

# Tourism Industry for Regional Development – Post War at Jaffna District in Sri Lanka

(1) Department of Geography, University of Jaffna, Sri Lanka.  
(email: stpmathy@gmail.com)

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**Abstract:** The tourism industry plays a key role in regional and destination development. Jaffna district has more tourist potentials to develop the region. Tourism image in Northern province had changed by war during the last three decades. This research analyses the potential for regional development of tourism industry in Jaffna district. SWOT analysis and descriptive statistical analysis were used. The finding of research reveals that Jaffna district can benefit much more than present context of tourist industry by promoting tourism industry.

**Keywords:** Regional development, tourism industry, sustainable development.

## General background of Tourism industry and situation of Jaffna District in Sri Lanka

The Island of Sri Lanka is a small universe, it contains as many variations of culture, scenery, and climate as some countries. But Sri Lanka was seen as a low budget tourist attraction during the war period. Tourism Industry collapsed mainly due to the war conditions throughout last 3 decades. The war is mostly over, and Sri Lanka is now stable and safe — and as beautiful, tropical, and friendly as ever. The Government done much in the past four years to fulfill the needs of the tourism industry. Tourists started pouring in to the country after the end of civil war. Now Major infrastructure development projects are undergoing in the country. The Government identified tourism as a fast emerging potential growth sector. The upliftment of the tourism industry not only benefits the industry, but also supports many other sectors. The setting up of hotels and restaurants will increase income and business opportunities for the

self-employed, small and medium enterprises and farmers. It is important to enrich the tourism industry that will directly and indirectly help many other economic activities to achieve a higher growth rate.

Jaffna has already become a popular destination for tourists. Today instead of the brain drain; brain gain rate has increased. With the beginning of a new era with peace and stability it is vital that the business community recognize the possibilities and re-build the country's economy.

Jaffna has enormous potential for development in the North. Jaffna is a resource land, which was untouched for the past three decades and it is vital to adopt the concept of being green since it is timely to have a sustained tourism in the country. There is immense potential for tourism and hotel industry in the Northern province. Over 500 people visit

Jaffna daily from various parts of the country with the dawn of peace. With the opening of the A-9 road for the public, the number of tourists visiting Jaffna has increased rapidly. Several investors, who are very keen to invest in the hotel and tourism industry in Jaffna peninsula. Most said there are no Star Class hotels in Jaffna and considering the opportunity the investors are ready to set up Star Class hotel.

## Objectives of research

The main objective of the study is to identify the recent salient features of the tourism sector or potential generations of tourism industry for the regional development. Second one is reveal the strategies plans for increasing regional development in future. Those are increasing the long term sustainability for regional development.

## Research Area

Jaffna District is one of the 25 of . The headquarters is located in city. Jaffna District is located in the far north of Sri Lanka in the Northern Province and occupies most of the Jaffna Peninsula. The following map shows the research area.

## Methodology

Information was gathered through visit to tourist areas, conducting interviews and relevant documents for the extensively study. Descriptive research type and descriptive statistical analysis and SWOT analysis were used for the result. Non probability sampling was used. The following figure show about the SWOT for tourism industry of Jaffna.

## Result and Discussion

Few proposals to develop nature and tourism in Jaffna. Some tourism places are identified as the most attraction places in Jaffna. They are categorized under four themes namely, places. Events, recreational services and other services. Historic Places and Buildings, Parks, Natural Areas or features & beaches, and religious centres are identified as places.

Also, given below are some other tourism potentials which are prevailing at present in the Jaffna and which have the potential to develop further. Geographical features and resources are any other potentials to develop. Such as Sand, mineral resources, old valuable buildings, wells, places, and thinks, trees, mangroves, long beaches, seas, and harbours. University of Jaffna, Public Library of Jaffna and Tilko city Hotel are some of the most tourist' attraction buildings and famous centers.

## Conclusions

Tourism has become one of the major sector of the economy in Jaffna. Basically, tourism should ensure the following three basic necessities.

1. Have something for visitors to see:- Animals, birds, farms and nature are the few things which tourism could offer to the

tourist to see. Apart from these, culture, dress, festivals and rural games could create enough interest among foreign tourists in tourism.

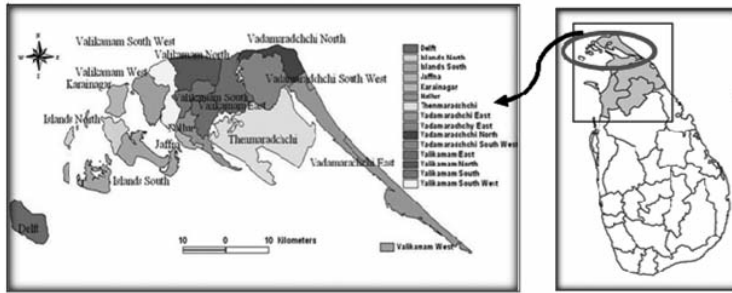
2. Have something for visitors to do:- Participating in many types of operations and swimming, bullock cart riding, pony riding, buffalo riding, cooking and participating in the rural games are the few activities in which tourist can take part and enjoy.
3. Have something for visitors to buy:- Rural crafts, dress materials, farm gate fresh agriculture products, processed foods are the few items which tourist can buy as souvenir for remembrance.

However, in Jaffna tourism is at an infant stage and is poorly organized. In most of the farms, hotels, infrastructure facilities are not sufficiently available. This is one of the factors that determined the success of the industry. Therefore, provision of basic infrastructure such as road facilities, clean water, and electricity is very important. Moreover, there is low awareness of tourism and its attractiveness with stakeholders. Making them well aware of tourism and creating a positive attitude towards opportunities of tourism is essential in order to have tourism operations. Although people have basic knowledge and skills in tourism, they are poor in business management skills namely entrepreneurship, management skills, interpersonal and communication skills etc. Therefore, tourism education and training in these areas are very much important for the successful and sustainable tourism operations.

Finding proper remedies for the above mentioned problems is an essential prerequisite as the potential entrepreneurs will face difficulties to start a business without external support. After that, introduction of tourism under the themes suggested earlier would be of great significance and would improve the overall economic, social, cultural, and aesthetic level of the areas. If the tourism industry develop in many ways, the many sectors and actions will be improve to the regional development.

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**Figure 1: Research Area**  
**Resources District Secretariat Division of Jaffna**

**Table 1: SWOT for tourism industry of Jaffna**

<b>Strength</b>	<b>Weakness</b>
Climate	Weak public sector management
Nature – Sea/Bio diversity/wildlife	High local and foreign debts
Historical places	Tarnished image of SL during last three decades
Rehabilitate the A9 road	Seasonal business
High inflow of foreign remittances	poor infrastructure facilities( transport, tele communication, quality of Hotels)
District less natural disasters	Not plans and guidelines for tourism places
Government intentions to support industry	Not awareness for people
The good relationship among western country	
Resources for large and small industry	
<b>Threats</b>	<b>Opportunities</b>
Inappropriate usage of funding on development	Financial times
World economic down turn	Employment generation in the tourism sector
Diluted spending power of travelers	Improve large and small industry
High security zones	Increasing of inter regional development
Registry, checking by military	Establishing the provincial head offices
Bad images about the affected areas	
International policies about Srilanka	

(Source: Information Gathered by the Authors from Field Work)

**Table 2: Tourism development themes in Jaffna District.**

<b>Places</b>	<b>Events</b>	<b>Recreational Services</b>	<b>Other Services</b>
<u><b>Historic Places and Buildings</b></u> Jaffna Fort, Delft Jaffna Library, Kayts Town Natural Harbor Sankiliyan Curve Manthirimanai University of Jaffna	<u><b>Conferences</b></u> Corporate Family Reunions Weddings Get-togethers	<u><b>Water-based Activity</b></u> Boating Swimming Fishing with the hook	<u><b>Accommodation</b></u> Bed & Breakfast Camping Youth Hostels Elder Hostels
<u><b>Parks and forests</b></u> Subramaniyam park. Poonganichcholai. The old park Manatkadu Mirusuvil mangroves	<u><b>Agricultural Fairs</b></u> Food and Craft Shows Food Cooking-Demonstrations Flower Shows	<u><b>Trail Based Activities</b></u> Hiking Off- Road Motor Cycling, Cycling Horse Racing Motor Racing	<u><b>Tour Operations</b></u> School Tours Picnicking Organic Farm visits
<u><b>Religious Places</b></u> Nallur Temple Selva Sannithi Temple Nagapoosani Temple Nagaviharai O.L.R. Church St. Mary's Church Durkaiamman Temple Naguleswaram Temple Maviddampuram	<u><b>Seasonal Festivals/ Activities</b></u> Sinhala& Hindu NewYearFestiva l Christmas Trees Easter Eggs Annual Festivals of temple	<u><b>Nature Appreciation Activities</b></u> Photography/Painting Bird watching Wild Life Viewing	<u><b>Retailing of Various Items</b></u> Gift/ Craft/ Antique Floral Arrangements Gardens/ Nurseries(Flowers, Greenery, Herbs, Dried Flowers) Roadside Stands/ Markets Specialty Food Palmyra product
<u><b>Natural areas and beaches</b></u> Casurina Beach Kilali – Allipalai, Chaatty Beach		<u><b>Hunting and Fishing</b></u> Trapping fish with nets Hunting Dog Training Habitat Improvement	

(Source: Information Gathered by the Authors from Field Work and Literature Search)

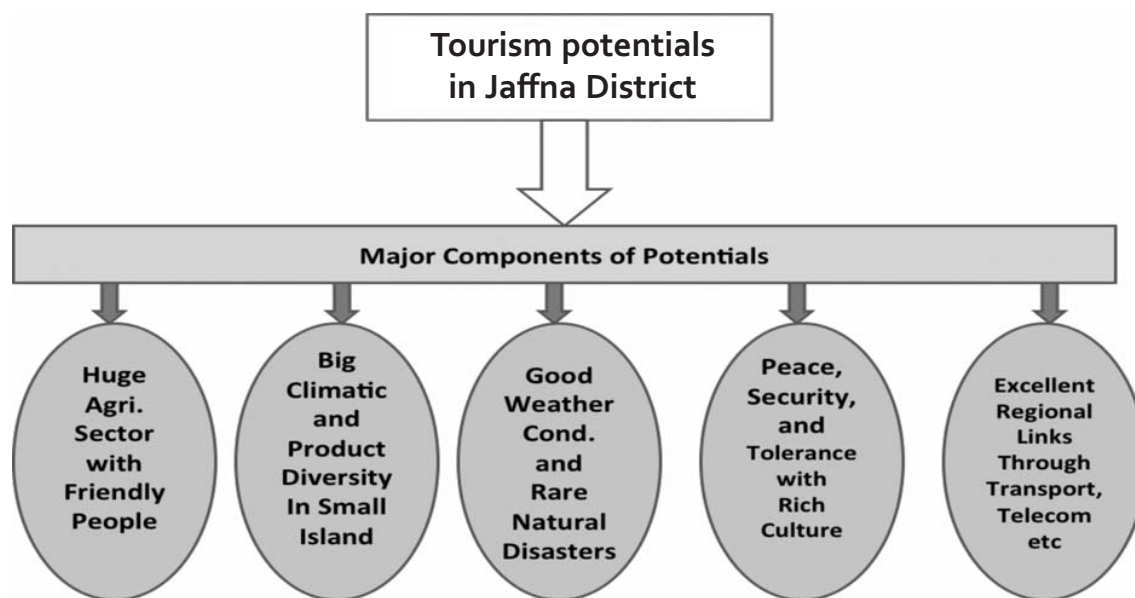


Figure 1: Components for the tourism industry.

(Source: Information Gathered by the Authors from Field Work and Literature Search)