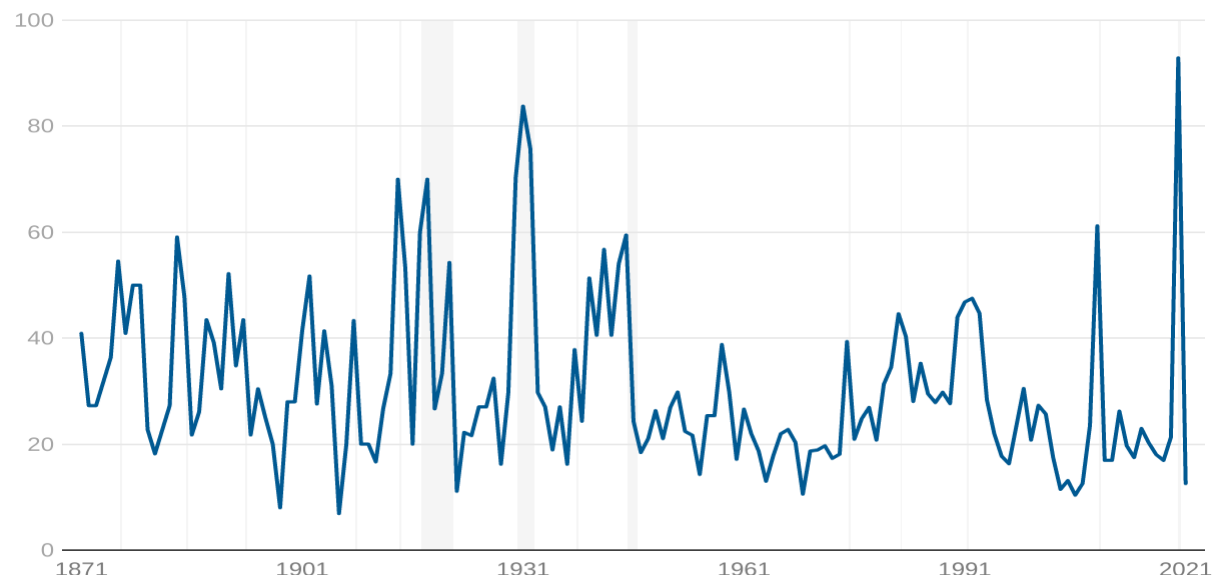
The proportion of economies with an annual contraction in per capita GDP. Shaded areas refer to global recessions. Data for 2020-21 are forecasts.

Source: World Bank, (The Global Economic Outlook During the COVID-19 Pandemic: A Changed World, n.d.)
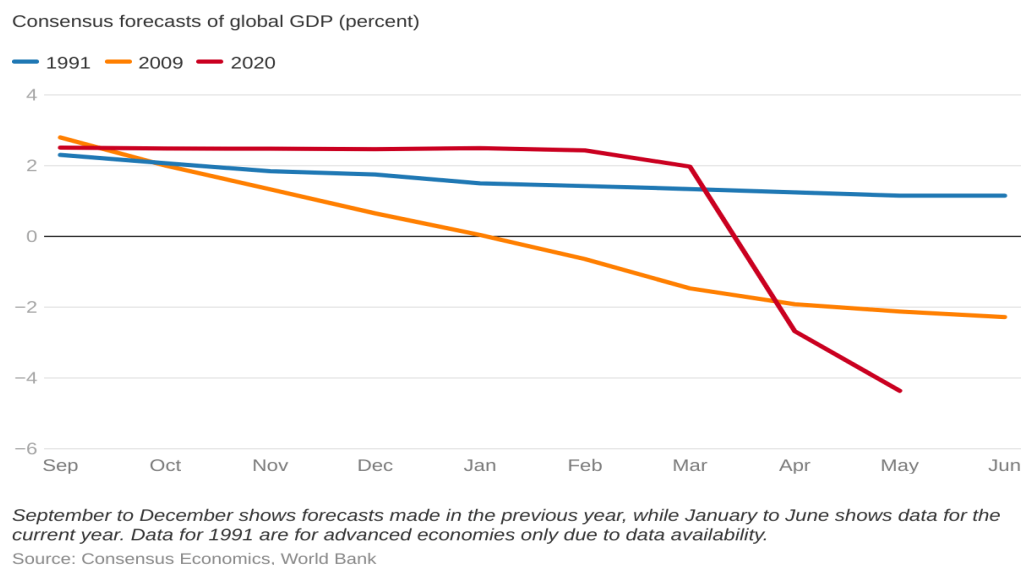
Consensus forecasts of global GDP (percent)

— 1991   — 2009   — 2020

September to December shows forecasts made in the previous year, while January to June shows data for the current year. Data for 1991 are for advanced economies only due to data availability.
Source: Consensus Economics, World Bank

Source: World Bank, (The Global Economic Outlook During the COVID-19 Pandemic: A Changed World, 8 June 2020)

Due nation lockdown and shutting of factories, India's GDP get sharpest contraction on first quarter of financial year 2020-2021 is dropped to 23.9%. It was stood at 3.1% in previous first quarter financial year 2019- 2020. Although third quarter growth of FY 2019- 2020 was lowest of 4.1 percent. (*UNWTO Releases a COVID-19 Technical Assistance Package for Tourism Recovery | UNWTO*, 12 May 2020)

Quarterly GDP growth (%)
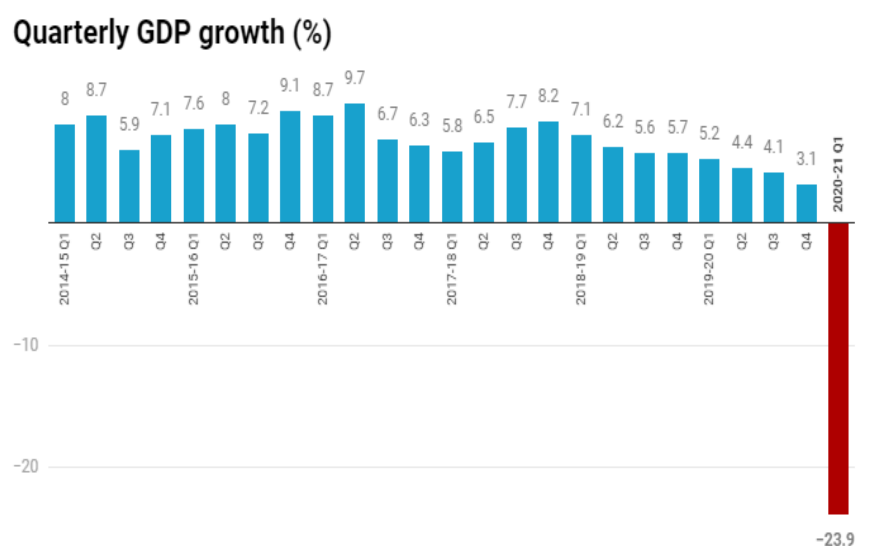
Source: (UNWTO Releases a COVID-19 Technical Assistance Package for Tourism Recovery | UNWTO, 12 May 2020)

2. The hit of COVID -19 to Travel and Tourism Industry:

Travel and Tourism Industry worst affected by pandemic COVID- 19. During the first three months of year 2020, it caused a 22% fall in international tourist arrivals, while in year 2009 international tourist arrivals declined by 4% because of the global economic crisis and in year 2003 it was declined by just 0.4% due to SARS outbreak (*UNWTO Releases a COVID-19 Technical Assistance Package for Tourism Recovery | UNWTO*, 12 May 2020). The corona could diminish global airline revenue by $29.3 billion in 2020 (*IATA - IATA Updates COVID-19 Financial Impacts - Relief Measures Needed-*, n.d.)The impact of coronavirus on the travel industry in the U.S.A. is six or seven times greater than impacted at the 9/11 attacks (*How Hard Will the Coronavirus Hit the Travel Industry?*, 2 April 2020)

UNWTO is focusing on putting people first. In past few months, all the industries are reeling and under immense financial strain. But Tourism industry has taken the hardest hit during this pandemic due to flight cancellations, border closures, travel restrictions and global lockdown (*Experts Share Insights on the Effects of Coronavirus on the Tourism Industry - Outlook Traveller*, 8 April 2020) It is reported that 91% of world's population were restricted on international travel those were neither citizens nor residents but were tourists/ business travelers. UNWTO predicted 80% down in international tourism in year 2020. They promote a campaign with hashtag (#Travel Tomorrow) and hope that by staying today at home, tomorrow we can travel (*How To Practise Responsible Tourism & Travel During COVID-19*)

2.1 Impact on India Tourism and Rajasthan Tourism:

Incredible India has many attractive destinations with its unique charm and diversity. According to Shravan Bhalla, Chief Executive High Flyer, India, safety will be prior factor for travelers before they plan. Indians travelers are expected with less travel to other countries due to Covid-19 effects for the next six months (*Experts Share Insights on the Effects of Coronavirus on the Tourism Industry - Outlook Traveller*, n.d.)

Rajasthan is the colorful state of India having rich cultural and heritage places, majestic desert, forts, museums, beautiful palaces and forts, handicraft market and forest. It always come in bucket list of tourists who want to explore India. Especially, those foreign and domestic tourists who want to experience royalty. Tourism Industry is the second-highest foreign exchange earner source for Rajasthan after gems and jewelry (*Coronavirus: Rajasthan Hotels, Bars Struggle To Survive Due To Covid Brakes On Tourism*, n.d.) Including the walled city of Jaipur, total three places of Rajasthan comes in UNESCO World Heritage sites in India (*Promoting Intangible Cultural Heritage of Rajasthan*, n.d.)

Number of visitors in Rajasthan has fallen 40% in the first five months of 2020 as compared to last year. There were 11.40 million domestic and 4.39 lakh foreign tourist visited during January to May in year 2020 while it was 20.63 million domestic and 8.05 lakh foreign tourist visited over the same period in 2019 (*Tourist Arrivals in Rajasthan Plunge over 40% in First Five Months, Outlook Uncertain | Jaipur News - Times of India*, n.d.)

3. Restart of tourism:

Tourism will never end even not after COVID -19 but yes sensitive to its effects. Things will be normal, but not in an overnight. Unfortunate events and crisis have immense negative effects on tourism industry, tourists' buying behavior and their travel experience. It is true that Tourism is the most resilience industry and to shape it again, countries have to realize a new reality of the tourism and travel industry(*UNWTO Releases a COVID-19 Technical Assistance Package for Tourism Recovery | UNWTO*, n.d.-b)

Impact of crisis not just damage and destruct image of a destination but also lose confidence of tourist to visit. Although current pandemic situation has not destructed image of destinations but strike fear into heart of tourists. So, for restart and the survival of the tourism industry, effective crisis management plans and strategies are required.

According to Santana (2004), crisis management is a continuous, integrated and extensive effort of organizations those are intent to understand and prevent crisis, and to effectively manage those that occur, taking into account in every step of their planning, training activities and in the interest of their stakeholders. Media plays an important role in the associated information management and communication processes in the consequences of a crisis (Santana, 2004).

UNWTO eased COVID- 19 related restriction from 87 tourist's destinations (40% of Global destinations) out of 217. Out of 87, only four destinations are completely restrictions free and 83 are partially restricted (Rodriguez, Cecilia, 30 July, 2020).

COVID- 19 lockdown has ended in China with practically zero cases. All factories, offices, schools and retail outlets have opened and it is restarting domestic tourism (Will Enger, 11 May,2020).

World Travel and tourism council has suggested protocols for the attractions industry to support the safe, healthy and responsible restart of attractions around the world on the basis of frameworks developed by the Global Association for the Attraction Industry (IAAPA). To recover travel and tourism industry from the COVID -19 crisis, must focus on traveler's need and expectations with health, safety and physical distancing standards. visitors will need to feel assured of the safety of travel (*CAR RENTAL LEADING GLOBAL PROTOCOLS FOR THE NEW NORMAL OVERARCHING OBJECTIVES & APPROACH FOR THE TRAVEL & TOURISM SECTOR OBJECTIVES*, n.d.). WTTC has mentioned four areas of protocols. These are

1. Operational and Staff Preparedness

2. Ensuring a Safe Experience

3. Rebuilding Trust & Confidence

4. Implementing Enabling Policies.

These four pillars are to plan actions for infection prevention, special cleaning, physical distance in office layout, minimize physical contact, contactless payment or using of gloves and hand sanitation, health and hygiene protocols and guidelines for restaurants, cafes, kiosks and hotels, use of masks and gloves and rebuild trust with travelers through effective

communication & marketing. (*CAR RENTAL LEADING GLOBAL PROTOCOLS FOR THE NEW NORMAL OVERARCHING OBJECTIVES & APPROACH FOR THE TRAVEL & TOURISM SECTOR OBJECTIVES*, n.d.)

We can take this pandemic as an opportunity by finding short-term improvements, analyzing old wrong practices and rebuilt art of exploring. Mutual collaboration, coordination, information sharing and mutual efforts with common goal is important today. Current situation is not a stopping sign but to prepare and think innovate and new ideas to bounce back (*Experts Share Insights on the Effects of Coronavirus on the Tourism Industry - Outlook Traveller*, n.d.)

3.1 India restarted tourism:

India locked country from last week of March 2020. Shutting of airlines came in track again from 25 May 2020. Country partially restarted airlines with domestic air travel under strict control, guidelines and surveillance of Indian government. To bring back Indian citizens back from different countries and return foreigners from India, Vande Bharat Mission was launched on 6 May 2020. Nearly 1.26 million Indian people returned to India and approx. 1.26 million foreigners have flown out with around 900 scheduled flights under the travel bubble arrangement with the US, the UK, the UAE, Maldives, France, Qatar, and Germany. Currently international tourism is still restricted but flights to few specific nations are operating. A selected category of people that have business visas/ B- 3 visa for sports, forign health care professionals, engineers, managerial professionals, technicians and design specialists can only travel in India till now. (*India International Flights Reopen - When Will Tourism Resume In India? When Will Borders Open? *Updated 1st September 2020* - Wego Travel Blog*, n.d.)

After most affected nation US and on second Brazil, India reached in third highest COVID- 19 affected country in the world. Total 26,456,575 COVID- 19 cases are reported around the world. Among them, more than 18,646,248 have recovered and 872,473 have died. The US, reached at top with 6,334,614. cases, followed by Brazil that has 4,046,150, India at third (3,936,747) and Russia at fourth (1,009,995). India has recorded with new COVID cases record with over 80,000 new cases in a single day. Till 4 September 2020, total cases in India reached to 3,936,747 and total 68,569 deaths. Although cases are increasing but recovery rate is also increased to over 77%. Five states Maharashtra (843,844), Andhra Pradesh (465,730), Tamil Nadu (439,959), Karnataka (370,206), and Uttar Pradesh (247,101) are highly infected that cover 62% of active Covid cases in country. While 70% of total death are from Maharashtra, Andhra Pradesh, Karnataka, Delhi and Tamil Nadu.(*Coronavirus LIVE: "Widespread Vaccination" Not until Mid-2021, Says WHO | Business Standard News*, n.d.)

Madhya Pradesh state is among the first that restarted tourism and opened doors for tourists in state. To promote tourism, a campaign of 'Intezaar Aapka' (Waiting for you) is launched. All the national parks, monuments, hotels and resorts opened again. Uttrakhand government also decided to unlock state for tourists with some conditions. Char dham Yatra is restricted to only locals of Utttrakhand. There is no entry before 7 AM and after 10 PM. Here also negative test report is mandatory to carry and also 7 days booking proof.(*Your Favourite Places in India Are Now Open For Tourism! (2020)*, n.d.)

Himachal state is also open with new protocols for tourism. Government make it mandatory to show test reports of negative COVID -19 at entry time. That test report must be furnished from an Indian Council of Medical Research (ICMR) recognised lab. According to the Chief Minister of Himachal Pradesh, positive tested reports will be kept on a record that will help in contact tracing. Inter- state movements are monitored by registration and COVID e pass. Tourism department will issue standard operating procedures for tourists in state (*Himachal Pradesh Plans to Open up for Tourism*, n.d.)

The Goa government has opened up the state for domestic tourists and 250 hotels in Goa got permissions to resume their operations. Tourists have to carry COVID-19 test certificate and undergo through basic screening at entry point (*Goa Reopens for Domestic Tourists with Restrictions amid COVID-19 Spread- The New Indian Express*, n.d.)

The hotel industry in Kullu- Manali will open from October 1, 2020 after nearly six months of shutdown. According to the President of Manali Hoteliers Association, hotel staff the hotel staff will serve guests with carrying masks and gloves, and will be trained to follow safety protocols. For emergency cases, a COVID care center will set up. Other than this, government will provide training and education campaigns for tourism- agents and connected people (such as restaurant owners, cafes or dhaba owners and cab drivers) to run their business safely in this pandemic situation. (*Manali Hotels to Reopen | Trainman Blog*, n.d.)

3.2 Restart of Rajasthan tourism:

Rajasthan opened state for tourists from 2 June with some restrictions. Rajasthan is a land of Maharajas and heritage. Other than palaces it carries bundle of religious places which are going to reopen after lockdown (From last week of March 2020) from September 7, 2020. Devotees need to follow safety protocols and maintaining social distancing. At regular intervals the religious places will be sanitized. District collectors and superintendents of police will inspect places to not make crowd and keeping social distance. The most famous 2000 years old Brahma temple in Pushkar is started welcoming of visitors. Birla Mandir and Moti Dungri of pink city Jaipur, Eklingji temple of Udaipur, Rani Sati temple of Jhunjhunu, Mehandipur Balaji Temple of Dausa, Hazrat Khwaja Garib Nawaz Dargah of Ajmer are some famous religious places of Rajasthan.(*Rajasthan Shrines to Reopen | Trainman Blog*, n.d.)

A tourism industry expert, Sanjay Kaushik stressed to tap the domestic tourist in Rajasthan and to focus on rural tourism, to attract weekend destination tourism. Vishvendra Singh, Tourism Minister mentioned that to increase domestic tourist the Rajasthan tourism department is planning to coordinate with other states (*Jaipur: Royal Rajasthan Experience Faces Bankruptcy amid Coronavirus Lockdown | Business News*, n.d.-b) He suggested that to rejuvenate the tourism sector in Rajasthan collaborative work and aggressive marketing campaign have to be done in line with the health guidelines provided by the Health department. Focusing on domestic tourists, he mentioned that even "The Palace on Wheels" also have to focus on the domestic tourists (which had 98 per cent foreign travelers). He suggested to work with new circuits of spiritual, wildlife and adventure tourism, creative and innovative social

marketing, revamping of department website and changing the itinerary accordingly. Randhir Vikram Singh, representative of Indian Heritage Hotels Association (IHHA) and Federation of Hospitality and Tourism of Rajasthan (FHTR), emphasized on a toll-free number to provide immediate information to the tourists of state (*COVID-19: Rajasthan Govt Brainstorms with Tourism Stakeholders*, n.d.).

Source: Hindustan Times, Jaipur, 4 June 2020

After two months of Coronavirus lockdown, Rajasthan tourism department has reopened tourists' places on 2nd June 2020 with safety protocols. It will lead to a slow but steady return of visitors. More than 1400 tourists were reported in just first two days of reopen. Changes in timings of monuments, discounts on tickets and small video clips on digital platforms are some small steps taken to attract tourists. For first 15 days, the State government is not charging any entry fee and only 32 monuments are ticketed among 342 protected monuments (*Tourism Resumes in Rajasthan with over 1400 Visitors, Entry Fee to Tourist Spots Waived for 15 Days - India News - Hindustan Times*, n.d.)

To make places infected free, places will be sanitized twice a day. Including museums, archaeological monuments, zoos, biological parks, and sanctuaries, markets have been opened after 70 days in the Pink city Jaipur.(*All Tourist Places Opened Today in Rajasthan*, n.d.)

On 8 June 2020, popular wildlife destination of Rajasthan: Ranthambore National Park (Sawai madhopur), Sariska Tiger Reserve (Alwar) and, Jhalana Leopard Safari (Jaipur) have reopened along with hotels, restaurants and clubs to function. (*Sariska, Ranthambore Reopen for Wildlife Lovers*, n.d.). Tourist vehicles are allowed to enter the park after sanitization and only 50 % of tourists are allowed to sit in safari for maintaining social distancing. Drivers, guides and tourists have to wear mask during safari and thermal screening will be conducted before visit. Also, adult tourists (more than 65 years old) and children less than 10 years old are not permitted.

According to Mukesh Saini, Deputy Conservators of Forests (DCF), on an average ten to fifteen safari vehicles are taking the safari every day after reopen of destination. Most of tourists are from Delhi, Gurgaon and Rajasthan. Number of tourists are pretty good on weekends and most of them are wildlife photographers. Tourists were happy to back in the jungle and most of them delighted to watch the Tigress T8. (*Reopening of Wildlife Tourism in Rajasthan - Outlook Traveller*, n.d.)

Research Methodology

According to Redman and Mory, research is a systematized effort to gain new knowledge (L.V. Redman and A.V.H. Mory, 1923). It is a scientific and systematic process to solve the problem. For present research problem, the researcher conducted a survey with an adequate structured google formed questionnaire (based on past theories and literature) and send it to people social media platforms (what's app application, Instagram application and mails).

Statement of the problem:

This paper throw light on damages that tourism sector of India is facing. COVID- 19 hit badly India. Some states of country are highly affected and have huge number of COVID cases. While some are sighing of little relief. Rajasthan COVID cases are increasing day by day, but recovery rate is also increasing. Few states have opened their state borders for domestic tourists including Rajasthan. Government of Rajasthan has opened touristic spots from 2 June 2020. Rajasthan tourism government started attracting tourists through social media platform, through providing discounts and offers on tickets and by organizing special programs to entertain tourists. Tourists have started coming in Rajasthan for short trip and with new protocols. Tourist are also eager to step out and explore again. Some are rethinking to go out and some are not confident to travel. Restarting tourism is still a question and topic of controversy in Rajasthan.

So, present research focus on

1. Psychology of tourists and their perception for travel and tourism in the year 2020.
2. Preference of tourists for tour in Rajasthan during pandemic.
3. Thinking of people on responsible tourism and community education.
4. Focus on unveil sites of Rajasthan that to be promoted in this pandemic situation as a tourism product.
5. Research paper will discuss some inputs given by respondents for educate society and encourage responsible tourism for future sustainability of tourism in Rajasthan.

To search all these issues hypothesis is formulated as:

Ho1: Use of mask and sanitizer is enough to feel people comfortable for travel in Rajasthan in year 2020.

Ho2: Digital media and social media platforms helps to encourage responsible tourism.

Ho3: Staying in hotels for long will not be preferred by tourists during travel in pandemic.

Ho4: Educating community and society could be fruitful effort for better and sustainable tourism

Ho5: Unveil sites of Rajasthan should be tourism spots for year 2020.

Research design:

For the study, the researcher has formulated a google form with some open and some close questions. Questions are designed as per present situation, collected information and according to hypothesis. Basic demographic question was asked in one single question. People who were visited Rajasthan (contacted to the reviewers of Tripadvisor, Mytrip.com) and part of Rajasthan tourism, residents of Rajasthan and potential tourists of Rajasthan are taken as population.

Due to pandemic, it wasn't possible to take field survey. So, an online survey instrument distribution was done through social media platforms (through What's app application, Instagram application and via mail). Total 150 forms are forwarded and among them 89 have responded well. Further data is analyzed and interpreted from sample of 89.

Table 1. Research Design

1	Type of Research	Descriptive Research
2	Area of Research	Rajasthan
3	Focus area	Rajasthan touristic spots, unveil sites of Rajasthan
4	Type of respondents	Potential tourists of Rajasthan and residents (no specific demographics)
5	Population	Dark Tourists in Rajasthan
6	Data collection time	From December 2020 to March 2021 (tentative schedule)
7	Sample Size	89 (got 89 out of 150 forms)
8	Sampling method	Snow- ball Sampling and convenience sampling

Data collection:

- Primary data was collected by adequate structured questionnaire framed in google form on the bases of collected secondary data and information. Total 15 questions are framed and most of them are open ended to fit the aim of research. The open- ended questions helped to understand psychology of respondents in broader. The link to Google form survey was sent to friends, mail contacts, active reviewers of Rajasthan destination and acquaintances without any geographical error.

- For secondary data collection various journals, blogs, articles, news articles, government reports, video clips, and few old researches are used.

Table 2. Data collection method

S. No.	Data Collection	Method and Techniques
1.	Primary data collection method	Online survey instrument (Google form)
2.	Secondary data collection	Journals, articles, news, blogs, video clips, websites, e books, government reports

Data Analysis and Interpretation

Questions were framed in Google form that contain both open and closed type questions. Total 89 respondents respond well. After collection of primary data, it is analyzed and interpreted with help of charts. Along with demographic questions, some important questions are remained open to get broader information.

i.   After analyzing of demographic information, it is found that
   • Maximum of responds are young in range of 19 years to 30 years old.
   • Respondents are from Utter Pradesh (Lucknow, Kanpur, Faizabad, Bulandshahr, Sultanpur), Raipur (Chhattisgarh), Maharashtra (Mumbai, Nagpur, Pune, Jalgaon), Rajasthan (Jaipur, Kota, Sawai Madhopur, Shri Ganganagar), Delhi, Madhya Pradesh (Indore, Rewa, Khandwa), Gujrat (Vadodara, Surat), Haryana (Gurugram), Jharkhand (Ranchi, Jamshedpur), West Bengal (Kolkata).

Do you feel comfortable to travel in year 2020?
89 responses
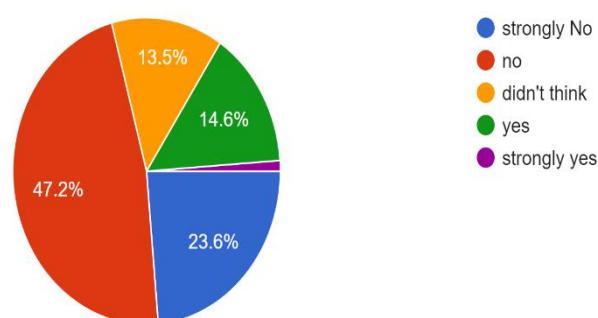
Figure: comfortable to travel in year 2020.

ii.   It is found that 23.6% are strongly not comfortable and 47.2 % are not feeling comfortable to travel in year 2020. Total 70.8 % respondents reacted negatively for travel during pandemic. 13.6% didn't think about travel. Only 1.1% are strongly comfortable and 14.6% are comfortable to travel in this year during pandemic. Total

15.7 % respondents (approx. 16%) are comfortable and confident to travel and explore in this year 2020.

Do you want and comfortable for short trip to Rajasthan?
89 responses
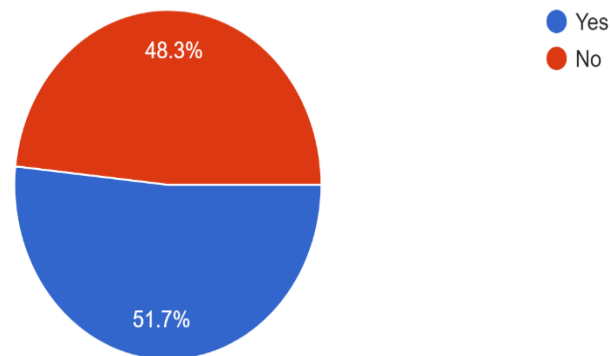
iii. Maximum of respondent (51.7%) are like to take short trip for Rajasthan and even comfortable to travel in Rajasthan. But 48.3 % don't want such trip.
iv. Some who want and planning to visit Rajasthan are like to explore Chittorgarh, Bundi, Sawai Madhopur, Katrathal rural tourism point of Sikar, Jaipur and Jaisalmer.
v. Other than Rajasthan some want to go Himachal, Gujrat, Uttarakhand, Bangalore, Pune, Delhi, Kerala, Leh Ladakh.

Will you check COVID- 19 cases in the place that you are planning?
89 responses
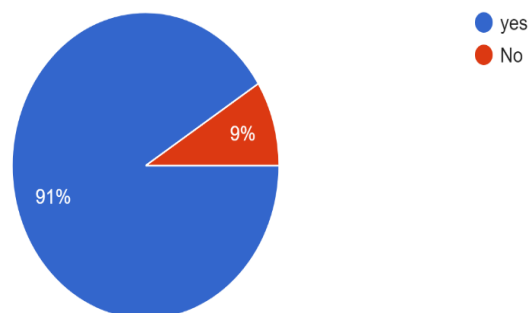
vi. It is analyzed that most of people will check COVID cases updates before visiting destination. only few (9%) will not check COVID updates of that particular place.

With how many people are you planning to visit?
89 responses
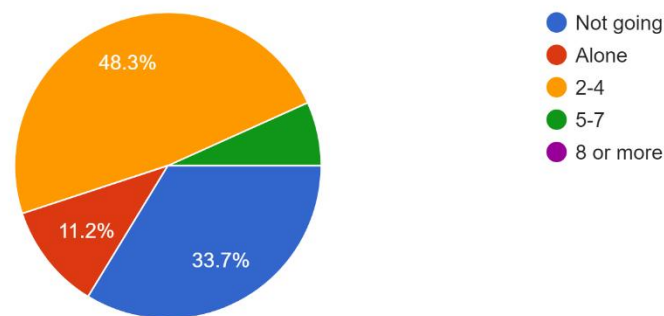
vii. From above chart it can be understand that maximum of people will go with 2- 4 people, 6.7% are like to go with 5-7 persons. While 11.2% prefer trip by alone. No one like to visit with 8 or more people. It is also important to note that 33.7% of respondents are not going for any trip.

will you take stay in hotel?..
89 responses
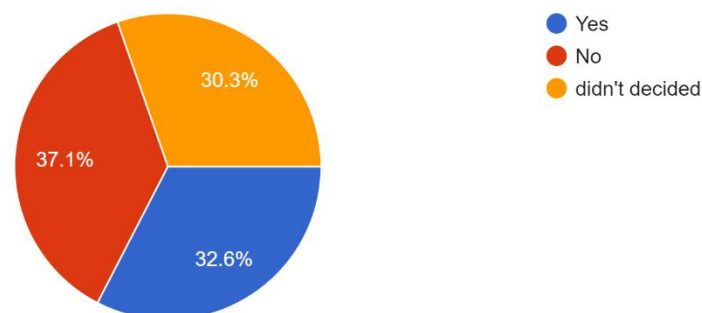
viii. This question gave almost equal responses on stay in hotel. 37.1 % will not prefer hotels for stay and like to stay at relative's home. 32.6 % will prefer hotel for stay and 30.3% didn't decide it.

ix. Those prefer hotels for stay not like long stays. They prefer 1- 3 days and will go for short trips only.

x. People will look over few factors such as cleanliness, security, comfort, hygiene and COVID precaution guidelines, before selection of hotel.

Will you like if tourists come in your city/ state in this pandemic situation?
89 responses

Legend:
- Yes
- No
- Maybe

29.2%
56.2%
14.6%
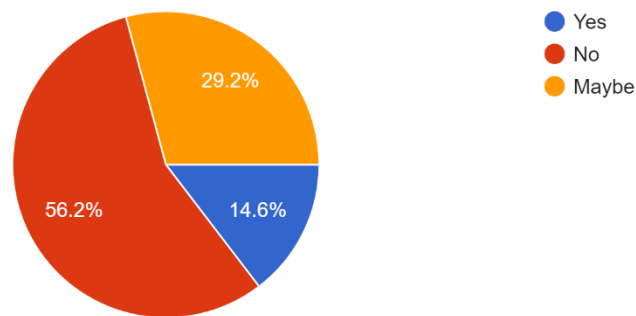
xi. Maximum of respondents (56.2%) don't like to get tourist in their city /State. Only 29.9% are supporting tourism during pandemic in their city/ State. While 29.2% are confusing to support tourism in there are in this pandemic situation.

xii. Along with safety and security measures, people like to add practicing of social distancing, regular sanitizing of places, allowance of limited number of people at a once and limited gathering, mandatory of mask, proper and COVID test report, application of thermal scanning at entry points of destinations, health checkup before and after tourism, special hygiene for food and packaging, up empowerment of traditional local artists and promotion of environment friendly tourism as a new part of tourism.

Do you believe that educating community also help in betterment of tourism in Rajasthan?
90 responses

Legend:
- Yes
- No
- Maybe

90%
7.8%
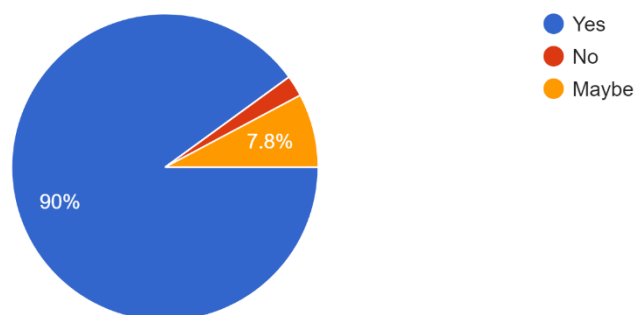
xiii. Most of the respondents (90%) believe that educating community will improve tourism in Rajasthan. Few respondents (7.8%) believe that educating community may be helpful or may be not helpful. While only 2.2% are thinking that educating community can work to improve tourism in Rajasthan.

xiv. Some respondent suggested to prepare short videos/ short messages that display at airports, railway station and at bus stops for community education. Social media and online platforms can be used to train and involve local people in tourism and make them aware about government guidelines in this pandemic. Newspaper and television

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advertisements about state tourism in India can also club this part. Webinars can be conducted to know them importance of historical places, how to deal with tourists, accepting new people and be friendly with them, helping tourists, knowing regional touristic spots, and to make them understand the importance of tourism for betterment of society and economy. Tourism and community education should be included in school books and chapters that talk about tourism aspects of places.

xv. Maximum of respondents also believe that tourists need to be responsible while travelling. One respondent suggested to take local guest houses for stay rather big hotels that generate lot of waste. Responsible tourism is needed not just to significantly taking care of environment and nature, but also to preserve native culture, tradition and art. All the tourists should respect other's culture and should maintain dignity of the place. As tourist place an important role to make place better. It is also suggested that tour operators can educate tourists to reuse things and not make place dirty. Tourists must carry a bag with them to dispose all the waste and keep surrounding clean. In this situation a tourist is responsible when they follow all the guidelines issued by government while travelling, do self-hygiene, maintain social distancing, travel only when not ill and keep COVID test report first. Every tourist leaves an impression on people about his hometown through his/ her actions.

xvi. Respondents suggested less known and unveil sites of Rajasthan that could be better tourism product today and in future also. These are:
Abheda Mahal in Kota (Heritage site), Bhangarh in Alwar district (Dark Tourism site), Bundi fort in Bundi (Heritage site), Bholenath temple in Dausa (Religious place), Garh palace of Kota (Heritage site), Garadiya Mahadev in Rawatbhata (Scenic view), Panna Meena Kund in Abhaneri near Dausa (Heritage site), Ranthambore in Sawai Madhopur (Wildlife tourism site), Samode Palace in Jaipur (Heritage site), Jait Sagar Lake point in Bundi (Scenic view), Timangarh fort in Sawai Madhopur (Heritage site), Mandrayal fort in Sawai Madhopur (Heritage site), Kela devi mandir in Sawai Madhopur (Hindu religious site).

Findings

- Indian government have started airlines for domestic tourists and restarted tourism after nationwide lockdown. Many states are welcoming domestic tourists. Tourism sector is hit badly by pandemic and to get it back we all should stand with travel. This means who feel comfortable to travel must follow all the norms strictly with care of sentiment of locals.

- More localized travels and explorations must be encouraged to boost internal tourism.

- People must be responsible as local and as tourist. Tourist need to travel with responsibility and follow all the norms and precautions trictly. In this pandemic people need to help each other and enjoy responsibly. Travel with mask and sanitizer and carry bag to dispose garbage.

- Use of mask and sanitizer is important for new tourism. But only this condition can't make tourists comfortable to travel in year 2020. So more than this other thing can be added suggested by respondents.

- Most of people are avoiding travel and those are planning are not preferring to stay for long in hotel.
- Educating community, knowing them unveil local sites and blurring reginal culture knowledge, responsible tourism and promotion of unveil sites are some steps that could improve tourism and sustainable.

Suggestions

During crises, social media and mass media could play effective role to promote tourism. Globally more than 3 billion people (49 % of the world's population) are using social media among them approximately 376 million are Indian users (population of more than 1.36 billion) (*Number of Social Media Users Worldwide | Statista*, n.d.)

It is reported that time spent of Indian users on social networking applications have increased after nation- wide lockdown due COVID- 19 pandemic (from March 25, 2020 to May 17, 2020) (*India - COVID-19 Impact on Weekly Usage of Social Networking Apps 2020 | Statista*, n.d.)Nationwide lockdown has increased surge of social media and being on internet to pass their time.

Social media usage is spiked to 87% in India and 75 % of users were spending more time on Facebook, Twitter and WhatsApp. Before the lockdown, social media usage was 150 minutes per day (average) that was jumped to 280 minutes per day in the first week of lockdown (*Coronavirus: 87% Increase in Social Media Usage amid Lockdown; Indians Spend 4 Hours on Facebook, WhatsApp*, n.d.)

Facebook shared that time spent on its apps has grown 70%, total messaging (include Facebook Messenger, Instagram and WhatsApp) has increased more than 50% over last month, [Instagram](#) and Facebook Live views doubled in a week's time (*Report: WhatsApp Has Seen a 40% Increase in Usage Due to COVID-19 Pandemic | TechCrunch*, n.d.)
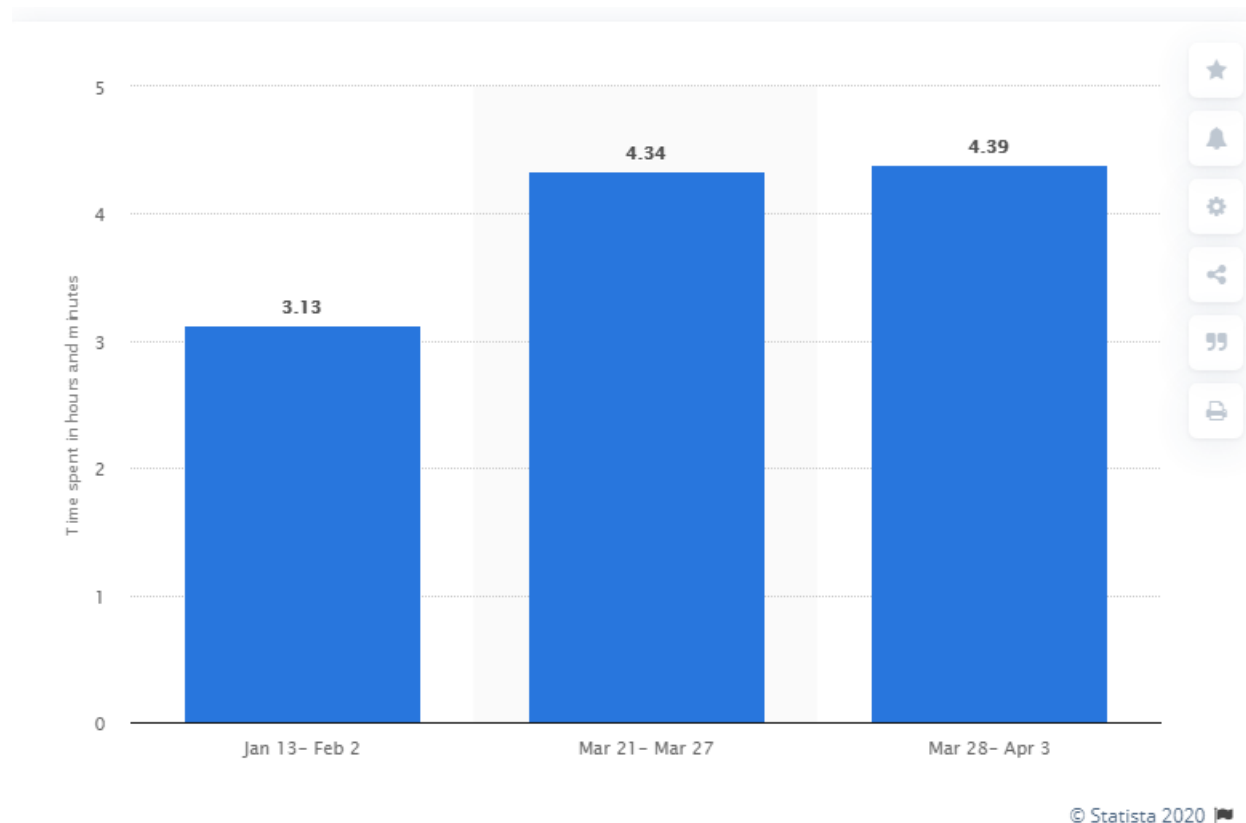
Source: (• India - COVID-19 Impact on Weekly Usage of Social Networking Apps 2020 | Statista, n.d.)

It was observed that approximately three hours individual users were spending time on social networking applications in the preceding week of lockdown that was increased to approximately five hours between March 28 and April 3, 2020 (• *India - COVID-19 Impact on Weekly Usage of Social Networking Apps 2020 | Statista*, n.d.)

Present situation where people are stuck at their home and scrolling pages of social sites, has given us opportunity to discuss travel, restart it with more responsibly, train tourist's agents and educate community. These platforms could be used to create connections, educate and aware people about unveil sites with the aim to influence them for mindful travel and deal with crisis. This right time and technology can be utilized to get people's attention and confidence back for going out and rethink of old tourism activities.

1. Various travel related webinars could be conducted for potential tourists to know them about places those are open and activities that can do, discounts and offers on destinations (both by private and government travel businessmen), about unveil and untouched places that are less crowdy, new protocols of travel, government guidelines and updates, small attractive clips of destinations and educate them for responsible consumption and production. Here different local vendors, Small travel local businessmen and travel agents could participate to promote/offer their benefits for potential tourist.

2. Before COVID- 19 global warming, over- tourism, unbalanced distribution of travelers and tourism sustainability were point of discussion and concern. Finding and promotion

of unveil sites, alternative plans and off-peak tourism packages were few solutions for them. These solutions also fit in present situation.

3. Rajasthan is a unique tourism landscape of India famous heritage land. It is full of foreign and domestic travelers in winters. But this winter will not catch international tourists. But other than heritage sites it has potential some niche tourism products such as eco- tourism, rural tourism, dark tourism and wildlife tourism. Tourism with concept of protecting nature is today's need.

4. Places that are common and famous tourism spots will take more recover time from effects of pandemic. As maximum of highly demanded tourism spots are in main cities that always surrounded by people. Promotion of new and trends in tourism, unveil sites, rural tourism, dark tourism and eco- tourism will not just get attention of tourists and community but will also invite domestic travelers with positive restart of travel after lockdown. This could somehow resolve some problems of local vendors, small travel businessmen and travel agent.

Although initially tourist's day spend on destinations will be 1- 2 that may not benefit to hotel industries. Identify local attractive places that are less crowdy and far from main city. That possible local tourism must be focused firstly rather conventional common places, to restore confidence of travelers back and promoted in line with new protocols for travel industry. People will find it curious to see places that are near to them, less crowdy, attractive and new for them.

Rajasthan has tremendous potential of eco-tourism that is todays time need for future sustainability of tourism, wellbeing of local people and conservation of environment. Rajasthan is a full package of nature beauties, rare wildlife, historical sites and cultural diversity.

Some potential eco- tourism sites are(*Potential Ecotourism Sites in Rajasthan | RajRAS - Rajasthan RAS*, n.d.): Panchkund (Ajmer), Bala Kila (Alwar), Sharvan Dery (Banswara), Tripura Sundari (Banswara), Kunda Khoh (Baran), Shergarh Fort (Baran), Adi Badri (Bharatpur), Fort Bharatpur (Bharatpur), Giri Goverdhan (Bharatpur), Hamirgarh (Bhilwara), Menal (Bhilwara), Ajitgarh (Bundi), Bhimlat (Bundi), Ramgarh fort (Bundi), Hathodi hodi (Chittorgarh), Padajher Mahadeo (Chittorgarh), Garh Mora (Dausa), Toda Bhim (Dausa), Galta forest (Jaipur), Sambhar Lake (Jaipur), Gaipernath Mahadeo (Kota), Gardia Mahadeo (Kota),

5. Encouraging and promoting these sites not just attract locals and domestic visitors but also help to survive small local vendors and travel businesses that have ruined by COVID- 19.

6. Delivery of interactive webinars for travel stakeholders on marketing strategies to encourage citizens for domestic trips (especially for youngsters) and use of digital tools for promotion, e-marketing.

7. Various online programs and courses must be initiated to train and enhance skills of tourism human capital, like cultural actors, folk artists, handicraft makers, tourist guides, local product makers, indigenous communities and local communities.

8. Together we can make changes. Just government's efforts can't make big changes. Not just only community or tourists but we all need to know our roles and responsibilities, and sense of awareness of environmental health and wellbeing.

9. It must also consider that not all places are to promote especially "Red Zones". People will think twice before visiting places of red zone. Hotspots are deserted and open those places not just life risky for tourists but also risky and unethical for localities who are suffering and staying at home to get rid of from effects of Corona. As we do not forget that tourism is important but not more than life.

10. Tourists who are planning for visit in this year should follow all protocols and guidelines to set an example to others. Like sharing of their photos, videos and stories with no mask and no proper distancing could send negative signal to other and even influence them to do it same. Tourists are travel content creators. So, they should support tourism with sense of responsibility.

Locals of Goa started criticizing and commenting on a Mumbai-based travel content creator, Shenaz Treasury, who recently went Goa after Goa government opened it for domestic tourists. She was feeling free, not wearing mask and enjoying empty Goa streets. But as Goa is not at all free from COVID cases and number of COVID patients are touching highest number every day. Locals are staying at home until the things under control. They don't want tourists until the red signals get green (*Goa Is Now Open For Tourism. But Does That Mean We Should Go? | The Swaddle*, n.d.). Every day approx. 300 coronavirus cases are reported in Goa and nearly 150 death cases are recorded (*Goans Give Travel Influencer a Reality Check on Tourism during Pandemic - India News - Hindustan Times*, n.d.)

11. Every negative event has positive side too. It is a Tourism Redevelopment Period to reorganize it and rethink our old practices of exploiting nature for our entertainment, polluting environment, destructing natural beauties for commercial purpose and making of our surroundings filthy, throwing garbage, prioritizing quantity over quality and affecting life of local communities.

The shutdown of factories, decrease industrial activities, tourism, and road traffic has filtered our planet, emptied the overcrowded places, clear skies and cleaned up the air, water, land and a return of wildlife.

12. Travel industry could be first industry that will recover but it also needs government support for development of remotely located destinations, public toilets, quality health services and support for small travel businesses.

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LINKING COASTAL LAND USE CHANGE WITH DRIVING FORCES AND ACTORS: DUE TO THE ROLE OF BACKPACKERS IN HIKKADUWA

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Abstract

Tourism is an emerging industry all over the World as well as Sri Lanka. In the present situation, the tourism industry has been ranked as the 3rd largest export earning industry in Sri Lanka. The local tourism industry has been dispersed all over Sri Lanka from different modes as less and more. Travel and tourism also are emerging and developing day by day along through the different trends and modes. Backpacking is such kind of most popular concept among young travellers mostly but other age categories too. As an Island, sea and beach areas are the major strength for attraction of tourists in Sri Lanka than the other destinations. As a result of that strength, backpackers and other tourists tend to travel to the coastal areas more than the other destinations. If package tourists spend a short time period within the destinations, backpackers spend comparatively large time duration and there are significant social, economic, environmental impacts due to the backpackers. With this background, this study attempts to investigate the spatial impacts of backpackers in the context of Sri Lanka. The study predominantly goes through the four land-use change models. These models were applied to investigate the Coastal land use changing process with driving forces and Actors, due to the role of backpackers in Hikkaduwa Coastal City. This model application will help Urban Planners, policymakers when making decisions about future development projects and plans. On the other hand, this study is a missing part that can fill the gap between Tourism and decision making in planning. This application can be replicated in to other Coastal Areas. The majority of the tourists who visit the Hikkaduwa coastal City (more than 80%) are backpackers and due to the role of them, there can be seen a significant impact on the land-use change. since the beginning of the civilization, Hikkaduwa has been represented several land-use change models out of these four models. At the very beginning of the colonization, Hikkaduwa Coastal City's land uses have been changed according DF-C Land-use change model and after colonization the land uses have been changed according DF-A-C model. From the post-independence

era to present, Hikkaduwa Coastal City's land uses have changing according to the DFA-C Land-use change model. As well as according to Butler's Tourism Area Cycle model, Hikkaduwa is in between the "involvement" stage and the "development" stage.

Key Words: *Tourism, Backpackers, Land Use Change Models, Coastal city*

Introduction

Strat of travel and tourism goes to a number of decades history and at that beginning, mostly happened local tourism activities only (within the traveller's country). with the time different transportation modes were developed and people started to travel internationally (among the countries). With the improvements in smart technologies and Globalization, international tourism promoted much more. According to the different preferences of the travellers, tourism sector developed through different themes and concepts. Ecotourism, adventure tourism, medical tourism are examples of that. In the present situation, backpacking becomes one of the most emerging traveling concepts among travellers all over the world.

In the local context also tourism sector has the same importance, as the third-largest export earning industry (SLTDA, Sri Lanka Tourism Strategic Plan 2017-2020, 2017) in Sri Lankan economy, after remittances and textiles and garments. At present, the tourism industry has been generated in thousands of direct and indirect job opportunities for local people. The total number of employees in the tourism sector amounted as 156,369 in 2017 (SLTDA, SLTDA Records, 2017). With the end of LTTE terrorism, international tourism arrivals were increasing year by year and rapid growth could be seen in the Sri Lankan Tourism industry. Since 2009 to 2018 time period of tourist arrivals has been increased by 2.8 times. In 2018, the number of arrivals exceeds the level of over 2.3 million (SLTDA, Annual Statistical Reports, 2009-2018). Easter Sunday bomb explosions badly affected to rapid reduction of international arrivals when today it has been recovered. If before April 21 attack recorded 166, 975 international tourist arrivals, after the attack it decreases up to 37, 802 in May (SLTDA, Monthly Tourist Arrival Reports, 2019). When June it increases by 57% and when the end of June 115, 701 arrivals recorded (SLTDA, Monthly Tourist Arrival Reports, 2019).

The present situation Sri Lanka has a need for improved data and information relevant to the tourism sector. As well as a scarcity of necessary data and information such as specific demands, trends, travel behaviours etc are an obstacle to effective decision making in tourism developments. Further due to the scarcity of data cannot reach the maximum benefits of local tourism development (Wickramasinghe, 2019).In international and local both contexts very difficult to find previous studies regarding the comparison of the different tourists and how their activities influence to change the land use. International backpackers' arrivals increase in Sri Lanka day by day due to the low cost comparing to other countries and the ability to reach different climates within minimum travel time. Comparative to the other areas, backpackers spent more time within beach areas. Due to the increasement of the coastal backpack tourism industry, it generates positive as well as negative social, cultural, environmental & economic impacts. Especially in regional level planning in tourism-related areas, facilitate for all type of tourists become major consideration factor and need of this consideration will be more important in future situation. Because to earn maximum income from the backpackers or

package or any tourists, should concern about them when planning regional developments. Further, future plans should be able to get maximum benefits from tourists by using available resources and there should be reduction methods to minimize the negative impacts of travellers.

The purpose of this research is to identify the influence of backpackers when change the land uses in coastal areas. further, at the end of the study can come to conclusions about the spatial influence of the backpackers are positive or negative. Due to this kind of aspect that has not been researched relevant to the Sri Lankan context, this study will be a missing part that can fill the gap between tourism and decision making in planning.

Literature Review & Theory

Prof. Richard W. Butler introduced this tourism area life cycle model in 1980. Butler had better knowledge about the carrying capacity and sustainability. According to Butler, tourism destinations are fragile and they already consist of self-destruction seeds. if not carefully managed, destination destroys by itself. In this model, he explains the possible 06 stages of any destination. Due to the different actors and different forces in each and every stage can be seen the difference in the land-use change.

Figure 1: Butler's Tourism Area Life Cycle Model
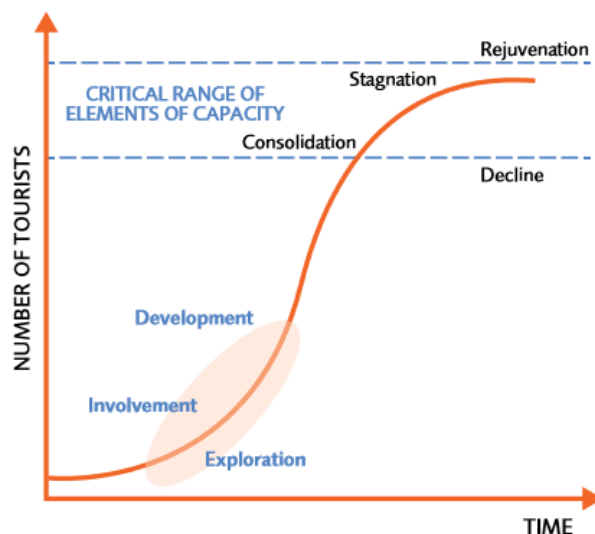
Source: Sri Lanka Tourism Strategic Plan 2017-2020

- ☐ *Exploration Stage*: This is the commencement of destination development. As a result of adventurous tourists' favor, they visit to infamous tourism attractions as explorers.
- ☐ *Involvement Stage*: Increase the number of tourist arrivals. As a result of that increasement local people started to involve tourism industry. public investments like infrastructure start to develop.
- ☐ *Development Stage*: Due to the future tourism emerge potentials, big companies invest money to the destination area. Due to the broad advertising create a better market to tourism. Therefore, generate new job opportunities in the construction field and service sector.

- *Consolidation Stage*: Tourism becomes the main income source of the destination area. Although population of the tourists are higher than the population of the destination area, tourism growth rate becomes slow.
- *Stagnation*: Number of visitors are in the peak level. Either carrying capacity has been reached or exceed. Due to the negative impacts some local groups denounce and stand against to the tourism. The destination area no longer more attractive and fashionable. New tourists' arrivals are very low and mostly depend on repeat visits.
- *Decline or Rejuvenation*: After the stagnation, destination have to face either decline or rejuvenation. These are two different scenarios and in decline scenario, tourists attract in to other destinations and day visitors and weekend visitors become main income source. Most of hotels transform in to flats or retirements homes to local people. Finally, destination area can be totally removing from tourism and possible to become a tourism slum.

  Rejuvenation scenario means when government or private sector enter to overcome the stagnation situation. in here can be use untapped tourism potential which has never used. through the modifications and quality enhancements try to again popular the destination among the tourists (Cravo & Bailoa, 2012).

Land-use change models can use as supportive tools to analyse the causes and consequences of land-use changes. Land-use change model support to get a better understanding of how is land-use change happens according to different influences. Anna M. Hersperger, Maria-Pia Gennaio, Peter H. Verburg, and Matthias Bürgi, by the combination of these four scholars, introduced four land change models and by developing these models they expected to increase the land change studies' potential contribution to theory developments (Hersperger, Gennaio, H. Verburg, & Bürgi, 2010).They have been explained four conceptual models to link land-use change with Actors and driving forces.

- Driving Force -Land Change Model (DF-C):

In driving force-land change model driving forces are directly affects the land-use change. Actually, the model assumes observed land-use change occurred due to the driving factors. Except for DF-C model, other all three models explain land change due to the ultimate cause of the actor.

- Driving Force-Actor-Land Change Model (DF-A-C):

According to the DF-A-C model driving forces affect to the actor and then the actor becomes the cause behind the land-use change. In here actors and driving forces are important in the same way. Driving forces pre-determined the motivations and autonomy of the actor. Due to the action of the actor, the result is changed.

- Driving Force/Actor-Land Change Model (DFA-C):

Here can be seen an interaction in between driving forces and the actor. Land-use change happens as a result of the interaction of these two. the model not focus the driving forces, actors or incident series of driving forces to actors. it focusses interplay of actors and driving forces with the feedbacks.

☐   Actor-Land Change Model (A-C):

In the A-C model, actors play a central role in land change. If driving forces identify under this model, its only limited to one of element in the environment of actors' decision making. According to the model, land-use change can understand by cumulating decisions of every individual actor.

Figure 2: Diagrams of Four Land Use Change Models
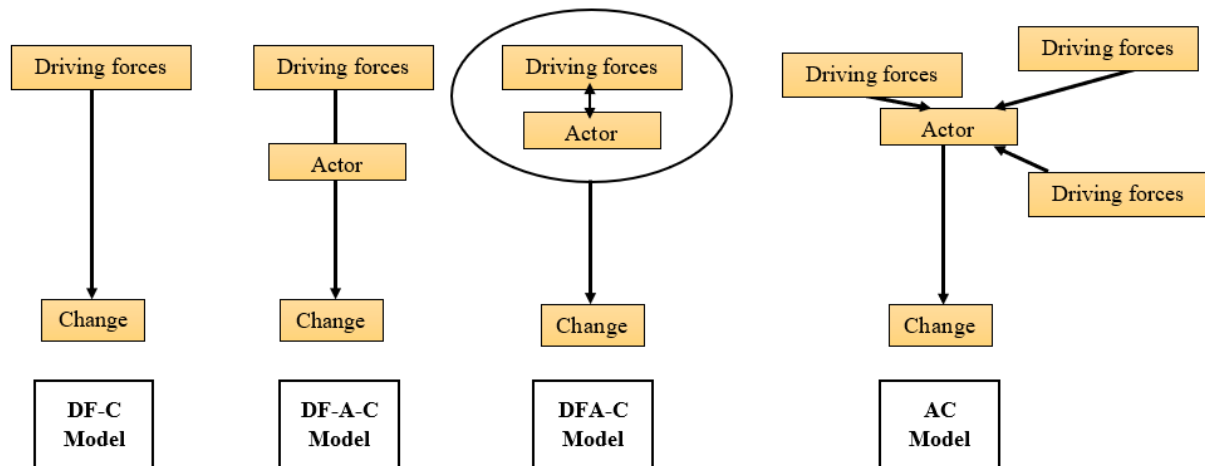
Source: Compiled by Author

Research Methodology

In the literature review part identified four (04) land-use change models as the most applicable models. All three models base three crucial elements such as Actor, driving forces, and land-use change. Mainly analysis based on these four models. The study tried to identify when backpackers get the actor's role, what will be the driving forces and how land-use change due to the influence of backpackers as well as driving forces. According to that findings hope to identify the appropriate model which fix the current situation of Hikkaduwa.

There could be identified another model named as Butler's tourism area life cycle model. That model describes different stages of the transformation since the destination hidden, unknown area until it becomes popular, well function destination. By applying the Tourism area life cycle model in to Hikkaduwa tourism destination able to identify the current position of the Hikkaduwa according to the model. By understanding that able go some future tourism forecasts also. Mainly analysis stage consists with two (02) different parts as follows.

1.   Descriptive Statistical Analysis Part
2.   Spatial Transformation Analysis Part
     2.1 Spatial transformation of the Hikkaduwa Coastal Area
     2.2 Identification and selection of the Driving Forces
     2.3 Interaction between the Backpackers and selected driving forces explains the land-use change in Hikkaduwa Coastal Area
        2.3.1.1 – Entropy Value Calculation for Exploring Land Use Change
        2.3.1.2 – Application of the Land Use change Models

2.3.1.3 – Application of the Butler's Tourism Area Life Cycle Model
2.3.1.4 – Model Validation in brief

The first part is the descriptive statistical analysis part. Outcomes of the questionnaire surveys analyse under this part. Graphically shows the summarized answers which provide by tourists as well as service providers.

The second part is the spatial analysis part and it has two sub analytical parts. The first subpart shows the spatial transformation of the Hikkaduwa within different time periods and its going through the GIS map series. Total evolution process since the colonial period to the present cover-up by under this stage. After the evolution map series derive another map which shows the highly spatially changed area.

As the first step of the second subpart derives the driving forces based on the characteristics of the backpackers. To derive and select the most prominent driving forces, the literature review part and outcomes of the questionnaire survey used as supportive tools. Then create another map series that shows the evolution of the selected driving forces. Finally, findings apply to o4 different land-use change models and complete the model validation.

Findings

Descriptive Statistical Analysis Part

Responsible Authorities like SLTDA, Southern Tourism Promotion Bureau has not any record which mentioned exact total tourism arrivals or backpackers' arrivals of Hikkaduwa. By conducting questionnaire surveys realized that the majority of the tourists are backpackers.

Figure 3: Backpackers as a percentage (%) (out of all respondent tourists)
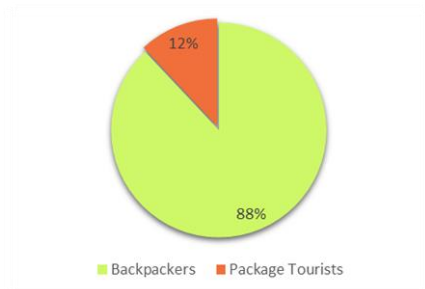
Source: Prepared by Author

Figure 4: Annual Backpackers as a Percentage- Out of All Visitors Came to the Service Providing Places

Less than 25% ■ More than 25% ■ More than 50% ■ More than 75% ■ 100%
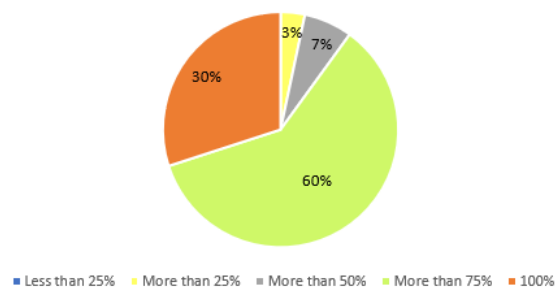
Source: Prepared by Author

As a mostly expected, service category, most of the tourist has been marked the "food and beverages". After that in orderly "Accommodation", "Transport facilities" and "Attractions" has been got the 2nd, 3rd and 4th places. According to the type of tourist, there can be seen a variation of the accommodation facility selections. Most of the backpackers are tend to stay at the low-cost rooms or hostels due to its cost-effectiveness.

Figure 5: Expected Service Categories of Tourists in Hikkaduwa
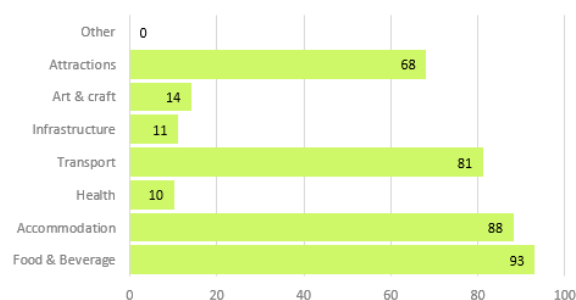
Source: Prepared by Author

Figure 6: Staying Places of the Tourists at the Night-Time in Hikkaduwa
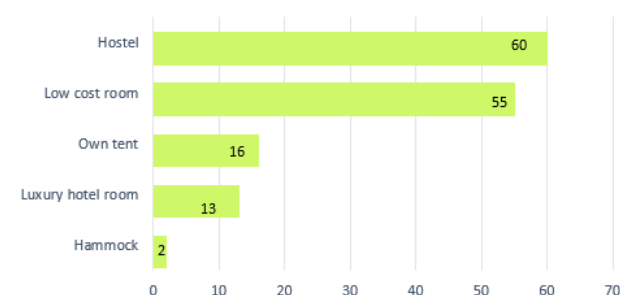
Source: Prepared by Author

When Tourists select Hikkaduwa, there can identify the main attractions they mostly preferred. According to the provided answers, the most preferred attraction is the beach strip. Coral garden, the night life of the Hikkaduwa & sea turtles are the other three crucial attractions. Due to the majority of tourists are backpackers there can be seen a trend of selecting low cost service providing places.

Figure 7: Main Interests of the Tourists when selecting in Hikkaduwa
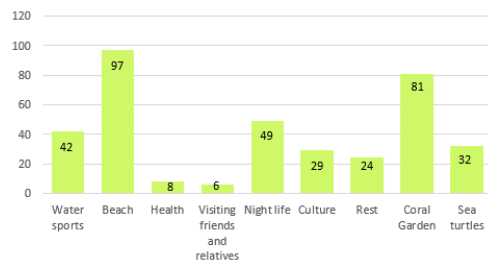
Source: Prepared by Author

Figure 8: Food & Beverage Getting places
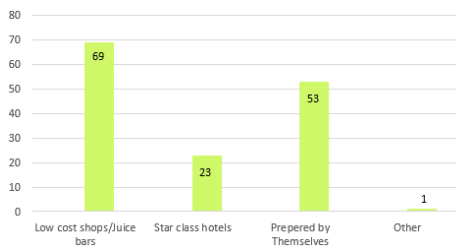
Source: Prepared by Author

Figure 9: Used Transportation Modes of Tourists
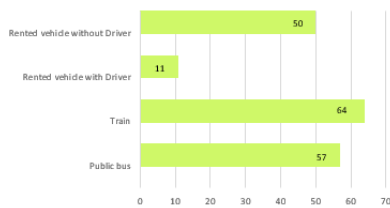
Source: Prepared by Author

Spatial Transformation Analysis Part

1. **Spatial Transformation of the Hikkaduwa Coastal City**

1.1 **Spatial transformation of the Colonial period**

In colonial period settlements were only limited into Hikkaduwa lake, Rathgama lake and several small clusters along the beach strip. Fishery based communities are the first residents of these small settlements. When marine fishery activities happen in coastal settlement clusters, same time freshwater fishery-based activities happened around the two lakes. Agricultural activities happened by using the freshwater of two lakes. Paddy and coconut were the major cultivations. Except fishing and farming, coral mining was one of the main industries of that era because Portuguese, Dutch & English administrators use coral as a major material for their constructions. If fishery, agriculture-based activities and coral mining happening, huge portion of the Hikkaduwa remains as a natural vegetation patch. Most of settlements, fishery industrial settlements have been constructed by using temporary materials such as clay and coconut branches.

As a land-use change here can identify natural vegetation patches transform in to human settlements. Some locations of natural beach strip transform into coral mining locations and fishery-based Areas. The natural vegetation patch has been reduced by less than 5% from the total area of Hikkaduwa.

Figure 10: Spatial Transformation of the Hikkaduwa Area-Colonial Period
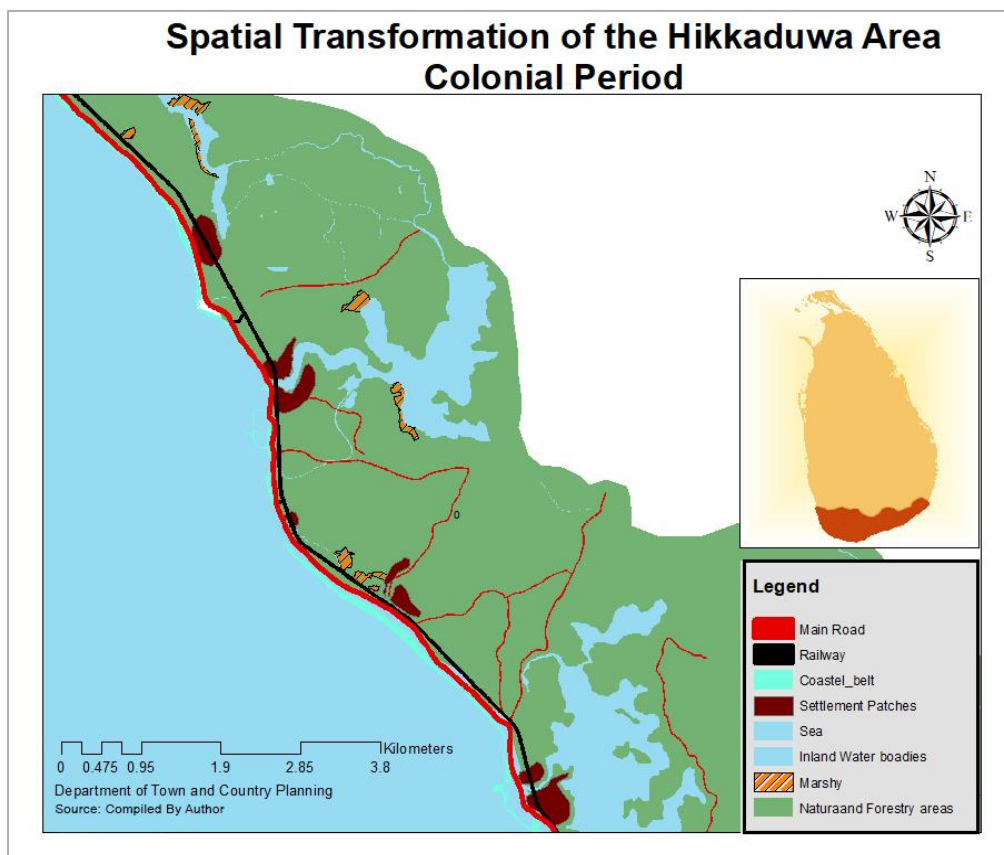
Source: Prepared by Author

1.2 Spatial transformation of the 1948 to 1978 time period

Within this 1948 – 1978 time period can be seen a huge difference comparing to the colonial era. At the beginning of the after-independence era (In 1948 to 1950 time period) build up area expanded when comparing to colonial period but slowly. This time also city form appeared scattered clusters along through the beach strip and major road and railway line. Fishery community has been expanded little bit in the beach strip. Narigama to wellaboda area started to function well as a lime stone industrial area. when 1950, due to the natural shape, upper part of the Hikkaduwa beach started to function as a fishery harbour. In this time Hikkaduwa has one main shop which consist with day to day good and its located in Hikkaduwa town centre. One Rest-House also located in Hikkaduwa within this time period and its famous among the local people and foreign tourists both. In most of time that use while travel in to Galle city. Road system, railway and transportation also developed. This era can be identified as the beginning stage of the tourism industry.

When 1970-1978, there was a considerable level visible change of the build-up area. around the Baddegama road and Galle road connecting point this change mostly happen with newly build small shops, settlements etc. and this area started to develop as the Hikkaduwa Town Centre. There could be seen the clear expansion of tourism-based land uses from the town centre to Coral Reef area.

Figure 11: Spatial Transformation of the Hikkaduwa Area 1948-1978 Time Period
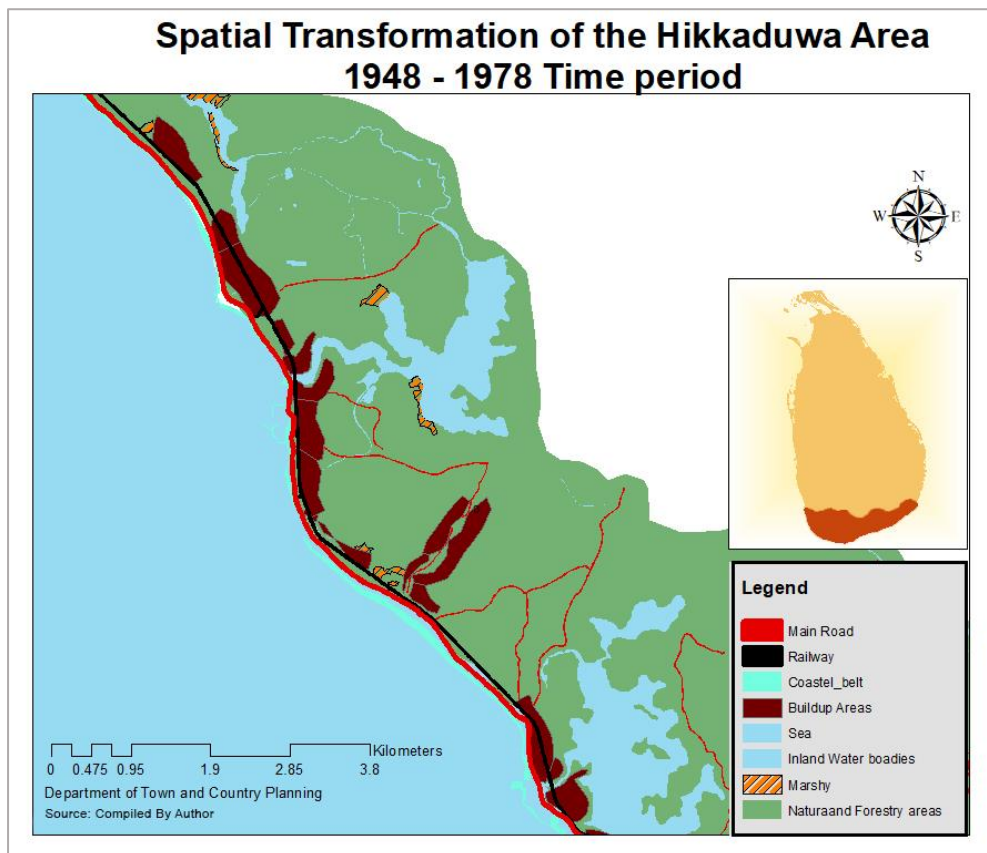
Source: Prepared by Author

1.3   Spatial transformation of the 1979 to 2004 time period

In this time Hikkaduwa town centre more developed with better infrastructure facility. As a result of the development of the road system, clustered settlements started to expand through mainly Galle main road and Hikkaduwa-Baddegama road. That means built form development got linear shape. Arrivals of the tourists were increasing in this period and local people got understood the benefits of tourism industry. As a result of that understanding, more and more local people engaged with the tourism industry by providing different types of services to foreign as well as local tourists. Some Houses started to convert in to provide tourism-based services. Development expanded out of the city centre. That means country sides of the Hikkaduwa also started to developed. When after the year of 2000, still tourism industry and build up area was increasing in to the same trend. This time also Coral mining industry also there. but tourism industry has been won the monopoly of the Hikkaduwa economy. As an invisible hand growth of the tourism industry automatically affected to many of industries and fields.

When the end of 2004, large number of industries, residential units which has been located within the Hikkaduwa beach strip. These clusters terribly affected by the tsunami disaster in 2004 and loss of the buildings and lives were very high.

Figure 12: Spatial Transformation of the Hikkaduwa Area 1979-2004 Time Period
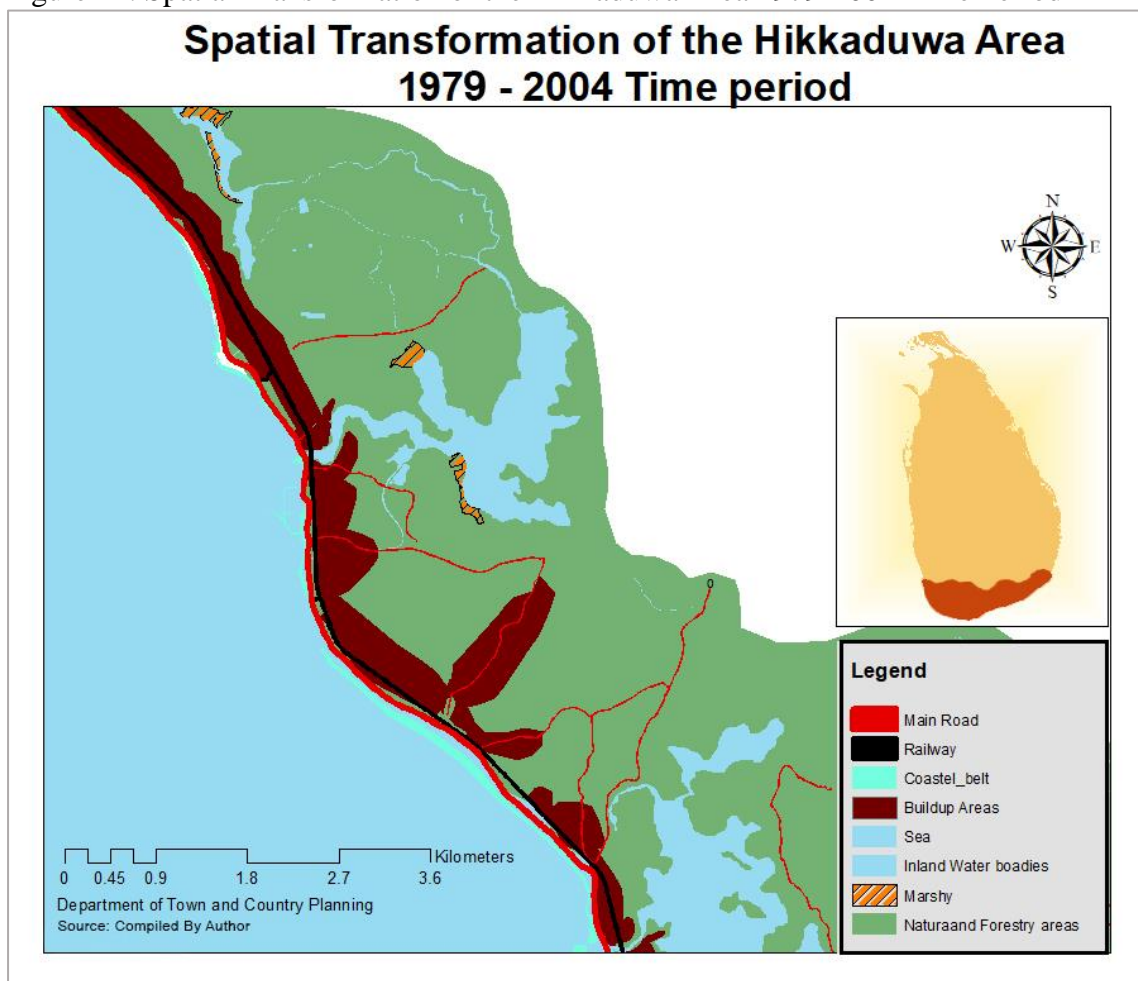
Source: Prepared by Author

1.4 Spatial transformation of the 2005 to 2008 time period

Just after the tsunami disaster 2004, Tourist Hotels, Restaurants and housing units removed from the coastal area. With the time people rebuilt destroyed buildings for resettle and adopted again to their normal lives. But there was a huge change of the coastal area. because many people shifted their houses in to country sides after the tsunami disaster. Most of the constructions which newly happen were shops, hotels, restaurants, institutions and other services providing places.

Build up areas still expanding in parallel to Galle road and railway track. Not only that, through the internal road networks also this build-up area expansion could be seen clearly. Tourism based services providing places were growing and emerging. Cloth shops, art and crafts selling places, restaurants opened and developed mostly in parallel to the Galle road. Internal roads and lanes also have accommodation providing places but very few. Most of buildings in sub roads were housing units. Fishery based activities limited in to the northern side of the Hikkaduwa. Coconut states which located in near areas to the Town Centre, subdivided and converted in to build up areas. Before 2004, limestone industry was one of major industry, in Hikkaduwa. But after the tsunami disaster, this is totally changed. The limestone industry stopped and tourism was the most prominent industry.

Figure 13: Spatial Transformation of the Hikkaduwa Area 2005-2008 Time Period
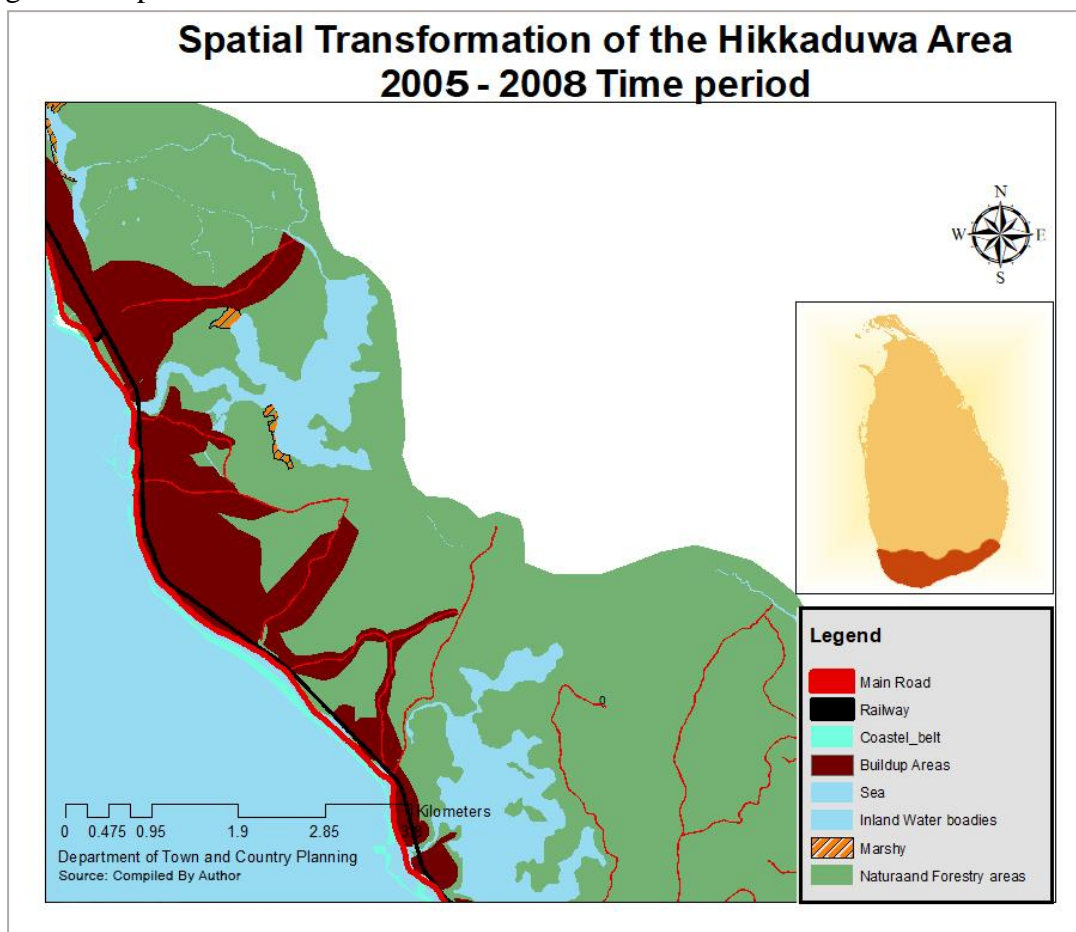
Source: Prepared by Author

1.5   Spatial transformation of the 2009 to 2019 time period

This is the time period that can see the revolutionized change of the spatial structure. 30 decades civil war finished at the year of 2008. As a result of that all security issues solved and lots of development projects started all over the country. The southern expressway is great example for such kind of projects and first stage of its' opened in 2011. Due to this secure situation of the country and infrastructure developments, rapid increscent of international tourism arrivals could be seen in the Hikkaduwa area.

The benefits of the tourism sector understood by the local people and new hotels, restaurants were constructed. Luxury hotels, Small hotels and restaurants maximize the sizes of the buildings by adding new parts to the buildings. Most of the normal residents who didn't have additional lands started to provide tourism-based services within their houses. Some residents allocated total housing units for backpackers and some residents allocated a part of the house only. This adaptation could be seen along through the main roads as well as sub roads. The tourism industry became the most prominent industry than other industries. Most of the land uses converted in to vehicle renting places, accommodation places, tea, and juice bars and so many other kinds of stuff of service providing places.

Figure 14: Spatial Transformation of the Hikkaduwa Area 2009-2019 Time Period
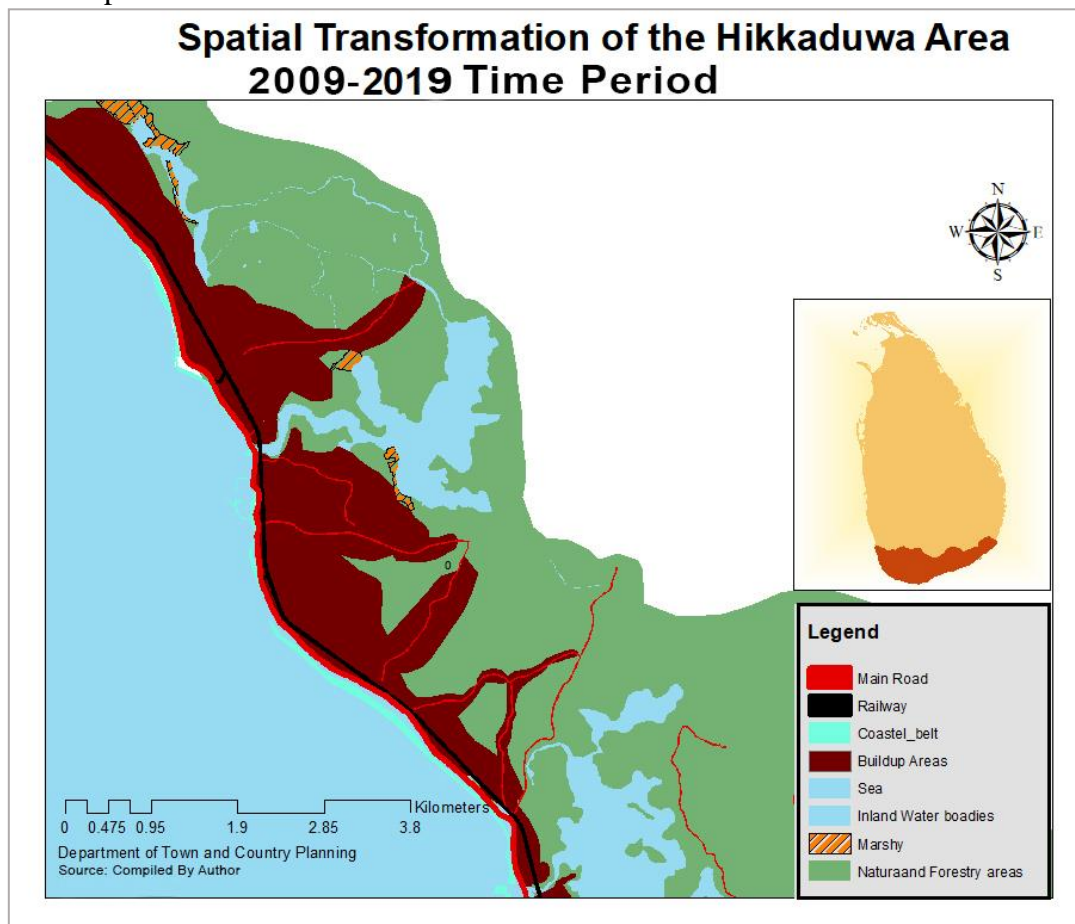
Source: Prepared by Author

2. Identification and selection of the driving forces in Land Use Change

In here backpackers' expectations have been considered as driving forces, to derive the most prominent driving forces has been used characteristics of backpackers which identified under the literature review and survey data which collected for descriptive statistical analysis, part.

Figure 15: Identification and Selection of the Driving Forces

Actor	Backpackers' expectations (Driving Force)	Land Use Change
BACKPACKER	Accommodation	Accommodation Places (Guesthouses, Backpack hostels, Low cost rooms, etc.)
	Sight-seeing preferences	Famous local destinations (Coral Sanctuary, Sea turtle feeding, Beach etc.)
	Transportation mode	Vehicle Renting Places (Car, three-wheelers & Scooter rent out places)
	Foods and beverages	Food & Beverage Selling Places (Food outlets, Small scale hotels, Restaurants, Tea shops, juice bars, wine stores etc.)
	Adventure	Water Sport Equipment renting places (Diving instruments, surfing boards and other water sport equipment renting shops etc.)

Source: Compiled by Author

3. Interaction between Backpackers & driving forces explain the land use change in Hikkaduwa area

3.1 Selection of the Specific Area

Under the 4.3.2, already identified driving forces in related with land use change in Hikkaduwa. in here, check the interaction between backpackers and driving forces through the land use change map series. Due to the time limit it difficult to apply the whole Hikkaduwa area. Therefore, have to select one small area.

When studying about the existing built up pattern and land use pattern, Package tourism-based services spread out along the beach strip to the Galle direction. closer areas to the Hikkaduwa town centre have been concentrated as backpack tourism-based services

Figure 16: Package and Backpack Tourism Based Services Agglomerated Areas
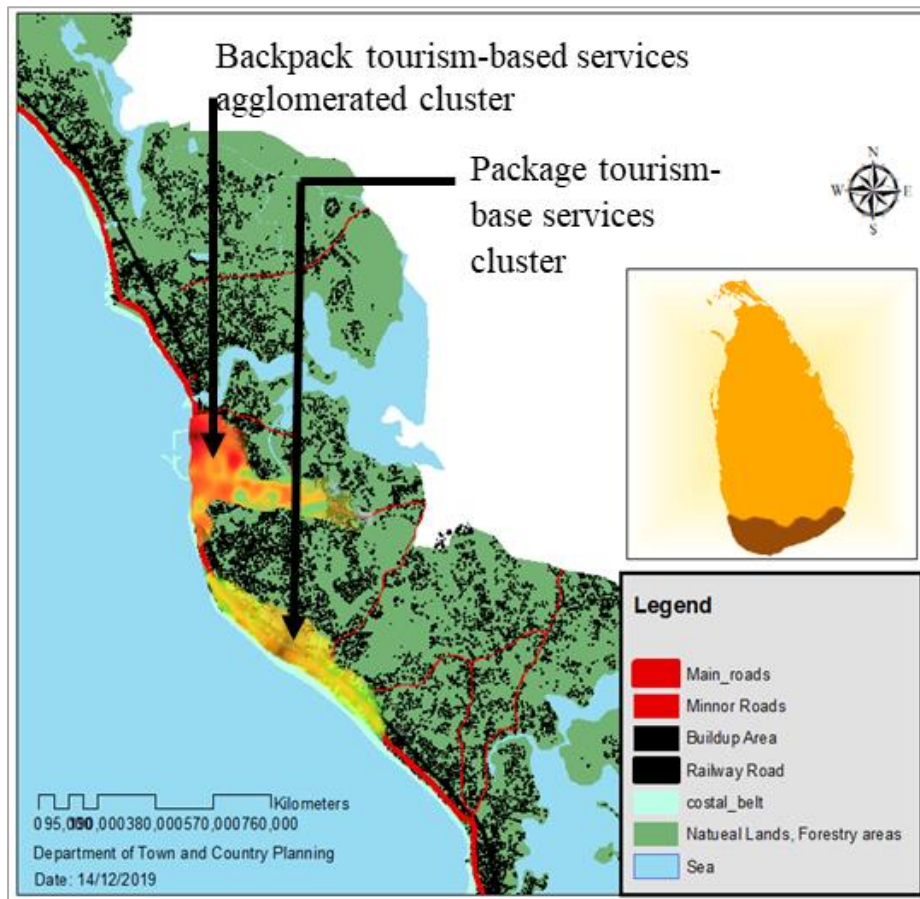
Source: Prepared by Author

From the direct field observations identified the "Amarasena Mawatha" as mostly backpack tourism-based services integrated lane than the other areas of backpack tourism-based services agglomerated cluster. Therefore, "Amarasena Mawatha" and part of the Galle road has been selected to explore the land-use change due to the backpackers.

Figure 17: Selected Area to Explore the Land Use Change Due to the Backpackers

Source: Prepared by Author

3.2   **Land Use Change Due to the Backpackers and Selected Driving Forces**

This land-use change process has been analysed through the map series which has been created according to three different time periods as "before 2004" , "2005-2008" and "2009-2019".

Figure 18: Land Use Change Due to the Backpackers and Selected Driving Forces-Before 2004
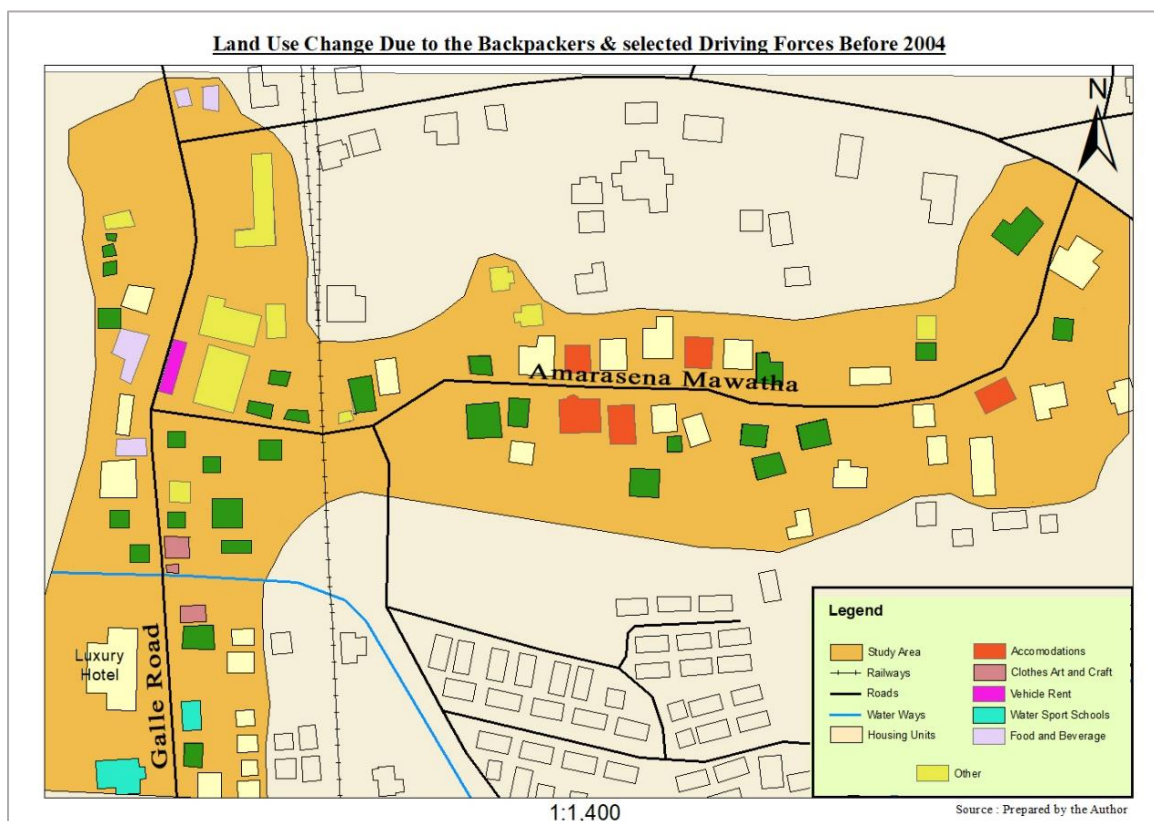
Source: Prepared by Author

Before 2004 situation there could be seen most of the residential units and dispersed vacant lands. Hikkaduwa Beach Hotel, Commercial Bank, Bank of Ceylon and old Bus Stand already were there. Inside the lane, there were only 04 accommodation providing places. Those places also have a very low number of beds and rooms than in the future. The "Kind and love" guest house was the oldest one there. In this time backpack, tourism-based service was very befitted due to the low amount of service providers. Along the Galle road could be seen a low number of food and beverage providing places. Some housing units also were near the beach

Figure 19: Land Use Change Due to the Backpackers and Selected Driving Forces in 2005-2008
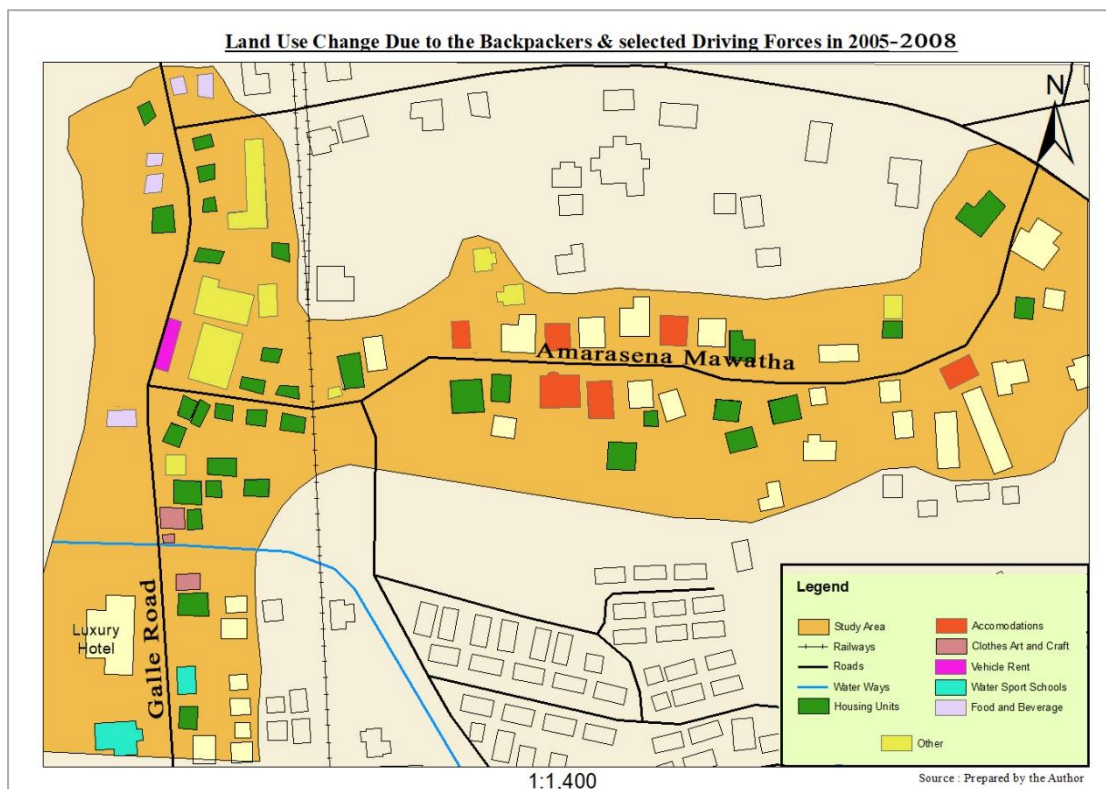
Source: Prepared by Author

In the 2005-2008 time period due to the tsunami disaster, buildings which located next to the beach were destroyed. With the time those houses shifted into other areas. Tourism arrivals increased somewhat but not very high. Because the Civil war has not been finished at this time. Some places of the lane have been changed according to the demand of backpack tourists. Along the Galle road could be seen little shops, Restaurants that provide foods and beverages to backpackers.

Figure 20: Land Use Change Due to the Backpackers and Selected Driving Forces in 2009-2019
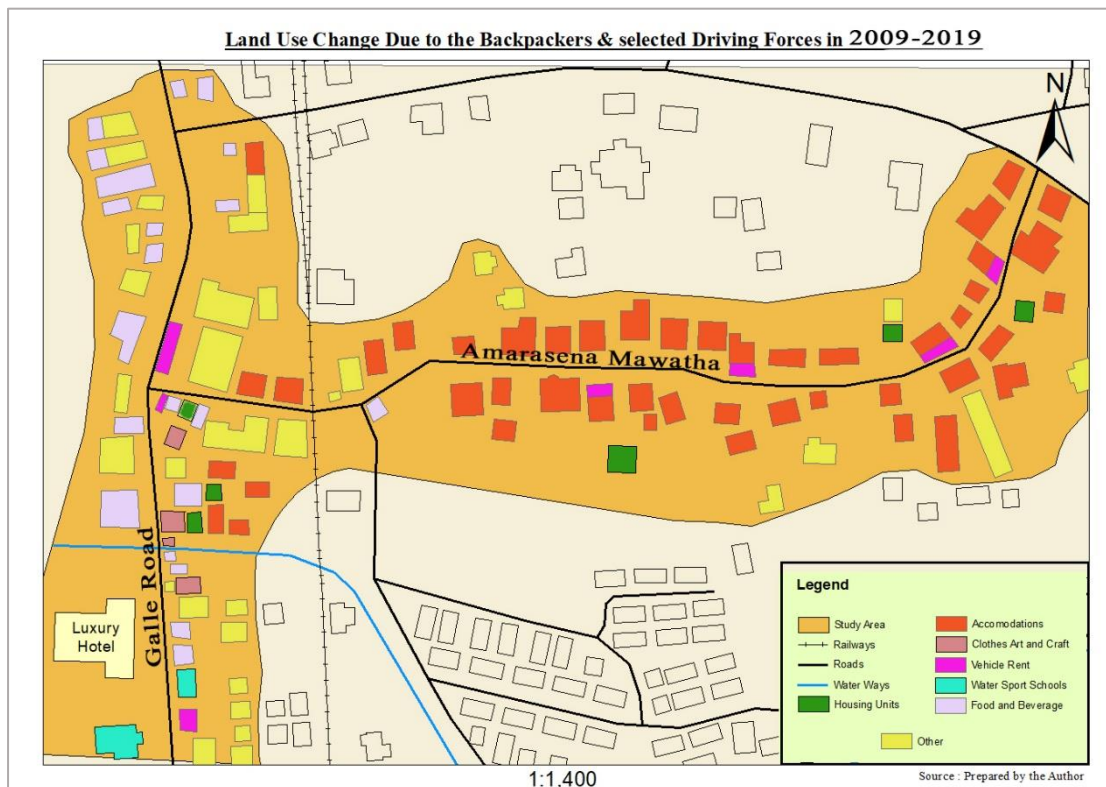
Source: Prepared by Author

After 2008 there could be seen a huge transformation. With the end of the civil war, backpackers' arrivals were increased. Usual land uses rapidly changed into service providing places according to the need of backpackers. Houses converted into guest houses, small hotels and usual service providing places maximize by increasing their elements. In the present situation, "Amarasena Mawatha" has 04 housing units only. Other all houses already have been converted into the accommodations, vehicle renting and such kind of other service providing places. (Under the figure 25, has been mentioned this land-use size and change of every service categories)

From the above map series has been showed accommodations, Driving forces "food and beverages", "Transportation", "adventure" 04 driving forces how lead to land-use change with interacting to backpackers. But "Site-seeing preferences" were not there. Because attraction cannot limit to one small area. Backpackers' mostly preferred sites are as follows.

Figure 21: Local Tourism Attractions Which Backpackers Mostly Prefer

Source: Prepared by Author

3.3 Entropy Value Calculation for Exploring Land Use Change

This "Entropy" value formula developed by Cervero and Kockelman in 1997 to assess the land-use change.

The formula is as follows,

$$H = -1\left[\frac{\sum (P_j) * \ln(P_j)}{\ln(K)}\right]$$

H = Entropy Value

K= Number of Land use categories

Pj= Proportion of the total area in j^{th} land use type

ln= Natural Logarithm (approximately 2.718)

The entropy value range has been dispersed in between 0 and 1. If Entropy Value near to the 0, that means single dominant land-use change is there. If Entropy Value closer to 1, it

represents the equal proportion of every land use category. he "Entropy" value formula has been applied in here to understand the level of land-use change in the selected area and calculation is as follows.

The "Entropy" value formula has been applied in here to understand the level of land-use change in the selected area and calculation is as follows.

Figure 22: Entropy Value Calculation

Type of the Land Use	BEFORE 2004				2005-2018				2009-2019			
	Extent in Sq.m	P	ln(P)	P*ln(P)	Extent in Sq.m	P	ln(P)	P*ln(P)	Extent in Sq.m	P	ln(P)	P*ln(P)
Accomodation	948	0.014256068	-4.25057	-0.060596452	2043	0.030722729	-3.48275	-0.106999661	6733	0.101251165	-2.29015	-0.231880464
Cloth shops/Art & Craft	193	0.002902343	-5.84224	-0.016956175	274	0.004120425	-5.4918	-0.022628544	533	0.008015279	-4.82641	-0.038684987
Vehicle Rent	49	0.000736864	-7.21311	-0.005315081	102	0.001533881	-6.47995	-0.009939477	407	0.006120485	-5.09611	-0.031190688
Food & beverage	348	0.00523324	-5.25272	-0.027488769	593	0.008917561	-4.71973	-0.042088507	1692	0.025444374	-3.67126	-0.093412929
Water Sport	233	0.003503865	-5.65389	-0.019810461	388	0.005834762	-5.14392	-0.030013559	426	0.006406208	-5.05049	-0.032354474
Housing Units	2358	0.035459713	-3.33936	-0.118412679	2502	0.037625192	-3.28008	-0.123413694	2890	0.043459954	-3.13592	-0.136286737
Other	62369	0.937907907	-0.0641	-0.060123194	60596	0.911245451	-0.09294	-0.084693875	53817	0.809302535	-0.21158	-0.171234229
	66498	1		**0.158641863**	66498	1		**0.215722867**	66498	1		**0.377738154**

Source: Compiled by Author

Here when before 2004 situation "other" land use category was the dominant category ("Other" land use category includes land uses excluding backpacking base service places and houses). With time that dominance has been changed and other land use categories have been converted into backpack tourism-based service providing places. Housing units also have been converted into backpack tourism-based service providing places. There can seen a significant land-use change due to the backpacking and backpackers

3.4 Application of the Land Use Change Models

From this study try to find the most appropriate model which fits with the Hikkaduwa Coastal City. According to the descriptive and spatial analysis parts, interpretation of the land-use change models can summarize as follows. A most important outcome of the study is since the beginning of the civilization era, Hikkaduwa has been represented several land-use change models out of 04 models.

➤ **Application of the DF-C Model:** At the begging of the human civilization, Natural Driving forces were only in the Hikkaduwa area. there was not anyone to play the actors' role. Based on the natural driving forces like long Beach strip, Rathgama, and Hikkaduwa lakes, coral reef natural vegetation patches transform into fishery-based settlements. Driving forces directly affect to change land use. "DF-C Model" is the mostly fitted land-use change model with this time period.

➤ **Application of the DF-A-C Model:** After the people settled down around two lakes and the beach strip, they wanted to fulfill more needs and wants. As a result of that different industries, service places, institutions were built in Hikkaduwa. Due to the natural driving forces, people attacked Hikkaduwa and, local people played the role of Actor. Then the actor change started to change the land use. Here can be seen as a "DF-A-C Model".

➤ **Application of the DFA-C Model:** With the time tourism industry was promoted within the Hikkaduwa Coastal Area and it became the most prominent industry than others. When the Package tourism industry limited into luxury star class hotels, backpack tourism started to spread out among the local community of Hikkaduwa. Local people understood the benefits and advantages which can gain through providing a different kind of services to backpackers. Then they started to sell goods and services which mostly expect by backpackers. According to the land-use change models, backpackers' expectations became in to driving forces. As an example, can get the "Backpack hostels". This backpack hostel concept started in the World, due to the backpackers' expectation of "low cost". Backpackers who visit in to the Hikkaduwa also need these kinds of cost-effective accommodation services. As a result of that huge number of vacant lands, homes have been converted in to Hostels and low-cost rooms. According to the surveys carried out under this study gave results food and beverages, accommodation, tourist attractions, transportation and adventure are the most expected services. According to the expectation of tourists, local service providers in these fields doing some kind of changes. As an example, backpackers tend to cook by themselves and accommodation providers has been allocated a cooking area for them. Like wise, there can be seen an interaction among the Driving forces and Backpackers. Land-use change happens due that interaction. this land use changes due to the interaction of the Backpackers and Driving forces can be seen since the post-independence era to present situation. this is the "DFA-C model" and in existing situation also Hikkaduwa coastal city functioning according to this model.

➤ **Application of the A-C Model:** In the existing situation, Hikkaduwa coastal city shows the "DFA-C model". Because at the present situation Tourism is the mostly prominent industry. If any other industry will not prominent as tourism in future situation, Hikkaduwa Area will be function according to the "DFA-C model" as the same way. But with the time if more industries will prominent as Tourism, the existing land change model transform in to "A-C Model". There will be lots of driving forces from different fields which can affect to the actors and land-use change due to that. If more industry/industries will add rather than the tourism, then Hikkaduwa land use changing process will happen According to the "AC Model.

Figure 23: Summary Table of Applied Land Use Change Models

Application of the Land Use Change Models				
01 DF-C Model	Coral reef / Sandy long beach strip / Rathgama & Hikkaduwa lakes	Natural Driving forces		Settlements
	Driving force			**Land use change**
02 DF-A-C Model	Coral reef / Sandy long beach strip / Rathgama & Hikkaduwa lakes	Natural Driving forces	Local people	service places, institutions, industries
	Driving force		**Actor**	**Land use change**
03 DFA-C Model	Accommodation / Sight-seeing preferences / Transportation mode / Food and beverages	Tourism is the main industry	Backpackers (majority of the tourists are backpackers)	Guesthouses, backpack hostel / Famous local destinations / Car, three-wheelers & / Food outlets, small scale
	Driving force Interaction		**Actor**	**Land use change**
04 A-C Model	Tourism ✚ Other industries which can be prominent in future		Tourists ✚ Other Actors	services which can full fill the Actors Needs
	Driving force / **Driving force** / **Driving force** / **Driving force**		**Actor**	**Land use change**

Source: Compiled by Author

3.5 Application of the Butlers' Tourism Area Life Cycle Model

According to the evolutionary process of the Hikkaduwa Coastal City, it's still at in between of the "Involvement" and "Development" stages. Because in one hand, there is no reduction of tourism arrivals and as an industry, it's still emerging within the Hikkaduwa. In the other hand tourism-based developments like Hotel Projects, still happening in Hikkaduwa. Maximization of the backpack tourism arrival has already proven under the descriptive statistical analysis part by using service providers' answers to the questionnaire survey. The local community has been aware of the benefits of the tourism industry and by adopting and through land-use changing they are hurry to arrange their own spaces into tourism service providing place.

Figure 24: Application of the Butler's Tourism Area Life Cycle Model
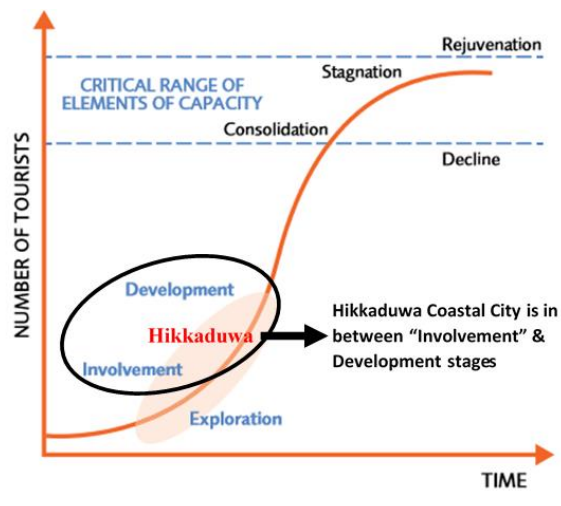
Source: Compiled by Author

By seeing few rooms/beds remain without tourist or by looking at restaurant with a small number of tourists, most of the people come to conclusions like "there is no more maximization of the tourist arrivals in Hikkaduwa", "Hikkaduwa tourism industry is declining" etc. but the actual reason is there is no reduction of the tourism arrivals. But there is a clear maximization of the service providers. If the tourism service providing places grow rapidly, tourists are not growing in parallel to that. As a result of that tourists divide in to a huge number of services providing places. Then there can be seen some service places with few of tourists.

Figure 25: Before and Current Situation of the Tourists Distribution among the Service Providing Places

Source: Compiled by Author

3.6   Model Validation in brief

According to the analysis of the spatial transformation analysis part and to the evolution of Backpack tourism service providing places (in Amarasena Mawatha and the part of the Galle road), there can be seen a significant land-use change. through theorize this land-use change models verify that significant land-use change has been generated due to an Actor and in here

Actor is the Backpacker. According to their aspirations, Expectations, previous land uses have been converted into the service proving places. Backpackers (actor) and (driving forces) have interaction and due to that interaction, huge land-use change has been generated there.

Discussion & Conclusion

The main objective of the study was to investigate the land-use change of the Hikkaduwa area, in relation to the interaction between Backpackers and the selected driving forces. This Investigation based on four land-use change models which consist with three crucial elements such as "Actor", "Driving Forces" and "Land Use Change". According to this specific case, "backpacker" was the Actor and driving forces has been created according to the characteristics and expectation of the backpackers.

As the main outcome of the research could be identified there was a significant impact in land use changing process with the influence of the Backpackers. According to the results of the surveys which carried out, informal discussions with locals as well as tourists and the Author's direct field observations verified more than 80% of tourists are backpackers. It's an average percentage and some service providing places totally based on backpackers. That means their every customer are backpackers. Most of local people have been adopted and change their usual land uses, usual spaces in to service providing places for the backpackers. When in the land use changing process, Actor's (Backpackers') expectations and aspirations are act as "Driving forces". When local people hurry to provide the service, which need to tourists and the same time they are flexible to do changes as backpackers want. The highlighted thing in here is there can be seen the interaction in between Backpackers and driving forces. Land-use change happen as a result of this interaction. DFA-C model is the most suitable model which fit with this situation. This DFA-C model can be seen Hikkaduwa area since after independence time until today. But at the somewhere in the beginning of the civilization period, Hikkaduwa has been functioned according to the other first two models orderly "DF-C Model" and "DF-A-C Model". In addition to that land-use change models, here has been applied to the tourism area life cycle model also. According to the life cycle model Hikkaduwa is in between the Involvement and development stages.

Recommendation

As a planning Strategy if want to make a change by interfering an actor and driving forces, this will be a very good mechanism in order to achieve that target. Huge spatial transformation can achieve through adding or removing very small factor. This study will be a guidance for that.

When in future tourism as well as spatial planning processes, this study can use as a supportive tool to identify different driving forces, actors which relate with land use changing process. Not only that, this study and methodology can use when decision making and policymaking processes in spatial planning, tourism planning and land use planning fields. Especially in coastal areas planning these same models, methods can use to understand the area, by only changing the case study area.

Under this study identified four Land Use Change Models apply for specifically selected Area only because of time limitation. The same models can apply to the entire Hikkaduwa area the same way to study the land-use change. Further, by calculating "entropy value" can check the level of the land-use change. A better understanding of the land use changing process in any area will make a path to achieve better future plans and sustainable future developments.

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COVID-19 CRISIS AND RECOVERY OF HOTEL INDUSTRY: A STRATEGIC FOCUS ON TOURISM SECTOR IN SRI LANKA

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Abstract

The present study attempts to investigate the response of the hotel industry during COVID-19 outbreak and the perceptions of hoteliers on reactions would be carried out at the end of the crisis. Further, the faced challenges during the recovery period were examined. An online survey was carried out among 30 upper scales, 20 middle scale, and 15 budget level tourist hoteliers selected from Batticaloa, Ampara, and Trincomalee districts located in the east coast region of Sri Lanka. Survey results reveal that more than half of the tourist hotels were permanently closed and canceled the bookings as a response to COVID-19 impacts. In response, the hotels could not pay the worker's salary regularly caused poor performance of employees. Hoteliers perceived that the leisure marketing segment would be a highly demanded segment in this region. However, the hotel industry would be a more contributor to tourism market improvements in post-COVID-19. And the health regulation practices were found to be a challengeable activity for all hoteliers during recovery time from COVID-19 shock. Under the current circumstance, hoteliers assumed that more than one year would be taken to recover the industry. Therefore, the present study recommends that hoteliers should follow the post-COVID19 tourism development strategic plans, which are recommended by field experts and strong short term and long term sustainable goal marketing campaign should be implemented with best health safety regulation practices.

Keywords: Covid-19, Hotel industry, tourism, response, perception

Introduction

Tourism has become a major global industry with an annual average growth of 8% of the global GDP and 10% of employment (WTO, 2020). However, the current tourism sector has been more susceptible to the COVID-19 crises of various origin. Because of tourism market segments such as hotel and hospitality segment, airline segment, guide services segment and tourism-based entrepreneurship impacted seriously. Covid-19 is that the most serious crises the tourism industry has ever faced. This crisis breakdown the tourism market and hotel industry seriously. During the pandemic period hotel industry mostly dynamic within the tourism market. But tourism expects to recover to 2019 pre-crisis levels, not before 2023 (Tourism Economics, 2020). Another major problem is that Sri Lankan, major hotel industry, is significantly stricken by Covid-19. Tourism is among the first and most severely affected industries from Covid-19. The first response to pandemic was to shut the borders and limit human mobility. Moreover, the tourism market is not supported by an economic need and may be postponed. The recovery is predicted to begin to domestic tourism and continue with recovered destinations which were usually first affected.

According to United Nation World Tourism Organization (UNWTO), international tourist arrivals are dropped by 20% to 30% in 2020 compared with 2019, which implies a loss of 290 million to 440 million tourists during a single year (UNWTO, 2020). Further, this might be read as a loss of US$ 300 to 400 billion of international tourism receipt, or within the worst-case scenario, this might go as high as 1.5 Trillion. Having understood the gravity of the COVID19 pandemic crisis, many countries have already injected billions of much-needed money into their economies to protect the industries and also the tourism market. Hotels are public places that attract many people, and service is accomplished through interactions between employees and guests. Because COVID-19 can be spread through respiratory droplets, physical contact and aerosols, most hotels were fully or partially closed during the pandemic. Moreover, the COVID-19 pandemic has greatly affected the sustainability of the hotel industry as well as tourism market also stuck by the situation.

Since the end of the war, Sri Lanka tourism continued to record a two-digit rate of growth both in international tourists' arrivals and tourism revenues (Weerathunga, Xiaofang, Samarathunga, & Jayathilake, 2020). This speed growth was disrupted last year following the Easter Sunday Attack that made the industry suffer a loss of people $1.5 billion of tourism revenue (de Silva, 2019). However, because of the untiring efforts of the government, security forces, Sri Lanka Tourism Development Authority (SLTDA), and Sri Lanka Tourism Promotional Bureau (SLTPB) Sri Lanka tourism was quickly ready to recover. As a result, Sri Lanka could attract 1.9 million tourists by the end of 2019 despite the unfortunate security breach (SLTDA, 2020). This COVID19 flare-up again reminded us of how weak the tourism industry and hotel industry to the outer stuns. As of now, thousands of tourism service market establishment that range from the hotel industry. Thus, this study aims to investigate the response of the tourist hotel industry and their perceptions on the reactions that would be taken in the post-COVID-19 period.

The tourism arrivals in 2019 were reduced by 18% compared to the last year. Without letting recover the tourism market of this unfortunate incident, the COVID 19 epidemic has reduced the tourist arrivals only within the first three months in 2020 compared to 2019. Since the onset of the epidemic, many reservations for next few months and also scheduled events are cancelled everywhere the globe and waking out of bed to the news of cancellations or postponements has gotten the new normal. The resources occupied within the industry became null during the period and therefore the employees and investors have lost their income. At this great loss, the Sri Lankan tourism and hotel industry have to be compelled to be more focused to recover the damage. As events still are cancelled or postponed and hotel occupancy rates plummet, the COVID-19 pandemic has inflicted severe blows on hoteliers in Sri Lanka. However, it's an enormous challenge to continue tourism market and affiliated hospitality services while maintaining the dynamic measurements given for the hotel industry recover. Therefore, this study examined the major challenges during the recovery period which will provide a path to create the effectiveness of tourism market.

It is thus essential for hoteliers to deal with changes in the consumer market following the unexpected COVID-19 pandemic and restore travellers' confidence. Because the COVID-19 crisis is probably going to possess unprecedented effects on hotels around the world, researchers should work to strengthen theory and knowledge during this crucial hospitality sector to assist hotels to become more resilient and achieve effective post-disaster recovery. Thus, this paper details specific areas to produce insights for marketers and practitioners to navigate hotel marketing and management after the COVID-19 pandemic. Therefore, the researcher includes a concentrate on to assess the real status of the hotel industry as a subject in hotel management and marketing post-COVID-19.

Methodology

The study was carried out East coast region of Sri Lanka consists of Ampara, Batticaloa and Trincomalee. The online survey was carried out to collect the data from 30 upper scales, 20 middle scale and 15 budget level randomly selected hotels located in Batticaloa (47%), Ampara (32%) and Trincomalee (21%) districts in Sri Lanka. The questionnaire comprised of three sections. The first part of this questionnaire was the demographic variables, including gender, marital status, age, education, position, working experience, and monthly income. The second section investigated the response the of hotels during the COVID-19 period, location information, the category of hotels, room booking status, type of accommodation service, identified hotel booking purpose during the crisis period, assessment the difficulties in paying salary for workers and workers and staff performance during the time. Last part mainly focuses on recovery measures, which kind of market segment most affected by the crisis, identify the challenges to the recovery hotel industry, level of perceptions on post-COVID-19 reactions measure would be undertaken by the hoteliers for the tourism market and the challenges during the crisis.

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┌─────────────────────┐      ┌─────────────────────┐      ┌─────────────────────┐
│ Reduction in the    │      │ Responses of tourist│      │ Post-COVID-19       │
│ demand of tourist   │ ───► │ hotels              │ ───► │ reactions of tourist│
│ hotel service due to│      │                     │      │ hotels              │
│ COVID-19            │      │                     │      │                     │
└─────────────────────┘      └─────────────────────┘      └─────────────────────┘
                                        ▲
                             ┌─────────────────────┐
                             │ Challenges to recover│
                             │ the tourist hotels  │
                             └─────────────────────┘
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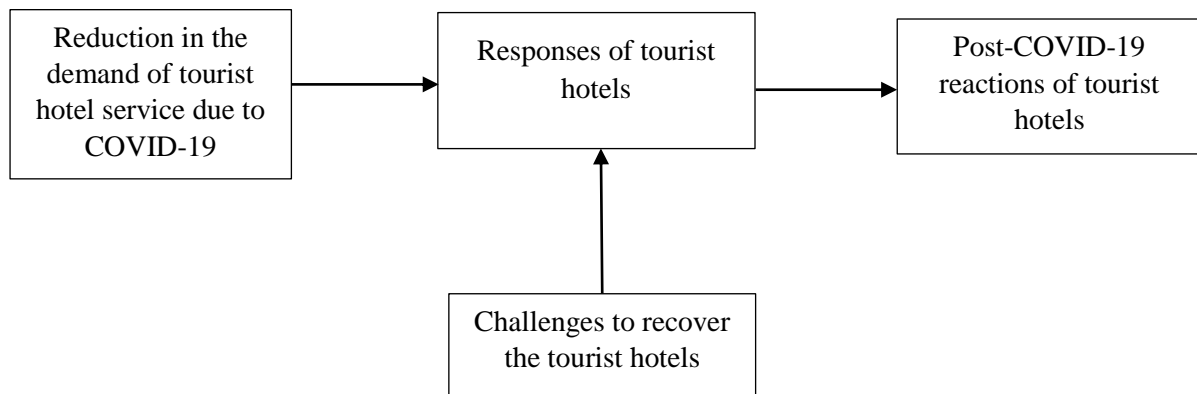
Figure 1: Study based model framework

The above Figure 1 indicates the study based model, which was designed by the researcher based on the research design. Accordingly, the reductions occurred in the demand for tourism hotel services causes some response to the tourist hotel. Further, challenges faced by tourist hotels make an impact on the selection of response. Based on the responses tourist hoteliers will perceive some reactions which would be carried out soon after the end of COVID-19.

Results & Discussion

The study was conducted to investigate the responses of hotel service during COVID-19 in the East coast of Sri Lanka. The demographic characteristics of the respondents of this survey are shown in Table 1 below. About 98 percent of the hotels were managed by males. While more than half of the sample was married remarkably 67% of the sample was middle age group (age 25-44) while 11% of them were young (less than 25 years old). Among the participants of this survey, 79% of participants have secondary education and 21% of participant's tertiary education level. Based on the work experience in the hotel industry, 62% of them had less than 10 years of experience while 19% had 10-19 years of experience.

Table 1: Demographic characteristics of respondents

Descriptive Variables	Characteristics	Percentage
Gender	Male	98%
	Female	2%
Marital status	Single	33%
	Married	67%
Age	Less than 25	11%
	25-44	67%
	45-64	21%

	65 and above	1%
Education	Primary	0%
	Secondary	79%
	Tertiary	21%
Experience in the hotel business	Less than 10	62%
	10 – 19	19%
	20 – 29	8%
	30 and above	1%

The impact of COVID-19 issues on the different hotel market segment is illustrated in Figure 2. Hoteliers responded that 47% of the leisure demand was depleted in hotels father, 27% of contract level market segment was affected. Also, another 11% of effects on the MICE market segment. The explicit reason for sudden depletion for leisure demand was boarder restrictions and control in foreign tourist travel to the country. Therefore, hotel industries need to consider seriously to implement a strategic plan to increase the demand for leisure among local tourists.
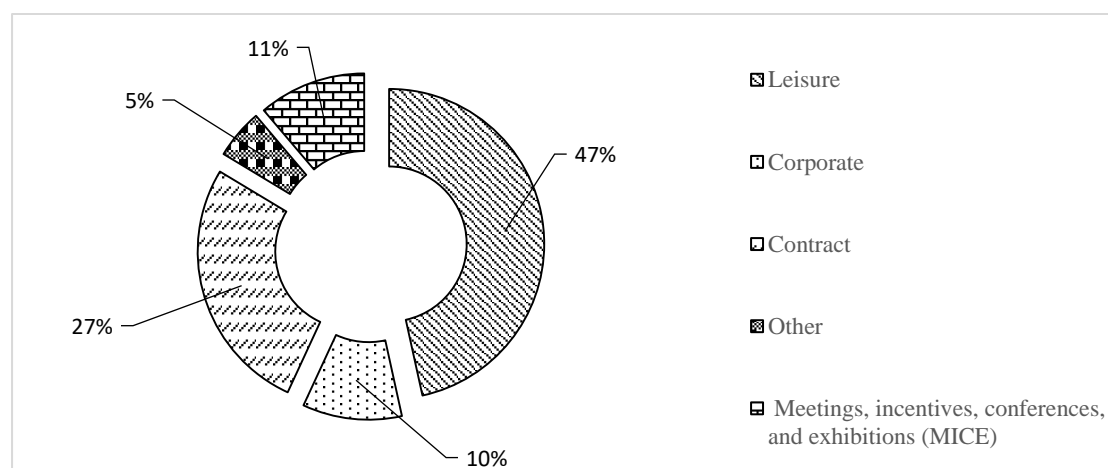
Figure 2: Affected market segment between hotel industries

The second part of the survey findings reveals the responses of hotels during the pandemic period (table 2). Considering the hotel opening status during the pandemic time mostly 55% of hotels permanently closed their hotel, thirty-seven per cent of hotels partially opened and only 8% of hotels fully opened. Because hoteliers considered more infection control rather than their business. Further, seventy-two per cent of room bookings were cancelled by the hotel owners and among that more than 80% of booking for leisure and family and friend events. However, only 2% of the booking was postponed. Meantime 24% of local bookings were accepted for hotel services as spreading of Coronavirus controlled by the government inside the country. The salary payment for hotel workers was not impacted by the crisis thus, 87% of hotels were not found difficulties for paying salaries to their employees. However, the payment interval was irregular in 87% of the hotels due to this the poor workers and the staff performance was observed. Thus, 78% of respondents indicated workers and staff performance was very poor

during the pandemic situation. This implies that unemployment in the hotel sector was very low in this study area. However, the payment delay causes leaving the jobs (Sanghamitra Kar, 2020).

Table 2: Responses of hotels during the pandemic period

Variable	Category	Percentage
Hotel opening Status	Fully opened	8%
	Partially opened	37%
	Permanently Closed	55%
Room booking Status	Postponed booking	2%
	Cancelled booking	72%
	Local tourist booking	24%
	Foreign tourist available at room	2%
Room booking purpose	Business	4%
	Leisure	49%
	Family and friend's events	38%
	Official events	12%
	Other	7%
The difficulties in paying salary for workers	Always	7%
	Some time	87%
	Not at all	6%
Performance of workers and staff	Nature	21%
	Poor	78%
	Strong	1%

A number of post-COVID-19 reactions were provided to know the perception of hoteliers shown in Figure 3. Approximately 80% of respondents strongly agreed to the hotel industry in the tourism market would be more effective with higher leisure demand in the post-COVID-19 periods. Similarly, 21% of hotel owners and managers expecting more corporate demand after the crisis. Therefore, the market would expect a new approach to the requirements that would arise in post-COVID-19. Hence, the circumstance would provide a new business path to grow perceived by 35% of respondents. However, only 11% of the hoteliers were strongly agreed to colloidal industrial activities which provide a new avenue to the hotel industry and it creates a market power among the hotels (Huang 2013; Nicolau and Santa-María 2013). The results reveal that the hotel owners and managers are looking for new marketing strategies to composite a new business avenue for their compensation.
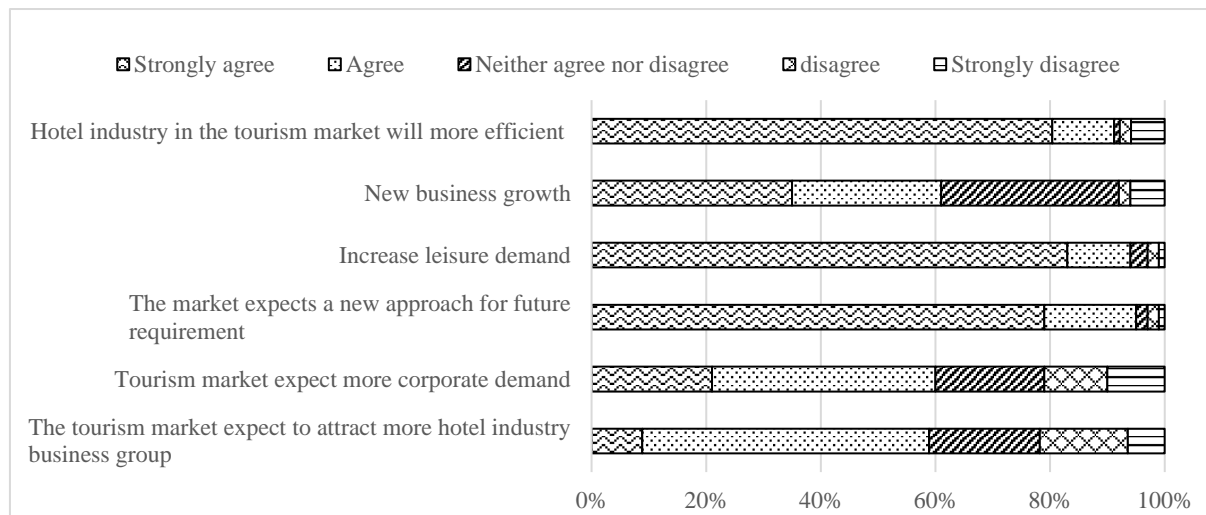
Figure 3: Perception of hotelier on the activities would be carried out in post-COVID-19 crisis

The survey on the perception of hoteliers face able challenges during the COVID-19 recovery period is shown in Figure 4. All of the respondents perceived that health and safety regulations were a major challenge for hotelier to recover. Further, special training for workers and new investments were more challenging activities during the time of recovery. Further, 40% of respondent perceived that balancing the needs of internal hotel stakeholders (operator, owner, and staff) were challengeable during this period. However, the challenges need to be defended to give a rebirth for the hotel business while hotel service provides a significant contribution to improve the economy especially in the tourism sector.
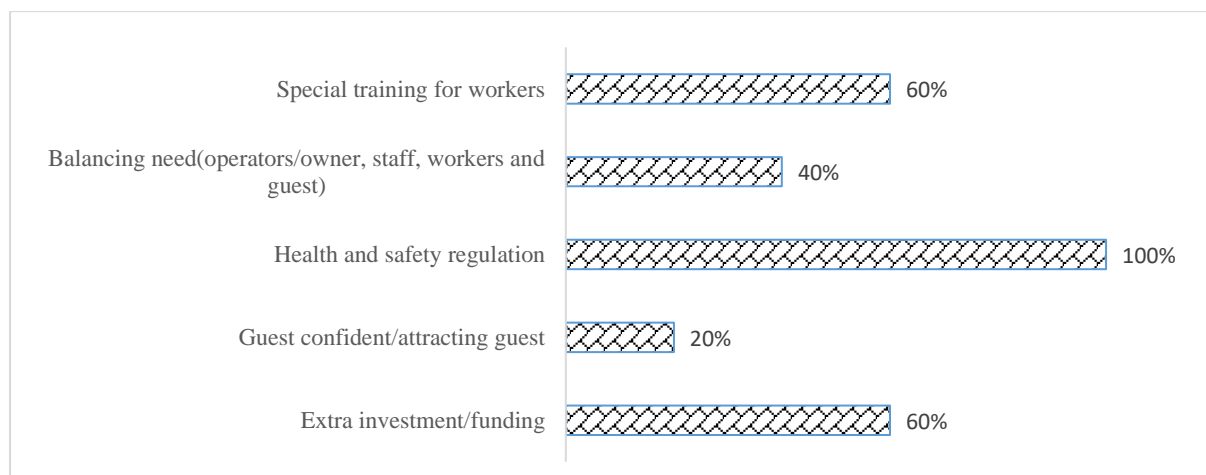
Figure 4: The challenges for hotel industry recover

Besides, the perceived period for recovery of their business was investigated. Forty-four per cent of the hoteliers believed that more than one year would be taken for their business to receiver after the crisis. Similarly, 32% of respondents expected that they could become normal within six months of period. The results reveal that based on the perception of the hoteliers, hotel industry would take a longer period to become normal and this is a crucial factor which needs to be considered seriously. Because the tourism sector in Sri Lanka is primarily dependent on hotel services (SLTDA, 2012)
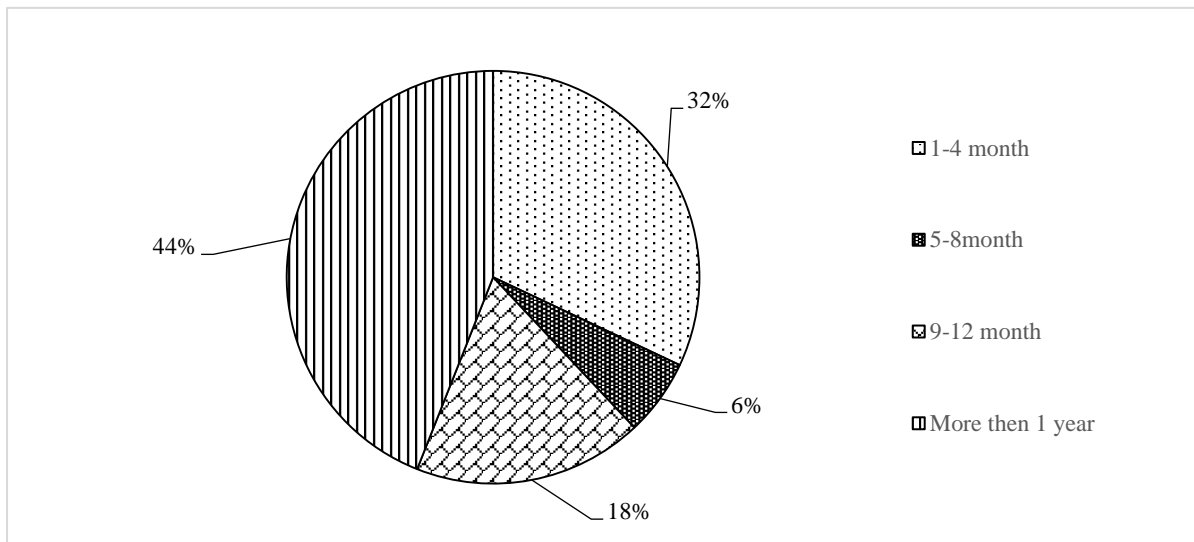
Figure 5: Hotelier perception on hotel industry recover period

Conclusion & Recommendation

The study investigated the response of the hotel industry during COVID-19 crisis and their future actions to recover their business after pandemic situations become normal. The study observed that more than half of the hotels were permanently closed and cancelled that booking. Due to that, the leisure demand was drastically impacted in the tourism sector in the study region. In response, the hotels could not pay the worker's salary regularly caused poor performance. As far as the post-COVID-19 period is a concern, hoteliers perceived that leisure marketing segment would be a highly demanded segment in this region. However, the hotel industry would be a more contributor to tourism market improvements in post-COVID-19. And the health regulation practices were found to be a challengeable activity for all hoteliers during recovery time from COVID-19 shock. Under the current circumstance, hoteliers assumed that more than one year would be taken to recover the industry. In this stage, the Sri Lankan tourism market and hotel industry have to be more focused to recover the damage. More importantly, the high risk of COVID 19 epidemic should be addressed with appropriate short term and long term strategies to recover the industry minimizing the negative impacts. However, it is a huge challenge to continue tourism and affiliated services while maintaining the measurements. The study recommended that the hoteliers should follow the post-COVID19 tourism development strategic plans, which are recommended by field experts. A strong short term and long term sustainable goal marketing campaign should be implemented with best health safety regulation practices. Further, need to identify the key target markets demand in short term and long term

Motivating and promoting domestic tourist hoteliers should be the initial step until stepping forward for effective tourism with the time after controlling COVID 19.

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KEY DETERMINANTS OF CUSTOMER LOYALTY AND SATISFACTION OF THE MIDDLE EAST INBOUND TOURIST TO SRI LANKA

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Abstract

More pointedly, it is important to reiterate the role of customer loyalty and satisfaction in determining the level of attraction of new tourists and their contribution to the growth of the hospitality and tourism industries. In this direction, this study closely examines the key determinants of customer loyalty, satisfaction and motivation of the Middle East inbound tourist to Sri Lanka and what degree of impact it creates and in which ways? This study will attempt to uncover this question in which it contends the purposive sampling method in collecting data from the tourist in explaining how exactly do these variables interact each other. Reconfirming the existing theoretical and empirical literature, findings from the data collection and analysis indicate that destination image, service quality and customer satisfaction are key determinants of customer loyalty of Middle East Tourists visiting Sri Lanka. Within this framework, the conceptual model developed in the study indicates that approximately 92.8% of the variance in customer loyalty of Middle East inbound tourists visiting the country can be directly attributed to the combined influence of destination image, serviced quality and customer satisfaction. To address the poor destination image and low levels of satisfaction with service quality in the industry, the researcher recommends that industry and its key stakeholders implement the strategies including, allocation of more accommodation for middle east tourists, introduce more middle eastern cuisine, increase accessibility to Sri Lanka, introduce entertainment, leisure, sports and activities for families

and children and also the government should encourage participation in these activities via special incentives, tax concessions, etc.

1.   Introduction

Fiduciary, satisfaction, and loyalty are the key drivers that can hamper a pool of opportunities to attract tourists into the destination in the field of tourism economics. This study attempts to investigate the determinants of loyalty and satisfaction which makes the pathways more strong and attractive from Middle-East inbound tourists to Sri Lanka's various destinations which ultimately drives the country's economy towards its fortune and prosperity.

1.1   Background and the Significance of the Study

According to the recent report of the Sri Lanka Tourist Development Authority, the sole mode of travel media was air which has been recorded as 93 percent. Tourist arrivals in terms of continents, Europe records the highest percentage of tourist arrivals to Sri Lanka that is 49%. And Asia & Pacific, Eastern Europe, the Middle East, North America are showing a fairer rate of tourist arrivals respectively. Therefore, the visible truth is tourists from these countries are intentionally visiting Sri Lanka as the country is having all favourable conditions to attract tourists to the destination. Middle East as a region, for some years contributes to the tourism industry in Sri Lanka at a moderate rate which gives the country potential for a boom in the tourism sector by experimenting with new arrivals with different interests. The salient feature in this region is that almost all the countries record higher per-capita income, strong cultural bonds between communities, steady socioeconomic linkages which ultimately shows compassionate loyalty comes from various sources such as good word of mouth, social media, and various other sources which makes Sri Lanka ultimately a well-established tourist destination. Another reason for this attraction is basically because of the economic integration which comes from the expatriate workers employed in the Middle East and with the heavy crude oil imports which almost solely come from the same region. Therefore, this study intends to study the determinants of tourists' satisfaction from the Middle-East to Sri Lanka to suggest some policy incentives to encourage the tourism industry towards the Middle-East region to ensure the strong long lasting source of income to the Sri Lankan economy.

1.1.   Research Problem

There is a visible upsurge in Middle-East tourists towards all over the destinations speckled in the world (Boulding,1956; Embacher and Buttle,1989). Regrettably, Sri Lanka was not able to increase it by attracting at least a small proportion from this growing tourist of Middle East throughout the study period. According to Gallarza et al (2002) service quality, value for money, perceived risk, pricing, time and effort invested in product, service or location research, aesthetics, etc are key antecedents of customer loyalty in the tourism industry. This is extremely concerning as this limit the opportunity of the tourism industry to capitalize on this positive

influx of tourists' arrivals Middle East while leaving the industry vulnerable to competitor activities which in turn could have a detrimental impact on tourist arrivals to the country from this region and the overall growth and prosperity of the Sri Lanka's tourism industry.

1.3   Objectives

The main objective of this study is to identify the key determinants of customer loyalty, satisfaction and motivation of Middle East inbound tourist to Sri Lanka

Specific Objectives of this study includes;

- To understand the trends and patterns of the tourists from Middle-East to Sri Lanka
- To study the impact of destination image on customer loyalty, satisfaction and motivation of Middle East Tourist visiting Sri Lanka and to make some policy recommendations.
- To empirically measure the impact of service quality on customer loyalty, satisfaction and motivation of Middle East tourists visiting Sri Lanka

2.   Review of Literature

The empirical body of literature including Mayo (1973) defines image as the manner in which an individual organizes the various stimuli he or she is bombarded with on a daily basis and how this facilitates the individual's ability to make sense of the world. Svetlana and Juline, (2010). Destination image has been a primary subject of tourism related research over the last forty years . Boulding (1956) image define as an individual's perception of any object or thing that they are aware of. Assael (1984) defines destination image as an individual's overall assessment of a particular destination that is developed based on information obtained from numerous sources over a time, as per Embacher and Buttle (1989) destination image is the specific perception or assessment of a particular destination held by an individual or a group of people, whilst according to Kim and Richardson (2003) destination image is the "totality of impressions, beliefs, ideas, expectations and feelings accumulated towards a place over time by an individual or group of people". Empirical research has identified a number of factors, ranging from value for money, to customer satisfaction, service quality, price, risk associated with the purchase, customer experience, synergy and social bonding, brand association and value, customer habits and past associations with the brand, consumer demographics, etc which influence customer loyalty Patrick and Norman,(2001). As per Hernandez et al (2006) in addition to the antecedents identified by Gallarza et al (2006) cognitive images of service quality, natural resources and entertainment, along with affective images are key factors which influence customer loyalty in the tourism industry. This importance of cognitive and affective images on customer loyalty is supported by Chi et al (2008) research also revealed that overall destination image and destination image attributes such as accommodation, accessibility, attraction, behaviour and attitude of the local community, activities and amenities at the destination significantly influence customer loyalty towards the destination.

3.   Methodological Considerations

The study comprises with a conceptualization of the literature, epistemological validity and the empirical evidence from the selected research area. The three hypotheses are as follows;

3.1   Research Hypotheses

H1: there is significant relationship between Destination image and customer loyalty of Middle East inbound tourist Sri Lanka

H2: there is significant relationship between services quality and customer loyalty of Middle East inbound tourist Sri Lanka

H3: there is significant relationship between customer satisfaction and customer loyalty of Middle East inbound tourist Sri Lanka

3.2   Research Design

In this study the extent of researcher interference with the study was minimal. The unit of the analysis of the study is the individual tourist, since all the data were collected from the tourist who stay in Colombo Hotels . The current study is a cross- sectional study as data are gathered just once.

3.3   Sources of Data

The study consists with both primary and secondary data. Primary data collected from middle east tourist using questionnaires to identify customer loyalty determination for visit to Sri Lanka.

Locally published newspaper articles, magazines, journal articles, research reports and various other sources referred to do the analysis. Secondary data gathered from Sri Lanka Tourism Development Authority, UNWTO reports.

3.4   Research Population, sample and data collection methods.

Research population for this study are all Middle Eastern inbound tourists the country in a calendar year. Sample size has been calculated using a sample size calculator with a confidence level of 95% and a confidence interval of 5%. Sample size derived from the sample size calculator was 208. Given the scale and width of the Sri Lanka tourism industry the sample respondents was selected from Middle East tourist to residing in the Colombo hotel over the period 1st January , 2019 to 28th February 2019. The Hotels were selected as it is the hotel that attracts the largest number of Middle East tourists annually. Purposive sampling methods were used to collect data from the tourist.

In statistics, Regression Analysis is a collective name for techniques for the modeling and analysis of numerical data consisting of values of a dependent variable and one or more

independent variables. In addition to the regression analysis, some supportive statistical techniques are used in the study.

4.   Results and Discussion

4.1   Sample profile of the study

250 questionnaires were distributed to collect data and 228 were returned. From those, 20 questionnaires were incomplete. Altogether 208 questionnaires were used in the analysis.

4.2   Regression Analysis

Multiple regression analysis were used to analysis the data.

4.2.1   Multiple Customer Loyalty and Destination Image, Service Quality

This relationship was measured using the following hypothesis,

H1: There is a significant relationship between customer loyalty and destination image

H2: There is a significant relationship between customer loyalty and services quality

The table 4.1 below provides the model-fit results of the 'Enter' simple regression test using the above independent variables and customer loyalty as the dependent variable. Model 1 shows a significant ($p<0.05$) F value. The R^2 for this model is 0.612, which indicates that 61.2% of the variations in customer loyalty are explained by the regression. The Durbin- Watson statistic for this model is 1.986 which is not an issue for the model.

Table 4.1: Model Summary- Customer loyalty and Destination image, Service quality

| Model | R | R Square | Adjusted R Square | Change Statistics | | | Durbin-Watson |
				R Square Change	F Change	Sig. F Change	
1	.885[a]	.612	.610	.612	142.614	.000	1.986

a. Predictors: (Constant), destination image, service quality

b. Dependent Variable: customer loyalty

Table 4.2 below provides statistics relating to the independent variables of the Model given in table 4.1. It shows that independent variable making a contribution to the variation in customer loyalty.

Table 4.2: Coefficients – customer loyalty and destination image, Services quality

Model 1	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	25.044	2.331		12.566	.000
Destination image	0.643	.043	0.742	10.032	.000
Services quality	0.621	.053	0.712	9.113	.000

a. Dependent Variable: customer loyalty

Multiple regression model;

Customer Loyalty = β₀ + β₁ Destination Image + β₂ Services Quality + U

CL = ***25.044+ β₁ 0.643 + β₂ 0.621 + U***

The *b* value of this model is 0.643 which depicts a positive relationship between the destination image and customer loyalty. The significance value of the predictor ($p<0.05$) suggests that the predictor significantly contributes to the model.

In summary, the data supports H_1. From the results of the statistical tests it is clear destination image and customer loyalty.

Table 4.2 provides a *b* value of 0.621 which indicates a positive relationship between customer loyalty and service quality. The significance value of the predictor ($p<0.05$) suggests that the predictor significantly contributes to the model.

In summary, the data supports H_2. From the results of the statistical tests it is clear that customer loyalty is related to services quality.

4.2.2 Regression on Tourist satisfaction and Customer loyalty.

The relationship was measured using the following hypothesis,

H3: there is significant relationship between tourist satisfaction and customer loyalty.

Table 4.3 shows the model- fit results of the simple regression test using the independent variables mentioned and customer loyalty as the dependent variable. The model shows a significant value ($p< 0.05$). Model has an R^2 of 0.543 indicating that 54.3% of the variations in customer loyalty are explained by the regression.

Table 4.3: Model Summary- tourist satisfaction and customer loyalty.

Model	R	R Square	Adjusted R Square	Change Statistics				Durbin-Watson
				R Square Change	F Change	Sig. F Change		
1	.737ᵃ	.626	.628	.626	251.160	.000		2.048

a. Predictors: (Constant), Customer loyalty

b. Dependent Variable: Tourist satisfaction

The Durbin – Watson statistic for this model is 2.048 which indicate that the residuals of this model are independent.

Table 4.4 below provides statistics relating to the independent variable of the model in 4.3. Customer loyalty to contribute to the variation in Tourist satisfaction .

Table 4.4: Coefficients – Tourist Satisfaction and Customer Loyalty

Model 1	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	23.764	2.055		11.566	.000
Customer Loyalty	.606	.038	.737	15.848	.000

a. Dependent Variable: Tourist satisfaction

Tourist Satisfaction = β₀ + β₁ Customer Loyalty + U

Tourist Satisfaction = 23.764 + β₁ 0.606   + U

4.4 provides a *b* value of 0.606 which indicates a positive relationship between the dependent variable and independent variable. The significance value of the predictor ($p < 0.05$) suggests that the predictor significantly contributes to the model.

5.   Conclusion and Policy Recommendations

The main purpose of the study was on exploring key determinants of customer loyalty of Middle East inbound tourists Sri Lanka. Date were collected using a questionnaire from Weston province and sample considered of the tourist stayed in Colombo city hotels. As tendency, most of middle age (36-45 years) tourists 48% desire to come to Sri Lanka. Most of the respondents were graduates or diploma holders. Findings from the data collection and analysis indicate that destination image, service quality and customer satisfaction are key determinants of customer loyalty of Middle East Tourists visiting. The conceptual model developed in this study indicates that approximately 92.8% of the variance in customer loyalty of Middle East inbound tourists visiting the country can be directly attributed to the combined influence of destination image, serviced quality and customer satisfaction. To address the poor destination image and low levels of satisfaction with service quality in the industry, the researcher recommends that industry and its key stakeholders implement the strategies

including, allocation of more accommodation for middle east tourists, introduce more middle eastern cuisine, increase accessibility to Sri Lanka, introduce entertainment, leisure, sports and activities for families and children and also the government should encourage participation in these activities via special incentives, tax concessions, etc.

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WORKFORCE PERCEPTION OF THE IMPACT OF COVID-19 (NOVEL CORONAVIRUS) ON JOB SECURITY OF TOURISM INDUSTRY IN SRI LANKA.

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Abstract

A substantial number of studies have shown that COVID-19 has affected to the world economy and tourism industry since it limits traveling. Consequently, it brings significant challenges to the workforce of the tourism industry such as job insecurity and salary deductions. Based on that, this study aimed to identify the workforce perceptions on job security in the tourism industry in Sri Lanka, where employees heavily rely on their personal future plans, with clarifying the current state, underlying issues, and alternatives for the financial crisis. Results show that COVID-19 has directly affected the industries after the pandemic. Furthermore, it is also indicated that significant employees consider moving for more secure jobs like teaching and self-owned businesses. The involvement of the government and private sector to retain the well-experienced employees seems imperative to build a good destination and offer a respectable service after the pandemic.

Keywords: COVID-19, Pandemic, Tourism industry's workforce, Sri Lanka

Introduction

Tourism has become a fast-growing industry in the world. Sri Lanka is an attractive destination in the South Asian region recently. The development of the tourism industry in Sri Lanka was first articulated in the Tourism Management Plan in 1967[1] which focused almost exclusively on the mass international 'sea, sun and sand' (3S) market (Buultjens, Ratnayake, & Gnanapala, 2014). However, Sri Lanka had a significant hindrance to the tourism industry during the thirty years of continued civil war and a devastating Tsunami in 2004 (Fernando, Bandara, & Smith, 2013), (Wickramasinghe & Takano, 2007). The end of the civil war in 2009 was a turning point of Sri Lankan tourism industry and rapid development has been started since then. (Buultjens, Ratnayake, & Gnanapala, 2016). When the civil war ended in 2009, Sri Lanka received only 0.45 million international tourists and earned US$ 349.3 million foreign exchange earnings (SLTDA, 2010). With the attention came to Sri Lanka from different regions of the world, Sri Lanka Tourism Development Authority (SLTDA) has started to do many promotional campaigns to attract more tourists around the world by giving an enormous competition to the competitive destinations. "A land like no other", "Refreshingly Sri Lanka- Wonder of Asia", "So Sri Lanka" and "Visit Sri Lanka" were the different promotional themes used to attract tourists gradually alone with the world-class hospitality (Laksiri, 2009), (Ministry of Economic Development, 2011). As a result of having a good promotion, 2.33 million international tourists visited Sri Lanka in 2018 as headcount and generated US$ 4380.6 million foreign exchange income as the third-largest foreign exchange earner in the island (SLTDA, 2018). Lonely Planet which is a well-known travel magazine has designated Sri Lanka as the top destination to visit in 2019 (Guruge, 2019). Besides, the country became one of the best wildlife tourism destinations in the world at the beginning of 2020. Based on many reasons jobs related to the tourism industry in Sri Lanka have been popular among the citizens and in which they want to join the industry directly or indirectly.

Figure 1. International Tourist Arrivals – 2001-2018
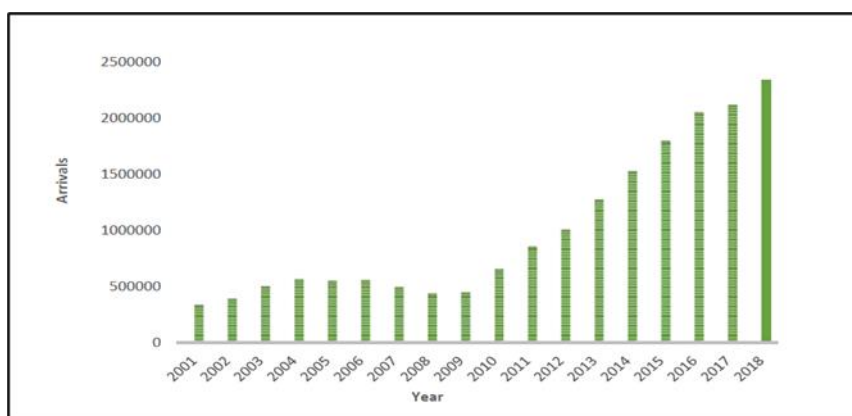
Source: (SLTDA, 2018)

Employment related to the tourism industry in Sri Lanka

Tourism is a service industry that has higher potentials to generate many jobs in the island. There is a sharp increment of the direct and indirect job enrolment in the industry with post-civil war. 52,071 direct employees registered in the tourism industry in 2009 (SLTDA, 2010) and it had rapid development of up to 169,003 registered direct employments in 2018 (SLTDA, 2018). There were 219,484 indirect employees also registered in SLTDA and total employees were 388,487 in the tourism related employment in Sri Lanka in 2018. According to the literature reviews, these employees have been worked in different sub industries such as accommodations and catering establishments, travel and transport agencies, recreational clubs, tourist shops, airlines, and national tourist organizations (SLTDA, 2018) As per the figure 2, the total tourism-based direct employment in 2018 belongs to 80.93% were employed in Hotels and Restaurants. Travel Agents & Tour Operators accounted for 6.66% of the total, Airlines 4.89%, Guides 3.21%, State Sector 1.84%, Tourist Shops 1.32%, the Agencies providing Recreational Facilities 0.64% and the National Tourist Organization 0.65%. On account of having good demand for the tourism industry related jobs, both public and private sector's educational institutes have been started educational programs to fill the employment gap in the industry. For instance, Sri Lanka Institute of Tourism & Hotel Management (SLITHM), University of Colombo, University of Sabaragamuwa, Uva Wellassa University of Sri Lanka, NSBM Green University, and University Colleges. Furthermore, SLITHM is bringing out close to 4,000 trained personnel per annum. While the University of Sabaragamuwa, Uva Wellassa produces 50-150 tourism graduates per annum. (Ranasingh, 2019).

Figure 2. Distribution of direct employment in the tourism industry (Percentage) -2018
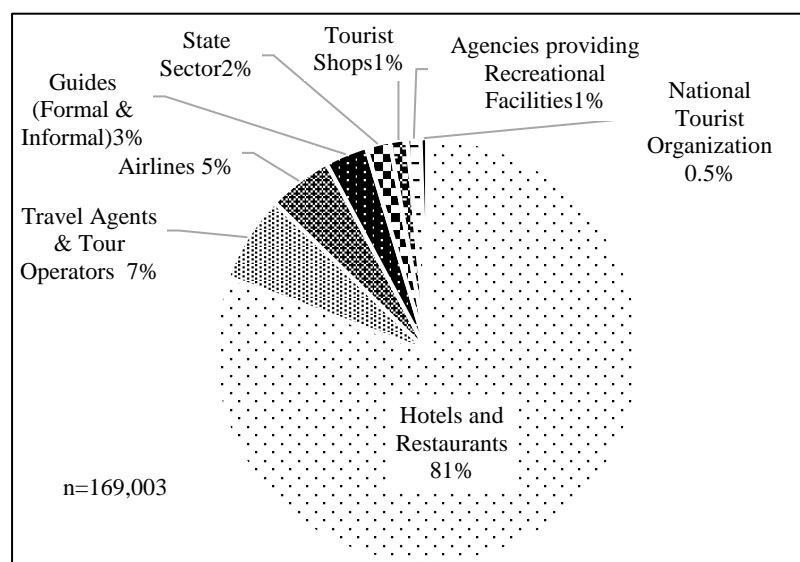
Source: (SLTDA, 2018)

COVID-19 pandemic and international tourism industry

The Coronavirus has started to spread from Wuhan, Hubei Province, China in December, 2019. Then, the Health Emergency of International Concern (PHEIC) has declared for the coronavirus[2)] by the 30th January, 2020 and the World Health Organization (WHO) officially named the disease caused by the novel coronavirus as coronavirus disease 2019 (COVID-19) on the 12th February, 2020. (Zu, et al., 2020). It has been declared as a pandemic by WHO on 11th March 2020 as well (Spinelli & Pellino, 2020), (Ministry of Health- Sri Lanka, 2020). As at the 9th May 2020, 215 countries and territories have suffered tremendously and 265,861 deaths have been confirmed around the world (WHO, 2020).

Global travel restrictions and stay-at-home orders are causing the most severe disruption of the global economy. This global crisis in which travel, tourism, hospitality and events have been shut down in many parts of the world (Desbiolles , 2020). Additionally, social distancing, self-isolation and travel restrictions have led to a reduced workforce across all economic sectors and caused many jobs to be lost. Travel and tourism are among the most affected sectors with airplanes on the ground, hotels closed and travel restrictions, putting in place in virtually all countries around the world. According to the "Impact Assessment of the COVID-19 outbreak on international tourism- executive summary report" published by the UNWTO (UNWTO, 2020a), the first quarter in 2020 has a double-digit decrease (22%) of tourist arrivals and with 57% drop March. It has accountable for 67 million international arrivals loss and about USD 80 billion in receipts. With the current status, UNWTO predicted 58% to 78% decline in international tourist arrivals for the year 2020. Furthermore, these scenarios would put 100 to 120 million direct tourism jobs at risk.

Figure 3. Direct Employment in the Tourist Industry - 2008 to 2019
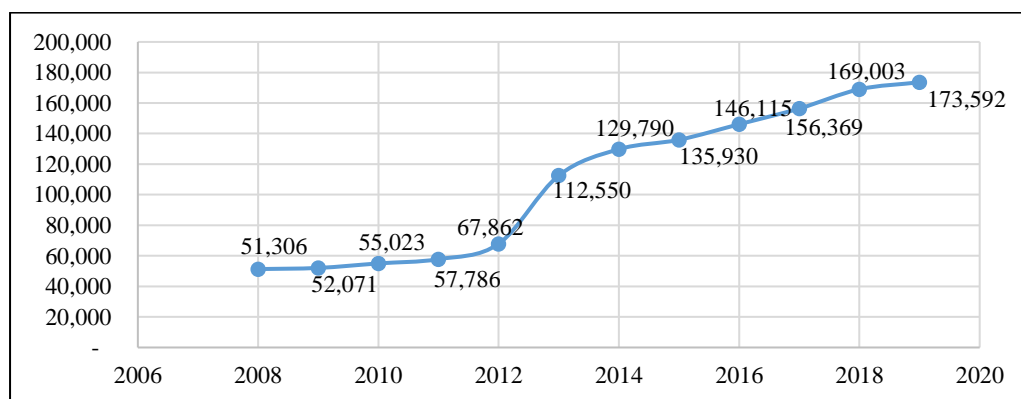
Source: (SLTDA, 2010), (SLTDA, 2013), (SLTDA, 2015) and (SLTDA, 2019)

Sri Lanka also an affected country from the COVID-19. The 1st case of COVID-19 was diagnosed in Sri Lanka on 27th January 2020, in a tourist from China. The 2nd case was detected nearly 6 weeks later, on 11 March, in a tour guide lecturer who probably contracted the infection from Italian tourists (Ediriweera, De Silva, Malavige, & De Silva, 2020). As of the 9th May 2020, Sri Lanka has identified 9 deaths and 835 cases including 255 recovered patients. (Ministry of Health- Sri Lanka, 2020). Tourism is a significantly affected industry from

COVID-19 in the country and other affected industries are the agriculture sector, apparel and textile, retail and consumer sector, and banking and finance sector (Roshana, Kaldeeen, & Bandu, 2020). The government in Sri Lanka introduced different protocols to control the virus such as suspending all passenger arrivals from all countries at Bandaranaike International Airport (BIA) in Katunayake starting from 0400 hours 19th March 2020 (UNWTO,2020b) enforced curfews, and maintaining the social distances in public places. Specially with the suspension, the immigration made the tourism industry to zero levels as shown in table1. Moreover, it is directly affected by the Sri Lankan economy which mainly depends on foreign trade. Thus, thousands of direct and indirect employees in the tourism industry were suffered from pandemic as well. (Roshana, Kaldeeen, & Bandu, 2020).

Aims of the study and significance of the study

Considerable articles have been elaborated between the tourism industry and COVID-19 pandemic. For instance, alternative tourism after the COVID-19 (Samarathunga & Gamage, 2020), COVID-19 effects on the Small and Medium Enterprises (Robinson & Kengatharan, 2020), Impacts of COVID-19 Pandemic and the way forward for Tourism, Hotel and Mice Industry in Sri Lanka (Kamruzzaman,, 2020), Impacts of COVID-19 outbreak on Sri Lankan Economy (Roshana, Kaldeeen, & Bandu, 2020), Impacts of COVID-19 Pandemic and Way Forward for Tourism, Hotel and Mice Industry in Sri Lanka (Ranasinghe, et al., 2020). However, few research has addressed the issues related to the employees in the tourism industry. Therefore, the authors seek to identify the employee's perceptions in the tourism industry in Sri Lanka after the COVID-19. As additional background, Sri Lankan tourism also faced a severely difficult time due to the Easter Sunday terror attack on 21st April 2019. Thus, this study tried to identify the employee's perception of the tourism industry after the pandemic. It is important to protect the service providers in the tourism industry for the future tourism demand of the country, as the tourism industry would face the challenge of finding the service providers in the future otherwise. Consequently, it is expected that the result of this study would help to introduce more actions to the public sector and private sector's tourism company owners to keep their employees to provide a world-class service to their guests visiting soon after the pandemic.

Methods

This research used the google form questionnaire to collect data since most of the employees were staying at the homes and substantially increased internet usage due to maintained social distances and enforced the curfew. The population was all employees related to the tourism industry in Sri Lanka. Snowball sampling method to collect data and google form sent through the emails and social media. 101 respondents' data has collected from 28th April to 09th May, 2020. The detailed process is explained below:

Table 1: Monthly Tourist Arrivals: 2019- 2020

Month	2019	2020
January	244,239	228,434
February	252,033	207,507
March	244,328	71,370
April	166,975	0
May	37,802	0
June	63,072	0
July	115,701	0

Source: SLTDA, Monthly Tourist Arrivals Reports 2020

1) First, a literature review was conducted by the authors to capture the baseline information related to the COVID-19 and tourism industry in Sri Lanka. In addition to various articles from international research journals, documents, books, secondary data including tourism and health related ministry's digital data were collected during the research works.

2) A structured questionnaire was developed to collect data from the direct and indirect employees in tourism industry during the COVID-19 period in Sri Lanka. All questionnaire was prepared based on the result of preliminary research on literature review explained in 1). The questionnaire was designed with a simple form with mainly closed-ended and open-ended questions in English language. English is an essential language skill in tourism industry related employees in Sri Lanka, Therefore, employees would not have difficulty to complete the questionnaires. Table 2 shows the categories of the questionnaire. The google form questionnaire sent through the e-mail address to the employees related to the tourism industry. Additionally, link of the google form questionnaire has spread in the social media as well. such as Facebook personal accounts, groups and Instagram accounts. The questionnaire mainly focused to identify the workforce perceptions on job security due to the COVID-19 Novel coronavirus. Descriptive analysis technique has used to analyse the qualitative data of the research study.

Table 2: Categories of the questionnaire

Demographic questions
Gender, Age, Highest education qualification
Employment related questions
Related industry, Job status, Time period engaged to the tourism industry, Size of the company, Reasons for joining to the tourism industry
COVID-19 and job security
Perception of industry changes after COVID-19, Reasons for change the industry, Reasons for remaining in the industry, what are the new industries willing to join, Perception about the tourism industry development after COVID-19

Source: Author

Result and Discussion

1. Demographical features and employment status

According to the survey, the majority of the respondent who directly engaged with the tourism industry, were female (61.4%) as shown in figure 4, and age category was 21-30 years old (71.3%). Correspondingly, 18.8% for 31-40 age category, 7.9% for 41-50 and 2% for 51- 60-year-old category as shown in figure 5. The majority of the employees have studied tourism management since they had prior ideas to join the tourism industry (64.4%). Among the respondents, 44.6% have completed a bachelor degree and 34.7% of them are related to tourism management studies.11%of respondents have completed a Master degree and 23.8% of them completed diplomas.

According to the respondent's choices for the closed-ended questions, the Hotel industry (54.1%) and the travel industry (36.6%) were the main industries in which respondents highly engaged. Rest of them worked in restaurants, the events industry and the education sector. Among the employees, 4% of them were owners of their own businesses. 28.7% of the employees under the category of 2-4 years of working experience in the industry. 24.8% of them were in 0-2 years category as shown in figure 6. Moreover, 6-8 years and 8-10 years working employees' categories have the same percentage (9.9%). As a percentage, 29.8 of them were working in SMEs types business and 70.2% of employees were working in well-established companies. Furthermore, the majority of the respondents had an intention and enthusiasm to joined with the tourism industry. Thus, they have studied tourism management even before they joined there.

Figure 4: Gender

n=101

Male Female

Figure 5: Age

2.0%

18.8%

n=101

- Below 20 years old   21-30 years old
- 31-40 years old   41-50 years old
- 51-60 years old   More than 60 years old
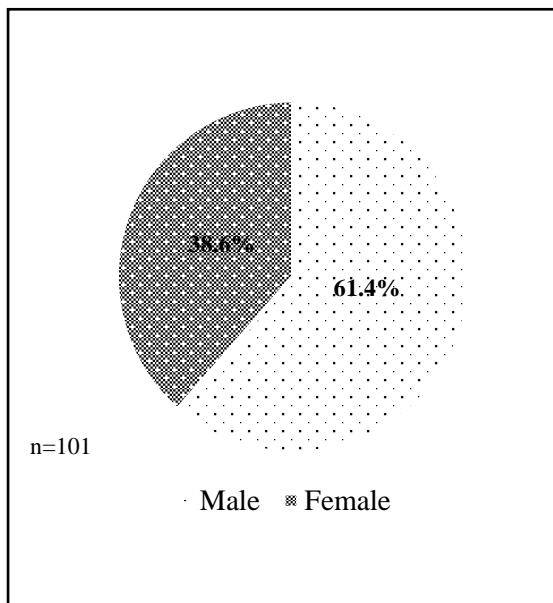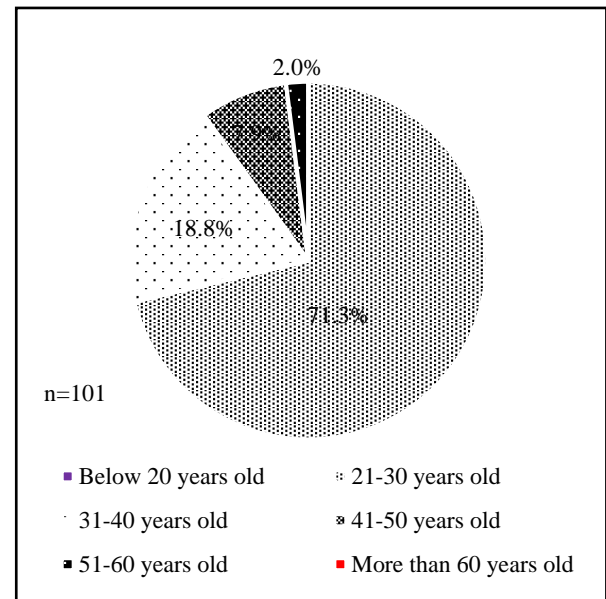
Source: Results from the structured questionnaire

Figure 6: Reasons for joining to the tourism industry
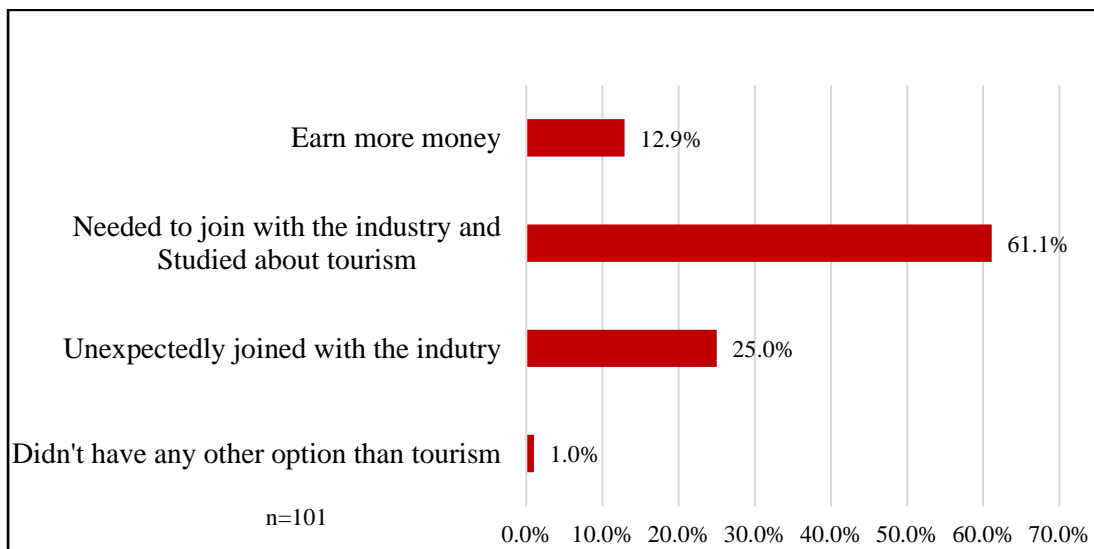
Source: Results from the structured questionnaire

2. Perception of Post-COVID-19 job remains of the employees in the tourism industry.

The results of the survey show that majority of the tourism industry-related employees did not aim to leave the tourism industry since they have a strong belief that the industry will recover soon (figure 7). 58.6% of the male employees did not want to change the industry after the pandemic. Additionally, 70% of the respondents who intended to stay in jobs were under the age category of 21.-30 and many of them were working in the hotel sector and travel sector.

Figure 7: Perception to change the industry after COVID-19

("Do you have an idea to change the industry after COVID-19 pandemic?")
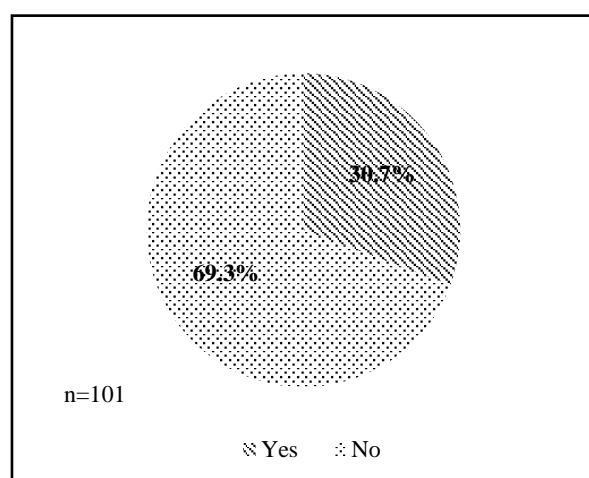
Source: Results from the structured questionnaire

However, significant results show that 30.7% of the respondents have an intention to change the industry after the COVID-19 outbreak. 66.7% of them were male and the majority working in the hotel industry. Among these male employees, 31.9% of them under the age category of 21-30. Similarly, 33.3% under 31-40 category and others in the 41-50 category. 28.6% of the males intended to change the industry have more than 6 years of working experience in the industry. According to the academic qualifications, it varied from ordinary level exam up to the masters level completed qualifications. Moreover, they had the interest to join with the tourism industry prior and 38.1% of them have completed different degrees in tourism management. While 14.3% intended to change the industry even before the Coronavirus, job security, the company's support during the pandemic time and income did not tally with the expenses were the most important issues to change the industry after the pandemic. Start their own business and join with government jobs were highlighted option of many industrial leavers.

Table 3. Time period engaged in the tourism industry

Years	Frequency	Percentage
0-2 years	25	24.8%
2-4 years	29	28.7%
4-6 years	18	17.8%
6-8 years	10	9.9%
8-10 years	10	9.9%
More than 10 years	9	8.9%
Total	101	100.0%

Source: Results from the structured questionnaire

All-female employees who had an idea to change the industry after the pandemic in the age category of 21-30 and they have completed at least a diploma. However, they have less than 4 years of working experience in the industry. Major reasons they thought were their jobs are not secured and it will take a long time period to get recovered the industry.30% of them intended to join as a teacher and another 30% do not have an idea regarding the new industry in which they need to move.

Main reasons for staying in the industry

Employees who did not have an intention to change the industry had confidence in the speedy recovery of the industry. Furthermore, they had strong confidence regarding job security on the existing jobs. Moreover, companies had provided so many facilities, benefits, and special programs to protect and care about their employees during the pandemic period.

Main reasons for leaving the industry

As shown in figure 8, the majority of the employees who thought to change the industry were believed that their jobs are not secured anymore. Since they believe that at least six months will be taken to recover the industry even though the pandemic finishes. Though Sri Lanka could control the pandemic up to a considerable level, still it is a challenge for the world. So, there may have a huge drop in inbound tourists for a more longer time. Additionally, respondents make COVID-19 as an opportunity to change the jobs since they have a prior idea to change the industry even before the COVID-19. Income which was not matching with the expenses was another main reason to quit form the industry. Another highlighted reason to leave from the industry was company support during the COVID-19 period. This study shows that 17.5% of employees intended to leave the industry based on the disappointment of the company support during the COVID-19 period such as salary reductions and employee layoffs.

Figure 8: Reasons to change the industry
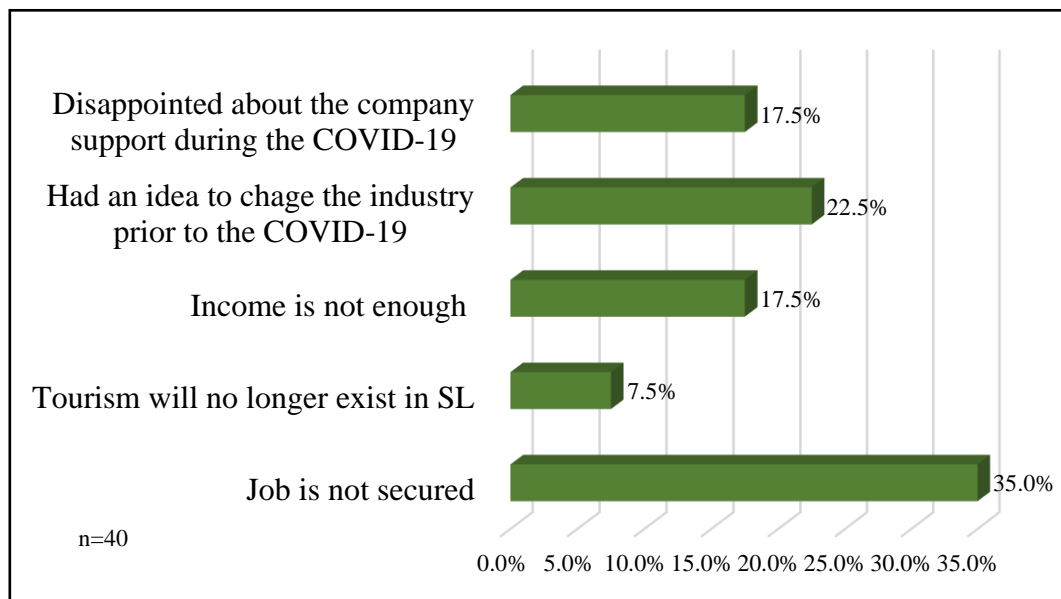
Source: Results from the structured questionnaire (Multiple answers allowed)

Their alternatives for jobs and industries future employments

There were the main three options from the respondents who were willing to change the industry post COVID-19. Majority of the females needed to find a teaching job. For the males, they needed to be an entrepreneur by starting their own business. Additionally, another portion of respondents needed to join with the government-related jobs.

Perception about the tourism industry development after COVID-19

According to the respondent's opinions on the open-ended questions in the questionnaire, they expected that it will take six months to one-year time to recover the tourism industry in Sri Lanka after the COVID-19. Specially they thought the difficulties and riskiness the traveling overseas will have remained until the world finds a vaccine. Therefore, there is a threat to the employees who are directly and indirectly survive in the tourism sector. Respondents have thoroughly emphasised that the public and private sectors who control the tourism sector have a significant responsibility to protect the skillful and well-experienced employees to provide a good service in the future. Moreover, the main suggestions of the respondents were to introduce an insurance system and providing incentives during this problematic period.

Conclusion

With the Easter Sunday terror attack in 2019, Sri Lankan tourism faced a very hard time and it also directly influenced the tourism-related employees. Continuously in the 2020 year was also affected by the COVID-19 pandemic and dragged the industry into the ground level. The results of the study show that a significant number of respondents had confidence in the speedy recovery of the tourism industry and they believed that they could work freely and happily to earn more in the future. However, continuous instability of international tourist arrivals makes a negative impact on employees' perception to stay in the industry since a substantial portion of employees believed that tourism is not good and safe for their future carriers. Not only that, but low income which is not matched to the expenses also gives a negative impact to exit the skillful well-experienced employees from the industry. On the other hand, a significant number of employees have an educational qualification in the other industry than the tourism industry. Therefore, there might be possibilities for them to join in other different industries instead of suffering in the tourism industry.

Tourism is a service industry and the quality of the service is highly dependent on the level of the experiences and the educational background of the employees. Moreover, well-experienced employees have more capacity than the fresher to provide a memorable service to their guests. Thus, the experiences and skills of human resources are the key factors to build a competitive destination and it will help to attract more guests. Therefore, it will be an enormous problem, if the skillful and well-experienced employees will not stay in the industry once the country ready to cater to the guests as usual. Thus, the central government, ministry of tourism, Sri Lanka Tourism Development Authority, Sri Lanka Tourism Promotional Bureau, and private sector who directly involved with the tourism industry have a significant responsibility to keep retained skillful and well-experienced employees in the industry while promoting Sri Lanka as a safe destination to the future tourists. Proper usage of human resources for different purposes based on the skills and experiences will be a good strategy to minimize the leavings of employees during the COVID-19 in the private sector. Further, short and long term strategies like ensuring the job and salary, introducing insurance plans, and providing loan facilities also important to empower the employees to stay in the industry after COVID-19

Notes

[1] For the 1st time, Sri Lanka prepared a ten-year Tourism Development Master Plan commencing from 1967, with funding assistance from USAID. For this purpose, the Board commissioned the services of a Hawaii based Multi-disciplinary team of tourism experts.

[2] World Health Organization (WHO) has declared a Public Health Emergency of International Concern (PHEIC) on 30th January 2020 for COVID-19

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ROLE OF SPIRITUAL TOURISM TO DEVELOP SRI LANKA TOURISM AFTER COVID-19: WITH SPECIAL REFERENCE TO EXPERTISE PERCEPTIONS BASED ON MEDITATION CENTRES

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Abstract

The tourism industry has continued to evolve and increase diversification to achieve one of the fastest-growing economic sectors in the world. Sri Lanka has increased to a million tourist entries since the end of fear-based repressive exercises. But, after the Easter attack and COVID-19 disrupted the growth of the tourism industry in Sri Lanka. The present study attempts to examine the contribution of spiritual tourism after the impact of COVID-19 in Sri Lanka tourism and to make recommendations on the tourism recovery process. Asia has taken the focal point of spiritual tourism today. Meditation is a key component of spiritual tourism as least a solid establishment for the internal peacefulness of an individual. Therefore, the country needs to attract more tourists with special paying attention to meditation centers in Sri Lanka.

The main objectives of this study are a) to identify the key contributory factors for spiritual tourism development; (b) to find out the relationship between meditation and spiritual tourism;(c) to examine industry experts' perception of meditation as a core element of spiritual tourism development. Both open and close-ended questions were used and the major source for information was the quantitative tool of in-depth interviews with 80 industry expertise. The collected data has been analyzed with the help of Ms excel software and the chi-square test describes the relationship between theory and observation. So, according to industry experts,the findings of this research indicate that there is a positive relationship with spiritual tourism promotional strategies, rules, regulations, and norms relating to spiritual tourism and infrastructure facilities to meet the requirements of spiritual tourist to development of tourism in Sri Lanka through the spiritual tourism after the pandemic.

Keywords: impact of COVID-19, spiritual tourism, spiritual tourist, meditation

1.0   Introduction

The tourism industry is currently more unique and developing than any other time in recent memory, with the improvement of new and up and coming patterns which mirror the adjustments in tourist request is becoming the dominant focal point. Globalization has empowered the tourism industry to arrive at extraordinary lengths with the United Nations World Tourism Organization (UNWTO, 2018) detailing that universal the tourism industry appearances developed by a gigantic 7% in 2017, likening to 1,322 million which was quickened by Europe, Africa, Asia and the Pacific, Middle East and the Americas. A solid sign from these movement designs additionally proposes that individuals have likewise been visiting creating countries that are more evident in Africa, Asia, and the Middle East. This means that, to a certain degree, tourists have a curiosity to experience other cultures and to engage with people in these destinations.

The COVID-19 pandemic has hugely affected the tourism industry due to the coming about movement restrictions as well as droop popular among travelers. The travel industry has been greatly influenced by the spread of corona-virus, the same number of nations have presented travel limitations trying to contain its spread. The United Nations World Tourism Organization(UNWTO) estimated that worldwide global traveler appearances may diminish by 58% to 78% in 2020, prompting a possible loss of US$0.9–1.2 trillion in worldwide the travel industry receipts. In a large number of the world's urban communities, arranged travel went somewhere near 80–90%. Conflicting and one-sided travel limitations happened provincially and numerous vacation destinations around the globe, for example, museums, carnivals, and sports venues closed. The most recent information shows a 65% drop in worldwide traveler appearances in the initial a half year of 2020. Sri Lanka tourist arrivals in March 2020 fell by 70.8% year-on-year.

Spirituality has become a significant territory of sociological and business research (Holman 2011). Since the late 1900's, peoples are progressively moving in the direction of Spirituality for different individual and social reasons. Peoples are looking for spiritual answers for the fatigue achieved by their way of life that has gotten more business and individualistic (Blomfield 2009). Although the impact of different organizations on spirituality is developing, there is no mechanically or academically acknowledged technique to create spirituality. Numerous analysts recommend that spirituality is an innate component of the individual. At the end of the day, spirituality implies people's attempt to find and associate with the extraordinary universe to offer importance to their typical life.

1.2   Spiritual Tourism

Spiritual tourism as an academic and industry concept is a creative field of tourism that can be evaluated as a sector of special interest in tourism and cultural tourism. It includes different aspects of other forms of tourism, such as religious tourism and pilgrimage tourism. Nevertheless, despite the prevalence of spiritual tourism, there is no generally accepted concept of 'spiritual tourism' in the current literature. Spiritual tourism is a kind of the tourism concept

where somebody who visits a particular spot out of his/her usual environment, with the goal of spiritual importance or potentially development, spiritual tourism is a type of tourism where someone who visits a specific place out of his/her usual environment, with the intention of spiritual meaning and/or growth, Without open religious obligation, which may be religious, non-religious, sacred or experiential in intent, but within a divine sense, irrespective of the key purpose for travel (adapted from Weiler & Hall 1992). Spiritual tourists are those who venture away from their normal environment with the aim of spiritual development and prosperity, which is connected to God (Haq & Jackson 2009).

1.2.1 Spiritual Tourism in Sri Lanka

Spiritual tourism is a significant part of Sri Lankan the tourism industry as Sri Lanka is a place that is known for spirituality end claimed with numerous spots of worship, traveler focuses and strict landmarks, and so forth. Buddhist meditation framework and strategies are more crucial pieces of spiritual tourism in Sri Lanka. Since, Buddhist monks, they have a strong understanding of meditation methods in Sri Lanka. Along these lines, utilizing this certified human asset, Sri Lanka can create spiritual tourism through meditation.

Sri Lankan spiritual tourism the most part comprises of meditation, yoga, and pilgrimage tours. There are around 20 meditation centers recognized by Sri Lanka Tourism, arranged outside Colombo, which can give chance to the travelers who are on an endeavor to see the truth of life. The open door for the development of spiritual tourism in Sri Lanka will additionally convert into two-way benefits, just with the satisfaction of two essentials: firstly, the improvement of the framework in places where such Buddhist meditation programs are offered, especially the areas outside the capital city. Secondly, the guarantees of the offered program to the traveler through yoga, meditation, and pilgrimage.

2.0 Problem statement

Spiritual tourism is a significant part of Sri Lankan the tourism industry But, as per the Sri Lanka Tourism Development Authority (SLTDA) annual statistical report, there is a lower level of rate in tourist visits for religious purposes in Sri Lanka from the year 2006 to 2019. The most elevated level of traveler visit for religious reasons for existing is 4.8% in 2013, however then again least level of tourist visit for religious purposes is 0.00% in 2016 and 2019. Since, spiritual tourism in Sri Lanka has not been given due consideration by the administration, private divisions, and specialists. Meditation is a core element of spiritual tourism and a strong foundation for the inner tranquility of a person. Sri Lanka has an excessive amount of human resources for meditation when compared with other Asian countries. Therefore, this will be more beneficial to attract spiritual tourists to Sri Lanka for the development of spiritual tourism. But, unfortunately, the respective authorities are not given much attention through meditation to develop spiritual tourism in Sri Lanka. And also, according to the world health organization state that due to COVID-19 increased adverse economic impacts on people's lives, greater stress due to lockdowns and restrictions, and impacts on those who lost friends and family to the virus. Therefore, due to the above fact,

there is a huge potential for Sri Lanka to attract more tourists for personal spiritual development through meditation programs. Furthermore, the path for spiritual tourism has become an untapped tourism product in Sri Lanka and it is not fully explored and the deficiencies and problems are not properly assessed. An in-depth study on the spiritual tourism issues and problems in Sri Lanka will help to develop spiritual tourism in Sri Lanka specifically and the tourism industry in general. This encouragement helps to choose this topic for study.

3.0   Objective of Study

i.   To identify the key contributory factors for spiritual tourism development.
ii.   To find out the relationship between meditation and spiritual tourism.
iii. To examine industry experts' perception of meditation as a core element of spiritual tourism development.

4.0   Literature review

There was not enough depth in the spiritual tourism development literature to guide this study for decision making. However, the available literature on spiritual tourism offered some theoretical support to establish development concepts such as marketing, community, suppliers, human resources, etc. The purpose of this thesis is product design to find out the factors of the development of spiritual tourism in Sri Lanka.

Jesurajan, S. and Prabhu, V. (2012), "Dimension of spiritual tourism in Tuiticorn district of Tamil Nadu in India- A critical analysis" identified thirteen major problems associated with the spiritual tourist centres of the Tuiticorin district. They are; pollution / Lack of cleanliness, Beggars' nuisance, exploitation by vehicle operators, undesirable behavior of local people, poor services of hotels, cheating by traders, high admission/parking charges, inadequate information and lack of good local guidance, lack of sanitary facility, lack of transport facility, lack of parking facility, poor banking facility etc. To identify the most important problems, Garret ranking was applied to the scores given by the respondents to these problems.

Suri, R. and Rao, J. (2014), "Impact of Spiritual Marketing on Different Segments of Tourists and Their Evaluation of the Site" identified there are four major problems that are helpful for the tourism industry as well as spiritual destinations caretaker to promote spiritual tourism. Lack of advertisement and marketing promotion is there; the spiritual sites did not get enough publicity, the quality of hospitality services in the spiritual destination is not up to the mark. To enhance the experience of tourists and for them to visit again and hard-on effort is required from the side of the government, the quality and quantity of accommodations at spiritual destination are not good enough, there is poor experience about walking and excursions at the spiritual destination due to cleanliness and some other reasons.

Farooq.M.H.(2011), "Marketing Spirituality: A Tourism Perspective" identified key factors in influence on marketing spiritual tourism. Therefore, the researcher has used the major source for information as the qualitative tool of in-depth interviews with spiritual tourists and tourism operators in Australia and Pakistan. Other sources included secondary data based on public and

private tourism records and other travel-related publications and statistics. So, according to the summary list of major categories revealed by the data analysis comprised of three parts. Those are, firstly, categories common to both groups of spiritual tourists, secondly, categories specific to Australians, and thirdly, the category-specific to Pakistani spiritual tourists. So, findings were related to the unfolding of world events, highlighted in the popular media but not adequately emphasized by marketing or tourism sources, indicated a growing market for inclusive spiritual tourism. Hence, developing products for inclusive spiritual tourism is suggested to be more cost-effective and marketable than for any of the exclusive spiritual tourist segments.

Maquet, J. (1975), "Meditation in contemporary Sri Lanka: idea and practice", identified, Contemporary Sri Lankan Theravada meditation is a method of mental culture. The researcher used, a series of open-ended interviews conducted with forty-five persons who were particularly well versed in Buddhist matters. Also, monks and laypersons, who were said to be seriously involved in Buddhist life, were visited and interviewed. The author also participated as a lay disciple (upasaka) in the life of a meditation monastery for one month. So, according to the research, the finding was, meditation is a living part of the Buddhist heritage. For a Sinhalese, meditation is still the essential and living practice of their chosen path.

Mindfulness is the characteristic of consciousness that can be effectively developed through the practice of mindfulness-oriented meditation, which includes being aware of and sensitive to what is happening in the present moment (in terms of feelings, emotions, and somato-sensory experience) with a non-judgmental attitude of openness and receptivity Chiesa A et al.,2010 ; Didonna F ,2009; Kabat-Zinn J. 2003) Individuals that have been practicing Mindfulness Meditation for a long time influence the concentration of attention. It also influences the non-judgmental mindset of transparency and receptivity. The intentional focus has been enhanced. (Brown and Ryan, 2003; Lutz et al., 2008). according to the gaur,et.l (2005), found that reduction in stress due to the practice of Preksha meditation positive effect on Anxiety, frustration, stress, and the mental health of female prisoners.

4.1 Development theories

There are many theories when it comes to Tourism Development but I have selected only three theories and the essential things that can help to develop spiritual tourism in Sri Lanka.

4.1.1 Christaller's theory for spiritual tourism development on meditation

This theory explained how tourist develops over time. He mentioned that once a spiritual destination developed and changed, different types of tourists will arrive in that place and as time goes by, the experience of the spiritual tourists will change. There will be impacts and involvement on the spiritual destinations and after all these things, there will be new cycles involving new spiritual destinations.

4.1.2 Plog's theories for spiritual tourism development on meditation

This theory explained that spiritual destinations are somehow related to personalities of tourist's and according to them a traveler can be a psychometric (they just want to relax, needs comfort and they are dependable) a traveler can also be on allocentric (they are always ready for the unusual trip, they seek different kinds of activities) and the last one is mid-centric (a traveler that is in between of psychocentric & allocentric).
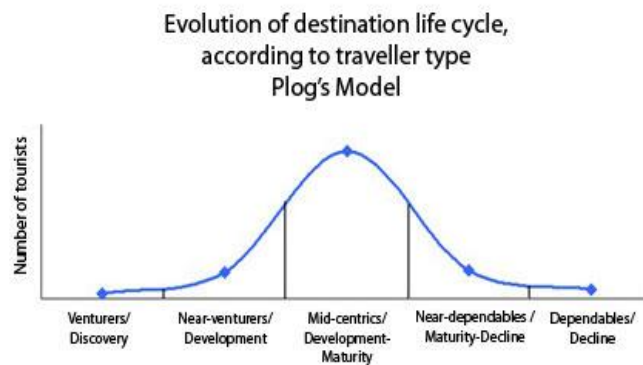
Figure 4.1: Plog's model (source: plog,2001)

4.1.3 Butler's Theory for spiritual tourism development on meditation

According to this theory, the useful model concerned with the evolution of a spiritual tourist era which is the Spiritual Destination Life Cycle and it goes with exploration-involvement-development-consolidation-stagnation (rejuvenation or decline)
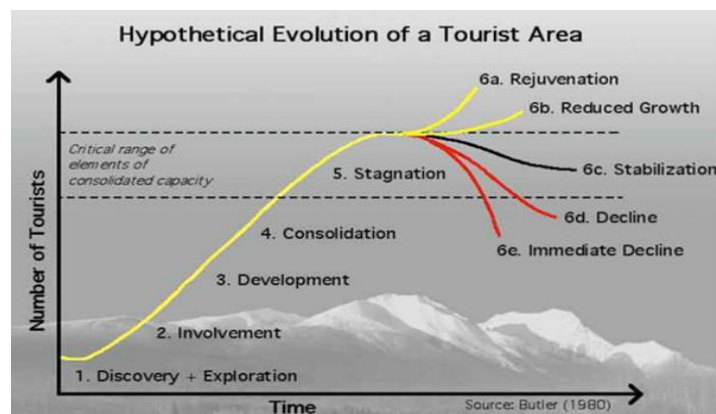
Figure 4.2: The Butler model (source: Butler,1980)

4.2 Conceptual Framework

To analyse the contributory factors that affecting to develop spiritual tourism in Sri Lanka

it is important to understand the major requirements for it. The conceptual framework of contributory factors to develop the spiritual tourism model is presented in figure 4.3. the conceptual framework of this thesis is based on the literature review.
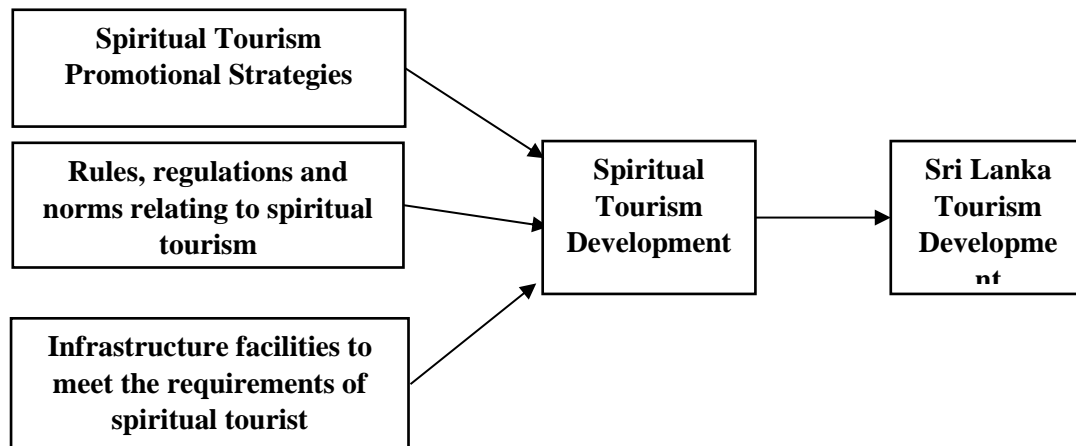
Figure 4.3: Conceptual Framework for Contributory Factors Affecting to Develop Spiritual Tourism in Sri Lanka.

5.0 Methodology

In this study, an effort had been taken to examine the contributory factors affecting developing spiritual tourism in Sri Lanka. This study covers the spiritual venue operator, tourism stakeholders, professionals in the tourism industry, and the local community of the area. The primary data for this study were collected using a structured questionnaire from 80 industrial experts who visited Kandy, Colombo and Badulla district meditation centers in Sri Lanka. The target population was age above 25 years old male and female in May 2019 to End of December 2019. Convenience and judgemental sampling technique used for data collections. Both open and close-ended questions were used, the major source for information was the quantitative tool of in-depth interviews with industry experts in the tourism industry. Most significantly the study used secondary data sources such as previous studies i.e. books, journals, reports, magazines, and online data sources. Statistical analysis can be performed using the SPSS software. Statements are measured on a Likert-type scale (strongly agree =5, strongly disagree=1). The collected data has been analyzed with the help of the chi-square test describes the relationship between theory and observation.

The chi-square value is calculated as below,

$X2 = \sum(O-E)2/E$

All the tests were carried at the 5% level of significance.

Reliability and Validity of Promotional Strategies Items

Reliability Statistics

Cronbach's Alpha	N of Items
.739	2

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.500
Bartlett's Test of Sphericity	Approx. Chi-Square	34.136
	Df	1
	Sig.	.000

Reliability and Validity of Infrastructure Facilities

Reliability Statistics

Cronbach's Alpha	N of Items
.721	4

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.615
Bartlett's Test of Sphericity	Approx. Chi-Square	90.764
	Df	6
	Sig.	.000

Reliability and Validity of Rules, regulations and norms

Reliability Statistics

Cronbach's Alpha	N of Items
.792	6

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.832
Bartlett's Test of Sphericity	Approx. Chi-Square	223.023
	Df	15
	Sig.	.000

Relationship between Promotional Strategies and Spiritual Tourism Development

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.736[a]	2	.008
Likelihood Ratio	13.630	2	.001
Linear-by-Linear Association	.294	1	.588
N of Valid Cases	80		

a. 3 cells (50.0%) have expected count less than 5. The minimum expected count is 3.00.

According to Chi-square tests, the null hypothesis is rejected. Therefore, it can be concluded that there is an association between promotional strategies and spiritual tourism development at 0.05 significant level.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.349	.008
	Cramer's V	.349	.008
N of Valid Cases		80	

Since the value of Phi coefficient is 0.349 when the level of promotional strategies increase in one unit, the possibility of spiritual tourism development increases in 0.349 times.

Relationship between Infrastructure Facilities and Spiritual Tourism Development

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.105[a]	2	.017
Likelihood Ratio	12.037	2	.002
Linear-by-Linear Association	.031	1	.861
N of Valid Cases	80		

a. 3 cells (50.0%) have expected count less than 5. The minimum expected count is 3.60.

According to Chi-square tests, the null hypothesis is rejected. Therefore, it can be concluded that there is an association between infrastructure facilities and spiritual tourism development at 0.05 significant level.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.318	.017
	Cramer's V	.318	.017
N of Valid Cases		80	

Since the value of Phi coefficient is 0.318 when the level of infrastructure facilities increases in one unit, the possibility of spiritual tourism development increases in 0.318 times.

Relationship between Rules,Regulations and Norms and Spiritual Tourism Development

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.048[a]	2	.011
Likelihood Ratio	12.247	2	.002
Linear-by-Linear Association	.781	1	.377
N of Valid Cases	80		

a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is 2.85.

According to Chi-square tests, the null hypothesis is rejected. Therefore, it can be concluded that there is an association between rules,regulations, norms and spiritual tourism development at 0.05 significant level.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.336	.011
	Cramer's V	.336	.011
N of Valid Cases		80	

Since the value of Phi coefficient is 0.336 when the level of rules, regulations and norms in one unit, the possibility of spiritual tourism development increases in 0.336 times.

6.0   Finding and Suggestion

The first objective of this research is to identify contributory factors to develop spiritual tourism in Sri Lanka. Therefore, mainly three major factors are identified to develop spiritual tourism in Sri Lanka through the analysis of quantitative methods. Quantitative methods were used to identify the relationship between the following independent variables using SPSS tools of simple indices, Chi-square test, and Phi coefficient.

   i.   Promotional strategies to develop spiritual tourism in Sri Lanka.

  ii.   Infrastructures facilities to develop spiritual tourism in Sri Lanka.

 iii.   New rules, regulations, and norms to spiritual tourism development

According to the industry expert point of view, there are three more remarkable reasons, why visitors started to travel to Sri Lanka for spiritual purpose in the past:

• Pilgrimage

• Cultural and heritage

• Experimental

All of the interviewees agreed about how Sri Lanka start to develop spiritual tourism based on meditation. The significant value of Buddhism and Buddhist philosophy in Sri Lanka attracted many people to the country from history. Due to the new big amount of international people in the region new accommodation and other services were needed. Due to the safety and stability of the region, Sri Lanka has always been known as an unsafe country to visit within the rest of other Asian countries. Therefore, Sri Lanka received less amount of tourists for all sections due to the terrorism conflicts during the period of 1983 to 2009. But, the beautiful rare nature bounding with rich culture, Buddhist temples, mountains, archaeological sites, and lakes have always attracted people from neighboring countries for a vacation.

According to the finding of the research, there is a positive relationship between meditation and spiritual tourism. Because, according to gathered the information from venue operators, there are 77% of tourist participated in meditation for personal spiritual development. And also, 90% of tourists are satisfied with meditation programmes in centres. Furthermore, 92% of tourists were recommending to meditate for others and their spiritual journeys. Therefore, according to the above facts, clearly identify, there is a positive relationship between meditation and spiritual tourism. As a result of the development of meditation programmes, directly influence to the development of spiritual tourism in Sri Lanka and it is core element of spiritual tourism development in Sri Lanka.

According to the industry experts' point of view, the main reason for the low level of tourist arrivals in Sri Lanka due to the low level of safety and security in Sri Lanka. But, after 2009, the number of tourists increased, as terrorist activities had ended. And another reason is, there is a lack of attention for the development of spiritual tourism in Sri Lanka during last decades. Further, they advised, this is the right time to take aggressive actions for the development of spiritual tourism in Sri Lanka.

In an interview with academics who are already engaged with tourism sector, they remarked that tourists face a lot of problems when they want to go to the meditation center for their meditation purposes. Most of the tourists have to suffer about language barriers, identifying the reality of programs and safety issues.

As well as, they request from the government bodies to make new rules and regulations or regulatory framework to protect Buddhist meditation and centers from the unauthorized organizations and businessmen. As well as, need to measure standards for venue ranking according to the quality service. Further suggestions for spiritual tourism development, to introduce an aggressive marketing campaign to lure prospective tourists, publishing of materials in all major languages (Russian, Spanish, German, Japanese, French etc.) , Arrange suitable medical facilities on-site or off-site of meditation centers. Further suggestions for spiritual tourism development, need to facilitate foreign language translators or need to create an opportunity to learn the different language for trainers, preserving and promoting the local heritage and community skills, and need a proper system to protect the rights of international and local tourists', and responsibilities of all stakeholders.

As a further expert point of view, the significance of both personality traits and mindfulness in predicting overall psychological well-being has been successfully demonstrated. The increasing scientific interest in meditation has shown that this practice of mindfulness meditation is associated with positive changes in personality. Therefore, meditation programs are highly effected to develop spiritual tourism in Sri Lanka and it will help to use as a recovery plan from the adverse impacts from the COVID-19 pandemic to the Sri Lanka.

7.0   Conclusion

The paper is mainly concentrated to examine the key contributory factors to develop spiritual tourism in Sri Lanka. Based on the result of this study, it can be concluded that several recommendations are needed to be concern about spiritual tourism development in Sri Lanka. Promotional strategies, infrastructure facilities, and new rules, regulations, and norms are influencing to develop spiritual tourism in Sr Lanka. Spiritual tourist visit to Sri Lanka because of pilgrimage, cultural heritage, and experimental purposes. But, meditation is the core element of spiritual tourism development in Sri Lanka. However, it is necessary to develop a proper mechanism for a huge marketing campaign to increase tourist arrival for spiritual tourism. The government and private sectors and other respective authorities need to introduce new rules and regulations to develop spiritual tourism and protect the non-profitable meditation centers to develop spiritual tourism. And make a collective decision to overcome the barriers to develop spiritual tourism in Sri Lanka. Thus, this study helps to identify the contributory factors affecting developing spiritual tourism in Sri Lanka . Therefore, spiritual tourism development in Sri Lanka helps to attract more tourist who are affected due to the COVID-19 and further, this will be a benefit to Sri Lanka uplift the image of the country in the world.

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ECOTOURISM INFLUENCES ON THE LIVELIHOOD OF LOCAL COMMUNITY IN SRILANKA – WITH SPECIAL REFERENCE TO ELLA

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Abstract

Ecotourism is an integrated concept that can practice in developing countries to stimulate the economic level of the state as well as to ensure the conservation of the resources. In the globalized world the developing countries like Sri Lanka, directing its outlook to the vibrant and smooth concept which is ecotourism. Ecotourism can be identified as one of the subcomponents of sustainable tourism. Because, the concept keeps balance in-between economic, environmental, social, cultural, and physical aspects of the destination. Practicing proper eco-tourism concept in every destination is ensuring the sustainable development of the particular place and its surroundings. In the Sri Lankan context, most of the ecotourism destinations are located in a rural eco-sensitive area. Because of that, the local community collaborate with the destination and try to gain from it for their livelihood improvement in a positive manner. Hence, in some ways, it may lead to negative impacts on the community. Therefore, this study attempts to investigate the ecotourism influences in the livelihood of the local community concerning the Ella Grama Niladhari Division. The study focused on identifying the factors of the local community's livelihood as the first objective need to be achieved and selecting the significant factors, investigating the direction of factors separately is the second objective.

The study used a selective sampling method to select 200 samples from 1414 people in the Ella GN division. The community in Ella are low varied in terms of their characteristics. The data collection was done based on primary and secondary data collection methods. Quantitative and qualitative methods were used to analyse the collected data. Bivariate correlation, frequency analysis, and thematic analysis used as the tools to analyse and interpret the data.

The study concludes with the results which depict the significant livelihood factors and the influences of ecotourism impacts on those factors whether it is positively impacting or negatively impacting. Through the study, it has identified ecotourism influences impacting negatively in the livelihood of the

local community rather than positive impacts in the Ella GN division. Finally, recommendations are provided to minimize the negative influences and to encourage positive influences.

Keywords*: Sustainability, Ecotourism, local community, livelihood and factors*

Introduction

Tourism is one of the world's prevalent industry. It can persist over the long term because it affects the benefits of socio-economic and environmental systems of a place. Declaration of a place as a tourist destination is directly influencing the economic development of the area. The statistical information, the tourism sector is the 3rd largest foreign exchange earner in 2015 (Annual Statistical Report, 2018). The United Nations World Tourism Organization (UNTWO) estimated that 10% of the GDP is contributing by the tourism sector, at the same time in Sri Lanka it is 4.9% (Annual Statistical Report, 2018). At present, with peace and stability, the government and the business community have identified the tourism sector as a driving force to direct the economy of the state.

The eco-tourism concept is highly blended with the community and most demanding by local and international tourists. Because properly practicing ecotourism resulting financial benefit to the local community while conserving the natural environment. Based on that as a developing county, the Sri Lankan tourism sector is changing its outlook to sustain concepts like Ecotourism.

When considering Livelihood, is a means of requirement which needed to live in a particular geographic boundary. In 1992 Robert Chambers and Gordon Conway define, "A livelihood comprises the capabilities, assets (stores, resources, claims, and access) and activities required for a means of living: a livelihood is sustainable which can cope with and recover from stress and shocks, maintain or enhance its capabilities and assets, and provide sustainable livelihood opportunities for the next generation; and which contributes net benefits to other livelihoods at the local and global levels and in the short and long term". Through this, it can understand the livelihood of the community depicts the meaning of sustainable living. When considering sustainability, it represents, keeping a balance between economic, social, environmental, and physical components. Same as to maintain the sustainability of the livelihood it is essential to keep balance within the components.

Local community and ecotourism destinations are joined elements. Because the community will enhance the tourist demand to the destination through their different socio-economic and cultural aspects on the other hand the destination will provide economic benefit to the local community's livelihood.

The island of Sri Lanka has a wide range of natural resources, a tropical climate with monsoons, rich cultural diversity, and hospitality facilities. "Ecotourism activities using natural resource attractions in remote rural areas can be important sources of economic diversification and livelihood opportunity" (Goodwin, 2008). In Sri Lanka, there can be seen several ecotourism destinations. The major specialty in most of the Sri Lankan destinations is, services are providing by the surrounding local community using their resources. And the tourists are also highly interested to collaborate with the community and enjoy their trips. Furthermore, these

kinds of ecotourism destinations providing employment opportunities in any kind of way to the local community and helping to earn financial benefits too.

There are many types of research done related to the concept of ecotourism in Sri Lanka. When considering about the studies, "Ecotourism practices in Sri Lanka- The case study of rainforest Eco lodge" the study focusing on ecotourism guidelines and practices whether they are properly practicing or not (Fernando. S.M.D & Kaluarachchi. K.A.S.P, 2016). Another one, "Community perception on tourism development and its impacts" this study investigating the perception of the community about the tourism development and their community involvement in tourism activity. (Gnanapala. A.C & Karunathilaka. T.P, 2016). As like that following author's Ranga. A.W.A, Mohd. S.A.Y & Ali. K in 2015 did a study on "Ecotourism practices in Sri Lankan Eco resorts: An analysis satisfaction and behavioral intension of Eco tourists" the research tried to find the satisfaction level of eco-tourists in the components of eco-resort practices. Based on the past studies it was able to understand, most of the researchers were studied about the ecotourism practices and the perspectives of the community. Hence, there are limited researches is available about the influences on the livelihood of the local community in Sri Lanka. There is reasonable intention to study the local community because the surrounding local community is the group of people who are immediately influencing by ecotourism activities. Therefore, from this point onwards there is a need began to study ecotourism influences on the livelihood of the local community.

Many positive influences will happen if a community engages in ecotourism activities hence, it may impact negatively too. As Stronza, A & Gordillo, J. explained on 2008 ecotourism sector providing positive and negative impacts, "Ecotourism can be an incentive for conservation and societal building, especially when it triggers positive economic changes, yet it introduces many changes to communities which may positively or negatively impact the social-economic structure of the host community". According to that, however, the tourism sector providing benefits to the local community in rural areas since it is creating several negative impacts on the livelihood of the local community.

The following motivational problems were considered to do the study such as, in some areas the tourism sector negatively affects the livelihood aspects of the community. This kind of influence may lead to the community's livelihood in the wrong direction. Another one is, the sector does not always travel in a positive direction. Because of several externalities like natural disasters and sudden shocks like terrorist attacks tourism sector facing negative growth. In this kind of situation rather than the hoteliers and other stakeholders, the local community especially those who are depending only on ecotourism activities are highly affecting. For example; After the Easter Sunday terrorist attacks, tourist arrivals fall to 70% in May and 57% in June. Rather than the hoteliers, small workers like boat riders and vendors that they are highly affected by these attacks ('the beach paradise that wants its tourists back', Emma Boyle, 2019).

To study the influences according to some criteria Ella GN division was selected. The particular destination attracts international tourists rather than the local tourists. Because of the high flow of international tourists the particular destination changing as a foreign place. As the reason for this generally Ella considering as a different destination from the other ecotourism destinations

in Sri Lanka. The destination is a better choice to investigate the ecotourism influences on the livelihood of the local community whether it is influencing negatively or positively as the result of ecotourism. Therefore, the research investigated the influences of ecotourism on the livelihood features (Social, economic, physical, and environmental aspects) of the local community. This study attempts to identify the livelihood factors of the local community which are influencing by ecotourism and to identify the significant factor/s and the direction of influences by ecotourism in the local community.

Literature Review

Tourism and Sustainable Tourism

"Tourism may represent a significant source of foreign exchange and being labour incentive a source of direct and indirect employment" (Sharpley & Telfer, 2014). The tourism sector is a major contributor to the economy of the country. The sector earned US\$ 4,000 million in foreign exchange in 2017 (Annual Statistical Report, 2018).

United Nations defined sustainable tourism development as, "meets the needs of the present without compromising the ability of future generations to meet their own needs" (Early, 2011). This definition clearly explaining the idea of sustainable tourism, which is using the resources without making any harm to the resources and it should be handover to the future generation without any effect.

Figure 1: Relationship between sustainable and ecotourism
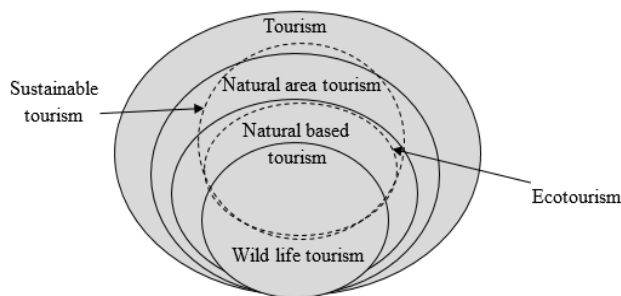
Source: (Cater, Garrod, & Low, 2015)

In figure 1 it is clearly explaining that Sustainable tourism is a broader concept which having many several components itself. When considering the major scope of sustainable development it should keep the balance in-between, social, economic, and environmental aspects. Therefore, sustainable tourism can be practice in any type of tourism in rural to urban, on a small or large scale. Ecotourism can be identified as a sub-component of sustainable tourism. Because of being a subcomponent, the salient features of ecotourism described as resource conservation and provide economic benefit to the local community. Through this, it can understand that ecotourism is acting a major role in sustainable tourism.
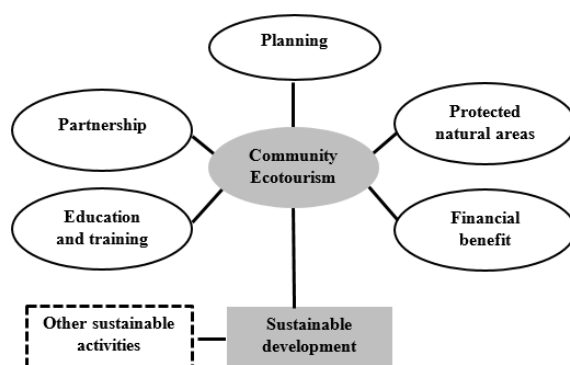
Ecotourism concept

Ecotourism is a large industry because it has a massive trend. It depicts, nowadays most of the people in the world try to enjoy their lives with the natural environment. To fulfill the need they spend more money. Ecotourism considers as one of the components of sustainable tourism. Because in many ways ecotourism and sustainable development having the interrelationship in-between them. United Nations World Tourism Organization (UNWTO, 2002) defines, ecotourism is natural-based tourism which is mainly driving the tourists to the observation and appreciation of natural areas as well as encouraging the traditions and cultural aspects of the particular area. Similarly, the International Ecotourism Society (TIES, 2006) explaining ecotourism means traveling to nature while conserving the natural resources and creating welfare to the local communities. Therefore, the major prominent elements of ecotourism are to provide financial benefit to the local community as well as conserving the natural resources. According to that, the International Ecotourism Society made guidelines which should be followed by every ecotourism destination in the world listed as below,

- Minimize impacts
- Build environmental and cultural awareness and respect
- Provide positive experiences for both visitors and hosts.
- Provide direct financial benefits for conservation
- Provide financial benefits and empowerment for local people
- Raise sensitivity to host countries' political, environmental, and social climate.

In Sri Lanka, Ecotourism has a huge trend because of the available resources. There is a case study which is explaining "Ecotourism is identified as one of the tools for sustainable rural community development and natural resources in Tonal Sap Biosphere Reserve" (Baromey, 2008). The study tried to investigate the potentials and challenges of ecotourism. The success of ecotourism will depend on whether they are physically and ecologically sustainable and economically pertinent. The below figure 2 representing the sections that should be considered to get the participation of the community in ecotourism sustainable development.

Figure 2: Essential elements for ecotourism in a community setting

Source: (Drumm & Moore, n.d.).

Community based ecotourism

Community based ecotourism is a form of tourism that highlights the development of the local community.

"Now known that community based ecotourism development can become an important factor in the sustainable development of the country, providing additional foreign exchange and new jobs, as well as a vital instrument for the conservation and rural development. However, ecotourism is a relatively recent phenomenon" (Kamel, n.d.).

Hence in the context of Sri Lanka, all these aspects have not been tried. Because the community indicates the local population living in a specific entity who are in doubt whether they are benefited from the prevailing tourism in the region. At this point, it is essential to get an idea about the influences of ecotourism in-between the local community.

When simply explaining the situation, people that they are depending on this ecotourism destination more for their income generation in many ways. Such as vendors, providing accommodation services, safari services, foods, and beverages, etc. however, directly or indirectly communities getting benefit from the destinations.

The concept livelihood of the local community

The local community is a community living in a particular geographical boundary while sharing the resources as common. When thinking about the livelihood of the local community, it contains the competencies, assets (which include material and social aspects), and actions that need for a means of living. "A livelihood is sustainable when it can cope with and recover from stress and shocks and maintain or enhance its capabilities and assets both now and in the future, while not undermining the natural resource base" (Chambers & Conway, 1991). Livelihood is a concept which needs multiple factors to understand the clear form of livelihood. According to the study of Lasse. K on 2001 livelihood has five components (Table 1) such as Vulnerability context, Livelihood assets, Policies institutions and processes, livelihood strategies, and livelihood outcomes. FAO in 2001 explaining clearly the components as below showed.

Table 1: Description of the components of livelihood

Components of livelihood	Description	Examples
Vulnerability context	It represents the risk and adverse situations that may face by the community	Land degradation, climate change, HIV, natural disaster, etc.
Livelihood assets	It depicts the requirements of the community that they need to achieve a positive living condition	Human assets: Education and ability Social assets: Social networks and culture Natural assets: Land, forest, Water Physical assets: Road, Electricity shelter Financial assets: Income, savings

Policies, institution, and processes	This is an important set of man-made factors that people need to consider in their living	Rules and regulations and policies
Livelihood strategies	It is a combination of activities that the people choose, peaceful time and choice to achieve their life goals	Investment way, productive activities, and reproductive choices
Livelihood outcomes	The better outcomes from the proper way of living	Mortality rate, income and economic outcome

Source: Compiled by the author through the literature review

Through the understanding of the literature, livelihood of the local community having multiple components such as economic, social, environmental, cultural, and physical aspects. Therefore, investigation of the livelihood is a critical task.

Derived livelihood factors of the local community which influenced by ecotourism activities

Livelihood development of the local community is identified as one of the crucial factors of ecotourism. Studying the influences in the real ground is not easy without any assumptions and criteria. This section is going to focus on the identification of the most suitable factors which will help to examine the ecotourism influences in the livelihood of the local community.

Based on the earlier mentioned literature review it has identified that the term 'livelihood' is a "means of making living" which means every people have their own needs of living in economic, socio-cultural, environmental, and physical aspects which are categorized as components of livelihood. Hence, these components are broader components therefore through the literature review and screening survey the major components are further subdivided into sub-components to make the study easier as specified below. These factors are the major key elements of the study.

Table 2: Description of the selected factors

Factors	Description
Socio-economic factors	
Employment opportunity	Providing job opportunities for people to earn income. Creating more employment opportunities is directly influencing the financial benefit of the local community. Therefore, more employment opportunity positively impacting on the local community
Job security	It is a probability of an individual will keep his/her job without losing it. More job security is indicating the positive impact
Cost of living	The amount of money that should need to sustain a certain standard of living by affording particular expenses. Such as food, healthcare, etc. The high

	cost of living will indicate the poor living standard and marginalization of the minority community
Income disparity	The level of income is not equally distributed in-between the community. Income disparity will clearly show that all the community is not living in an equal standard of living
Economic dependency	The term representing economic agents depends on a variety of economic activities. Depending in particular economic function will have more probability of risk
Average monthly income	The amount of money earning by a person or family through involvement in various economic activities or assets in a particular month. Earning more monthly income will make the good living condition
Working hours	The number of hours that a person spends to work in her/his working unit. More working hours will increase the level of stress and reduce the family bond
Migration	The term migration influencing two types such as in-migration and out-migration. In migration means the movement of people towards the geographical boundary for several reasons hence out-migration indicates the movement to another geographical location. More out-migration negatively impact on the livelihood of the local community
Real estate value	The value of a property determining by the market forces. High real estate value is negatively influencing to the local community
Socio-cultural factors	
Local culture	The term local culture representing the local community's feelings believes norms which are following by them in everyday life. Some areas the culture consider as their social asset of the community
Nighttime functions	The term expressing the entertainment functions happening during night time in tourism destinations to attract the tourists
Crime level	An action that constitutes an offense and punished by law. Robbery, burglary, and sexual assault consider as a crime. Crime will critically affect the general livelihood of the community
Local product industry	The products and functions which are preparing and marketing by the local community are called as local product industry. Sri Lanka is one of the famous countries for this local product industry.
Illegal activities	The activities not according to authorized law can be considered as illegal activities
Physical factors	
Transportation network	The transportation network is a spatial network which helps the movement of the people and commodity from a geographical location to another.
Housing standard	The term describing the adequate facilities of housing units
Building arrangements	The special arrangements of the building

Public facilities	The term representing the facilities and services providing by the state government to the community. Such as health services, sanitation, entertainment facilities, etc. The public facilities included below elements such as,
Environmental factors	
Disaster resilience	Disaster resilience is an ability of the community or group of people or individuals or state or organizations to face and recover from the shocks, hazards, and risks
Level of pollution	The level of contamination of environment resources is considered as the level of pollution
Level of congestion	The traffic congestion is representing here. When the users of the road network increasing in a particular time the traffic congestion is happening
Conservation of natural resources	The process of using the resource in a proper way and handing over the resources to the next generation with the minimum impacts consider as conservation

Source: Compiled by the author through the literature review

Methodology

Factors are identified in the literature review. The case study area is Ella which is a famous destination in Sri Lanka. November to April is the seasonal period of the particular destination. Annually, 6% of Sri Lankan tourists visiting Ella to be with nature. The destination Ella is a unique destination in Sri Lanka based on its characteristics and services. The empirical study of the research was selected based on the following benchmarks,

- Major Ecotourism destination in Uva province: The area surrounded by rich biodiversity, dense with a variety of flora and fauna. Ella is covered with cooler cloud forest and tea plantations. More tourists attract by this destination to get pure oxygen.
- A significant amount of tourist flow can be seen in the area: The destination is very popular in every season because of the climate. At the same time, in Ella, there are many special destinations which are dense in a walking distance to see such as, Dhowa temple, Bambaragala peak, Ella rock, Little Adam's peak, Ravana Ella Falls, and nine arch bridge. Those attractions are very significant tourist destinations that are not available in other Sri Lankan tourism destinations. As a result of this potential, 6% (SLTDA, 2016) of Sri Lankan tourists visiting Ella.
- The trend of more local businesses and community involvement: Rather than the past era, las few years the community involvement in Ella is increasing. Like souvenir shops, homestays, safari, etc. And the tourist also wishes to collaborate with the local community to enjoy the vacation. There are many newspapers witters that they are describing Ella as a mini Hikkaduwa because of this more community involvement.
- The trend of more night functions: Night functions are the reason to keep the area always sleepless. In Sri Lankan tourism destinations night functions are limited. Hence, in Ella night functions are the popular activities in - between the tourists.

The sample size is desired by the pilot survey which is used to screen the area. To understand the ecotourism influences in local community livelihood, it is crucial to understand the types of the community who are living there. According to that through the pilot survey, it has identified two types of the community such as, people who are involving in ecotourism activities and people who are not involving in ecotourism activities. For the study, the community who are involving fully or partially in the ecotourism activities has selected to narrow down the study. The study was carried out based on the selective sampling method. The major reason to select the selective sampling is, the population has low variation in-between them in the real ground. The selective population is the group of people who are involving in ecotourism activities for their livelihood. With the intension of achieving the objectives, the research uses the SPSS to analyze the factors influenced by ecotourism in the local community. The study considering the main three analysis methods, bivariate correlation, frequency analysis, and thematic analysis.

Bivariate Correlation

Bivariate correlation analysis helps to study the significant level of two variables. Through this study, it can be able to identify that to what extent and which direction the selected variable impact by the independent variable.

The method will provide a positive and negative relationship. Positive relationships representing, if one variable increases other variables also will increase and negative relationship means if one variable increase another variable will decrease. The correlation coefficient varies from 0 to 1. The relationship is, No relationship – 0, Perfect linear relationship – 1, Perfect linear negative relationship – (-1), Weak relationship – 0.1, Moderate relationship – 0.3, and Strong relationship – 0.5.

Using a bivariate correlation, the livelihood factors taken from the literature review had correlated with the ecotourism influences. Among 23 factors 12 factors were selected as the significant factors which are influenced by ecotourism in the Ella GN division.

According to the bivariate correlation it has identified employment opportunity, average monthly income, economic dependency, transportation network, local product industry, non-communicable diseases, building arrangements, in-migration, real estate value, illegal activities, level of pollution, and local culture are selected as the significant factors which are influence by eco-tourism actions.

Table 3: Description of the relationship between livelihood factors and ecotourism influences

| Factors	Correlation	Significant value	Relationship interpretation
Employment_Opportunity	.673**	.000	Positive strong
Economic_dependency	.413**	.003	Positive moderate
Average_monthly_income	.505**	.000	Positive strong
In_migration	.317*	.028	Positive weak
Real_estate_value	.300*	.036	Positive weak
Local_ culture	-.413**	.003	Negative moderate
Local_product_industry	.421**	.003	Positive moderate
Illegal_activities	.267	.063	Positive weak
Non_comm_diseases	.540**	.000	Positive moderate
Building_arrangements	.412**	.003	Positive moderate
Level_of_pollution	.263	.067	Positive weak
Transportation_network	.302*	.037	Positive weak
Level_of_congestion	-.126	.386	Negative very weak
Job_security	.179	216	Positive very weak
Working_hours	.125	.390	Negative very weak
Cost_of living	.075	.603	Positive very weak
Income_disparity	.127	.385	Positive very weak
Out_migration	-.123	.393	Negative very weak
Night_time_functions	.163	.266	Positive very weak
Housing_standard	-.187	.200	Negative very weak
Public_facilities	.090	.539	Positive very weak
Disaster_resilience	.087	.558	Positive very weak
Conservation_level	.038	.792	Positive very weak

Source: Result from SPSS
** Correlation is significant at the 0.01 level (2-tailed).
* Correlation is significant at the 0.05 level (2-tailed).

Based on that employment opportunity and average monthly income has a positive strong relationship. Economic dependency, transportation network, local product industry, non-communicable disease, and building arrangements have a positive moderate relationship. In migration, real estate value, illegal activities, and level of pollution have a positive very weak relationship and the local culture has a negative moderate relationship with ecotourism activities (Table 3). When trying to explain the relationship results simply in between ecotourism and significant livelihood factors, if ecotourism influences increase the factors will change as specified below,

Employment opportunity ⎤ Highly
                       ⎦ increase

Average monthly income

Economic dependency

Transportation network

Local product industry

Non-communicable disease

Building arrangements

Moderately increase

In migration

Real estate value

Illegal activities

Level of pollution

Weakly increase

Local culture

Moderately decrease
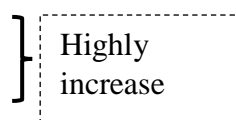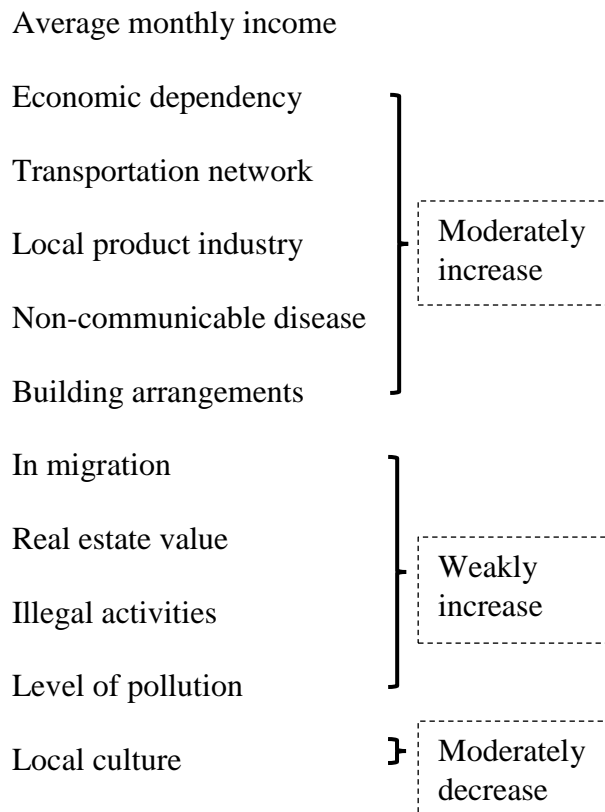
Frequency Analysis

Frequency analysis is a statistical analysis method that tries to explain the frequency of the same response among the multiple outcomes as the result of one or more factors. Simply frequency analysis helps to reduce the large data set into smaller data set which is more manageable and more understandable. A 'factor' is a set of observed response patterns.

Identified significant factors through the correlation, again examined using the frequency analysis in-between the community to get the direction of the influences of ecotourism activities in the factors. The responses gathered from the survey used to analyze frequency analysis to get positive negative percentages.

Through the frequency analysis, it has identified 5 factors that positively influenced more and 7 factors negatively influenced by the ecotourism activities. The factors positively impacted as follows, employment opportunity, average monthly income, economic dependency level, local product market, and in-migration impacted positively and at the same time, transportation network, non-communicable diseases, building arrangements, real estate value, Illegal activities, level of pollution and local culture.

Positive impacts of ecotourism

There are five factors which influenced positively by ecotourism influences. The greater percentage of people (58%) responded that the ecotourism provides more **employment opportunity** to the community because of that it increases the average monthly income.

Table 4: Direction of ecotourism influences

Livelihood factors	Positive influence %	Negative influence %
Employment opportunity	58	42
Average monthly income	53	47
Economic dependency	45	55
Transportation network	46	54
Local product industry	59	41
Non-communicable diseases	-	100
Building arrangements	17	83
In migration	52	48
Real estate value	14	86
Illegal activities	11	89
Level of pollution	9	91
Local culture	15	85

Source: Result from SPSS

In Ella GN division ecotourism related jobs are the major income generator of the area. From 2010 onwards Ella began to be a famous destination for ecotourism. From the point onwards local community involving in the eco-tourism related activities. The employments are three-wheel, Spa, Souvenir shops, Homestays, Tourist guides, Hotels, Restaurants, Cookery classes, etc. Those are the jobs the local community involving.

Figure 3: Percentage of local community involvement in Ecotourism related employment
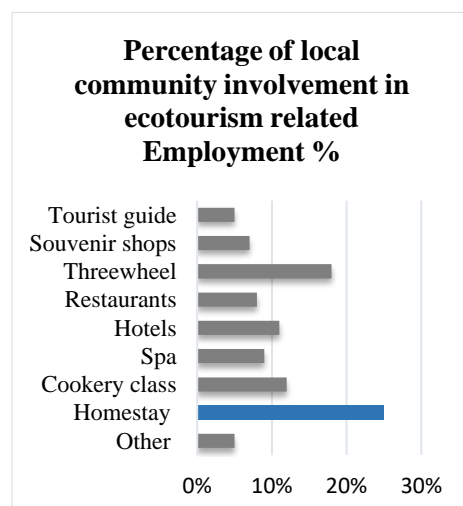
Source: Field survey

According to the data gathered from the survey, homestay is the most famous job in Ella GN division. Hence, cookery classes are the high income generating job in the study area rather than other activities (refer figure 3). According to the data gathered from the survey it has depicted the average monthly income of cookery class during the seasonal period is around more than 50,000 LKR. Hence, during the offseason, they are temporarily stopping the classes.

More than 85% **economic dependency** of the community is ecotourism activities. Hence, during the offseason and adverse situation of the country the community facing some negative impacts on their livelihood. 20% of the survey population recently changed their job from other sectors to the tourism sector because it creates more income. **The average monthly income** of a person is 35,000 LKR from the ecotourism sector. From the sample population, 85% population is highly satisfied with their ecotourism related job. Many people are **migrating** to Ella GN division for employment. Especially, Tamil young males are working as waiters and hotel helpers in hotels and restaurants. This increases the in-migration of the people to Ella.

Furthermore, In Sri Lanka, **local products** are the main things which are requiring by the tourist. According to that, Ella is famous for handmade ornaments and treacle. In Ella rather than other shops like clothes and other items, these handmade ornaments are highly available.

Figure 4: Ella GN division minimum standard homestay

Figure 5: Famous local product shop in ella

Source: Captured during field visit

Negative impacts of ecotourism

In every action, there are positive and negative impacts. According to that, 7 factors are critically influenced by ecotourism negatively. **The transportation network** is a major infrastructure facility for people and goods transportation. In Ella, the roads and railway are the modes of transportation. Based on the railway it is in a good condition hence, occasionally it gets damage. But, when considering the road network, and especially the internal road network is in a very worst situation. Damaged roads, no parking spaces, and no sidewalks. Because of these people facing much trouble to use. During the seasonal (November to April) period more tourists visiting the area. At that time because of the poor road condition, traffic congestion, and accidents are happening. Last seasonal period it more than 15 accident cases reported in the police station.

Figure 6: Improper road condition in Ella

Source: Captured during a field visit

In Ella as **illegal activities** prostitution, drug selling, and usage are happening. To gathering data, based on particular aspects are very difficult. Hence, according to the police officer statement, prostitution and drug selling cases are reporting around 3-7 per month. Hence, some cases can be handle by police officers easily and some cases are difficult to control.

As **non – communicable diseases** HIV is the major issue in the Ella GN division. MOH office is the responsible party that dealing with this issue. According to their statement up to now, 2 females reported this particular disease in MOH office. More people are having this issue who are getting the treatment from India. Ella MOH office very confidentially treating those people.

In Ella GN division there are not any regulations following by the community in construction. The **arrangements for the building** in the town area is very compacted arrangements. Many people that they are saying, tourists mainly coming to Ella for pure oxygen hence because of these building arrangements after some years the pure oxygen will be reduced in the air. Currently, Ella is declared as UDA declared area. Therefore, the community should follow the building construction regulations of UDA.

Figure 7: Compacted building arrangements in Ella town Centre

Source: Captured during a field visit

Ecotourism impacting the **real estate value** of Ella. The tourism services are mostly concentrated on both sides of the Colombo Wellawaya road (Figure 8) and a few activities can observe in Passyala road. Therefore, the per perch price in town area 1 – 1.5 million. When the distance is deviating from the major road the amount per perch is lesser than 0.9 million. The major reason for the differences in the value of perch is ecotourism. Because along the main road the demand for accommodation and restaurant is high and this will help to earn more income. Hence when it is deviating from the road the tourist needs to walk and climb the hills to reach their accommodation places.

Figure 8: Spatial concentration of tourism services

Source: Captured during the field visit

The community saying many hotels and restaurants are informally discharging the wastewater into one of the water bodies. Recently Environmental authorities checked and reported there is a collapse in the pH value of the water because of this informal waste discharge. This caused water pollution in the area.

Local culture is a valuable aspect that preserves the local community. Hence more than 65% of the community saying ecotourism spoiling the local culture through dress abuse and night time functions. Nighttime activities are one of the main activity which makes the city always alive. According to that rather than other tourism destination in Sri Lanka Ella town is the major destination which concentrated with more night time functions. Hence, the local

community except hoteliers and three wheel, others are discouraging the night time functions. Because it creating issues in the local culture of the community.

Thematic Analysis

When studying the community it is essential to include the own impressions and the perceptions of the community. Therefore, thematic analysis was used to interpret the narratives of the community about their perceptions on the ecotourism influences in the livelihood factors.

Theme 1: Economic impacts

In Ella ecotourism becomes major livelihood employment because all other jobs are directly or indirectly interconnecting with tourism activities. Cookery class and homestay are the famous income generator to the local community in Ella. As said by the community,

"I am working in DS office, I am the breadwinner of the family hence my mother doing homestay who is earning more than me" Namal Development officer in Ella DS office (Date: 02.10.2019).

"Ecotourism survived my life from death. After the death of my husband, with two children I was staying as a beggar hence, cookery class and homestay paved me a path to continue my life" Shirani, Homestay and cookery class (Date: 02.10.2019).

Both statements are depicting that the ecotourism providing path in many ways to the local community in a positive way. Hence, another group of people discussed below,

"We have some limited shops to buy foods as locals because more than 80% of shops are unaffordable by locals" Hiran three-wheel driver (05.10.2019).

"There are some restaurants which discouraging the locals' presence to the restaurant. I don't know why it is happening" Kumari Spa worker (09.10.2019).

"I have visited nine arch bridges in the last few months ago. My daughter slipped down and she got injured on her leg. Then I ask the three-wheel driver to get her down from the place to the starting point. The driver asks 2500LKR to drive only around 1km" Haran Local visitor (17.10.2019).

These statements are representing there is a marginalization in the accessibility of the local community to the tourist services.

Theme 2: Socio-cultural impacts

In this theme, more than 75% of the people discussed dress abused and nighttime activities.

"I should encourage night time functions because it providing income to my work hence, as a father of two children I discouraging the activities. Because it encouraging prostitution and drug usage in the society" Weerasignhe three-wheel driver (10.10.2019).

Theme 3: Physical impacts

In the theme, most of the community discussed building regulations. Because until now in Ella no building regulations are following by the people. People identified homestay as a good income generator and they expanding the houses without any consultations. Therefore, many stakeholders said this will lost the pure oxygen in Ella which is a key element of tourist attraction.

A statement mentioned by Kumudhi Assistant divisional secretariat (Date: 05.11.2019) "Ella now declared as UDA declared area. Therefore we checked the standards of the currently available building using UDA building regulations. It seems more than 75% of the buildings fail to reach at least minimum regulations. In the future, this will be a big issue for the area". This statement depicts the construction of more buildings without any regulation in the Ella will become a threat in the future to ecotourism activities.

Theme 4: Environment impacts

More than 50% of the community said after Ella became as an ecotourism destination, the state awareness about the disaster resilience is high. A religious priest said "Because of tourism only more disaster resilience activities are happening. It is no need to search for the reason for the good impacts. I know it is happening because of tourist flow but, it is creating positive impacts on the local community too". Through the statement, it can understand ecotourism providing positive impacts to the local community.

Through the section, it has identified Ella community is a community which is depending on ecotourism as their major livelihood. Because of ecotourism the community getting benefits at the same time, it affects negatively to the community. Through the study, has to identify ecotourism negatively impacting in the local culture and environment of the area. Therefore, it is essential to decide to limit these negative impacts and encouraging the positive influences of the area.

When going through the thematic analysis it seems most of the local community that they are having at least a little bit of idea about the negative and positive impacts of ecotourism. Because in the Sri Lankan context as earlier mentioned there is a rural community that they don't know whether they are benefited or not. Therefore this kind of deep community analysis will help the local community's livelihood.

Conclusions & Recommendations

The study shows as objectives, to identify the livelihood factors of the local community which are influencing by ecotourism as well as identifying the significant factor/s and the direction of the influences by ecotourism. To achieve the first objective several livelihood factors were gathered from the various literature review and pilot surveys. Because many literature review factors are different in the empirical study. Collected factors were developed as Likert scale questionnaires to test the empirical context of the Ella GN division. According to the literature the factors categorized as socio-economic, socio-cultural, physical, and environmental factors

that have been used as livelihood factors to examine the influences of ecotourism in the livelihood of the local community. After the selection of the factors to explore the second objective following methods were used namely, bivariate correlation to identify the significant factors which are suitable to the actual situation of the Ella GN division. And frequency analysis to investigate the impacts whether is it positively influencing or negatively influencing ecotourism. The major intension of these both objectives is, Ella is an area that has ecotourism as its major livelihood employment. So, if tourism collapse the total community's livelihood also will be interrupted. Therefore, in this kind of destination, a study of influence is essential to keep survive community and destination for the long term.

Considering the analysis it has identified ecotourism providing several positive impacts on employment, income, local product market, etc. Hence, as negatively it is impacting local culture and other environmental aspects. This may lead to the reduction of eco-tourists to Ella.

Because more people visiting Ella to collaborate with the environment and local culture hence if those are impacting negatively it will be direct the livelihood of the local community in a downwards direction.

Limitations and Recommendations

The major limitations of the study, there are a small number of factors were selected to explore a broader concept and only 200 sample population were considered to study. Further, the factors are more deeply analyzable hence because of the limiting factors like the time the factors just analyzed as overall. It is recommendable to select more factors in future researches. And it is more important and interesting to do the study in the tourism destination because the subject development and planning are essential in this kind of destination. This kind of study will help the institutions in the tourism sector can enhance to minimize negative and upgrade positive factors. For further research, the same research can usable for another destination.

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