

A STUDY ON FACTORS INFLUENCING THE TOURISM EARNINGS IN SRI LANKA

*Navirathan. V ¹, Vijayakumar. S², Jeyarajah.S³,

1. Faculty of Graduate Studies, University of Jaffna, Sri Lanka

2. Department of Economics, University of Jaffna, Sri Lanka

3. Department of Economics, Eastern University, Sri Lanka

¹*svnavirathan@gmail.com*, ²*vijai114@gmail.com*, ³*jeyarajahs@esn.ac.lk*

Abstract

This research aims to examine the variables that have the greatest impact on tourism revenue in Sri Lanka. Sri Lanka has all the makings of a leading tourist destination in Asia. A number of opportunities were lost, however, due to poor economic policies, ongoing political violence, war, the Easter attack, Covid-19, and the economic crisis. Since 1983, when the civil war in Sri Lanka began, the country's tourism industry has been severely hampered by the conflict, which ended only in May 2009. After the fighting stopped, tourism in Sri Lanka quickly recovered and is now driving the country's economic recovery. The travel and tourism sector is one of the most intricate in the global and national economies. The tourism industry's success is highly dependent on environmental factors and has far-reaching direct and indirect effects on other economic spheres. Finding out what factors affect tourism revenue in Sri Lanka is the primary goal of this research. Quantitative secondary data from institutions are the sole basis for this research. Information compiled from travel-related periodicals covering the years 2000-2022. In addition, non-Parametric analysis was used with the Kuruskal-Wallis test implemented in Minitab for this study. This paper shows that the tourism industry in Sri Lanka can play an important role in the country's economic growth. The main findings of this research are that the end of civil war/peace and improved socio-economic conditions have a significantly positive relationship with earnings/revenues from tourism in Sri Lanka. At the same time, civil war/ internal conflict, the Easter attack, COVID-19 and the economic crisis of the country have a negative relationship with earnings/revenues from tourism in Sri Lanka.

Keywords: Factors, Influence, Tourism, Earnings

1. Background of the Study

Sri Lanka is an island with smiling people who are well known for their hospitality. This beautiful island is indeed a land like no other. In terms of both economic and social progress, tourism is crucially important. Income, employment, investment, and exports are all boosted by this, making it a net positive for economic growth. It also has positive knock-on effects, such as the protection of historical sites, enhanced infrastructure, and new public amenities for the neighborhood. For many developing countries and regions, tourism income has surpassed other export earnings as the most crucial factor in their balance of payment. Because of its potential as a source of both revenue and employment, tourism is increasingly important to economies on all scales, from the global to the local. (Zhang, 2002). Both developed and developing countries benefit greatly from tourism, making it one of the most important industries in the world. Tourism in Sri Lanka has increased significantly over the past decade, and the country has benefited

greatly from this trend. It is critical to better understand the travel habits of international tourists visiting Sri Lanka if the country's tourism industry is to continue to thrive in the future and be driven sustainably (Sri Lanka Tourism Development Authority, 2017).

Over the past few decades, international tourism has flourished. Many nations rely heavily on revenue earned from tourism exports, and advocates of furthering the industry argue that it could be a significant driver of economic growth in underdeveloped nations. Infrastructure and tourism promotion are two areas where governments in both developed and developing countries frequently invest, with varying degrees of success. (Tica, 2007.) There is a great need for the sustainability concept of tourism development in Sri Lanka due to the country's wealth of cultural, historical, and natural attractions. The growth of the tourism industry in Sri Lanka has the potential to contribute to the country's efforts to diversify its economy. It has been shown (O'hare & Barrett, 1994)

The attractiveness of the product, the availability of tourism products throughout the year, and the proximity to markets all play a role in determining the ebb and flow of tourist traffic (Brezovec & Bruce, 1996). The economic benefits of tourism to a country are substantial. All countries, but especially developing ones, can benefit from the money they bring in from tourists from around the world. Spending by tourists has an effect on local economies, including wage levels and job availability. Income from tourism is more stable than that from primary products, but it is still highly dependent on the state of the local economy. More rapid growth in tourism revenue has been seen than in those primary commodities. Especially in countries with a weak manufacturing sector, tourism has become a significant source of revenue, outpacing even increases in income from exporting goods. Developed nations can more confidently send money to developing nations, increasing export profits and economic growth in the latter. Therefore, many countries, both developed and developing, depend heavily on tourism as a major source of income (Vanhove, 1993). Many forces, both domestic and international, influence Sri Lanka's tourism industry, which in turn influences the country's annual revenue. This study aims to shed light on the factors that have played a role in shaping Sri Lanka's tourism earnings. Therefore, this paper discusses the issues on what are the influencing factors on tourism revenue in Sri Lanka.

2. Review of the Literature

Key Concepts Related to Tourism

Tourism is the practice of going to a new place to enjoy there. The UN World Tourism Organization defines tourism as "the movement of people to countries or places outside their usual environment for personal or business/professional purposes" (UNWTO). Visitors (who can be tourists or excursionists; locals or foreigners) engage in a variety of activities, some of which imply financial outlays in the form of tourism, which is why the term "tourism"

was coined. Travel to and temporary residence in a destination other than one's usual environment for purposes other than permanent settlement typically less than a full calendar year.

The visitor is any person who leaves his or her usual environment and stays for less than a year with the primary purpose of doing something that earns money in the country visited is considered a visitor. On the other hand, A tourist is a person who stays in a foreign country for one or more nights for any of the reasons listed under tourism, but who does not work for the benefit of the host country. Anyone with a passport from a country other than Sri Lanka who has been in the country for less than a year and has been in the country for at least 24 hours is considered a tourist. Any visitor over the age of 16 who stayed at or left the airport upon arrival and whose total time in the country was less than 24 hours is considered a transit passenger. The term "tourism expenditure" is used to describe the money spent on vacation-related purchases like food, lodging, transportation, and souvenirs. (The Sri Lanka Tourist Board, 2018)

Importance of Tourism

Tourism is a key income generation sector of Sri Lanka. Increases in business capacity and economic growth have both been attributed to Sri Lanka's flourishing tourism sector. All sectors must develop strategies that support the idea of tourism as a means of ensuring regional development. Regional development has a good chance of happening if people from all walks of life and all parts of the region work together. Popa, (2011.) Organizations working to promote tourism could show that the benefits to a country's economy from tourism are not just immediate and direct, but also indirect and cumulative. A greater focus on tourism growth is likely if it can be demonstrated that visitors not only bring in money and create jobs while they are in the country but also send significant economic shockwaves back to their homes (Fischer, Christian & Gil-Alana, Luis A., 2007).

Given the country's efforts to rebrand itself and the fierce competition it faces from other tourist hotspots, Sri Lanka needs to take this approach if it hopes to attract foreign visitors. As a direct result of these factors, the number of tourists visiting Sri Lanka in 2015 reached a new all-time high of 1,798,380, smashing previous records. Therefore, the brief postwar history of Sri Lanka demonstrates that the tourism sector has emerged as a key generator of foreign exchange, job creation, and foreign direct investment. The tourism industry in Sri Lanka contributed 5.61 billion US\$.to the country's GDP in 2018 (5.9%in GDP) and directly and indirectly employed 319,436 people (SLTDA, 2019). Sri Lanka is one of the world's 34 biodiversity hotspots because it is home to many different types of ecosystems and a wide variety of tropical animals.

The Gross National Product is heavily dependent on earnings from tourism. As a result, new tourism policies need to be established and given priority if the industry is to thrive (Gokdemir, S., and Durdu, U. 1999). The contribution of

tourism to the national GDP can be seen at the level of the national economy. How much money tourists spend, how much it costs to send locals on vacation abroad, how much it costs to produce goods and services for the tourism industry and related businesses, and how much it costs to maintain tourist infrastructure are all factors. To paraphrase (Walter, 2003)

The direct contributions of travel and tourism cover the total spending within a particular country on travel and tourism by residents and non-residents for business and leisure; The indirect contributions of travel and tourism cover the total spending on travel and tourism by residents and non-residents for business and leisure outside of the country, as well as the induced contribution to GDP and employment. Indirect contributions of travel and tourism refer to investment, purchase of goods and services by the sectors dealing directly with tourists (e.g., purchases of cleaning services by hotels), and government spending on travel and tourism development; induced contributions cover the spending by those directly or indirectly employed i.e., people who work in the industry. Many destinations rely heavily on revenue generated by tourists, whose spending on things like lodging, dining, transportation, entertainment, and shopping helps to sustain and grow the local economy. The results of this study are presented in (Athanasopoulou, 2013). As a major contributor to economic growth, tourism helps stabilize foreign exchange rates, boosts GDP, and enhances living standards. (Thuis and Stuive, 2019). Foreign exchange earnings, job creation, infrastructure development, and regional development are just a few of how the government sees tourism contributing to the economy's growth. This is according to a recent study (Ranasinghe, 2019).

Promoting Tourist Destinations

The marketing of the tourist spot can be done through a variety of channels. Websites are becoming increasingly well-known and are a great way for new, small, and far-flung destinations to reach the international audience without having to spend as much money on advertising (if they even have a market). They have practical applications at both the enterprise and the regional levels, the latter of which necessitates specialized knowledge to maintain regularly (Gruescu et al., 2008.). Since the number of tourists was relatively low by that time compared to other destinations, it was difficult to entice private sector investors into the sector of the economy without incentives. Sri Lanka's government provided incentives to the private sector by offering tax breaks, cheap loans, cheap land, and new infrastructure (Fernando, 2017)

How to encourage or jumpstart the growth of the tourism industry is the primary challenge facing destination policymakers. We looked into how sophisticated tourism and investments in resources fared as growth strategies. We demonstrated that a destination's resource endowment may limit the success of encouraging tourism development through tourism sophistication. More refined tourism industry can boost earnings in some ways, but at the expense of increased pressure on already-strained infrastructure (Andersen, et al. 2000)

Tourism in Sri Lanka: Its Impact on the Economy

In terms of foreign currency earnings, the tourism industry is currently crucial to Sri Lanka's economy. When it comes to bringing in hard currency, Sri Lanka's third largest export is its tourism industry. Economic growth in Sri Lanka was boosted by the tourism industry by \$9.9 billion in 2017. By working together with those who have a stake in the success of the tourism industry, making investments that are good for the environment, and being transparent about how those investments are performing, we can ensure that local communities reap the benefits of tourism and the money it brings in (Silva, 2020)

The tourism industry has taken a major hit as a result of the worst financial crisis the country has ever seen. The governments of the United Kingdom, Canada, and India have all issued warnings to their citizens to keep an eye on the situation in Lanka as the country's economy continues to fluctuate. If borders were closed, no tourists would come, which would lead to a drop in tourism-related income. The tourism industry in Sri Lanka is responsible for 13% of the country's gross domestic product. Visitors bring in money from other countries (George et al., 2022)

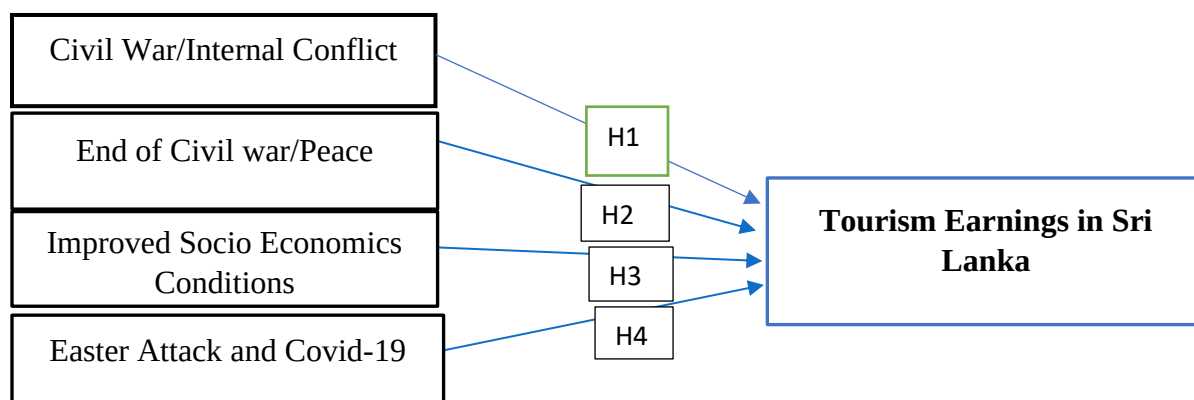
Conferring to literature, it is evidenced that there is a relationship between the Socioeconomic, political, and other conditions of the country and tourism earnings of the nations. However, there is no study on the relationship between the socioeconomic, political, and other conditions and tourism earnings of Sri Lanka. Therefore, this study examines the relationship between the Socioeconomic, political, and other conditions and tourism earnings of Sri Lanka. The importance and topicality of this study stem from several roots. However, empirical findings such as these studies are scarce. The researcher could not find any study related to factors influencing on tourism earnings in Sri Lanka.

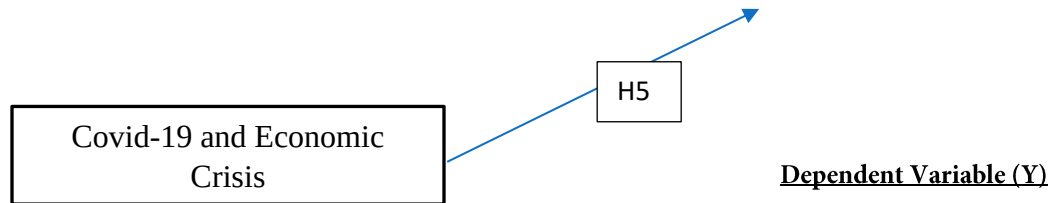
Conceptual framework

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

Figure 1: Research Framework

Independent Variable (X)





Developed by Researchers-2023

3. Objectives of the study

Overall Objective

- ❖ The main purpose of the study to identify the decisive factors for earnings from the tourism sector in Sri Lanka.

Specific objective

The specific Objective of this study is:

- ❖ Determine the problems plaguing Sri Lanka's tourist industry.
- ❖ Examine the progress of Sri Lanka's tourist industry
- ❖ to determine promising approaches for expanding Sri Lanka's tourist industry
- ❖ To determine strategic directions for expanding Sri Lanka's tourist industry

4. Hypothesis Development

The hypothesis is based on the idea to investigate the relationship and continue the study based on prior research/studies. Five hypotheses were developed for this research which are given below:

H₁: Civil War/Internal Conflict significantly affects the revenue from Tourism

H₂: End of Civil War/Peace significantly affects the revenue from Tourism

H₃: Improved Socio-Economic Conditions significantly affect the revenue from Tourism

H₄: Easter attack and Covid-19 significantly affect the revenue from Tourism

H₅: Covid-19 and Economic Crisis significantly affect the revenue from Tourism

05. Problem statement

Substitution tourism has been seen in other countries experiencing crises like Sri Lanka. However, tourism is a resilient industry, and it will recover in 2019 from the effects of the Easter Attacks, just as it has in the past. Proof of the tourism industry's resilience and its ability to recover can be found in countless places around the globe. But since we are still in the midst of a recession, a definitive quantitative assessment of its effects on the tourism sector and Sri Lanka's tourism economy cannot be made at this time. Still, the tourism sector's long-term health is intrinsically linked to the nation's economic and political security (SLTDA, 2022). Those coastal areas that aren't already popular tourist resorts will become more appealing through the development of a network and the generation of novel ideas from the perspective of the tourist offer. Improved visitor numbers in the off-season can be achieved through the diversification of the tourist offer in relation to the sustainability of the territory.

Since the end of the civil war, Sri Lanka's tourism industry has flourished, and the country is now widely recognized as a premier vacation spot. As a direct result of its growing international recognition, Sri Lanka's tourism industry has risen to the third spot among the country's top exports and now accounts for more than 10% of the country's GDP. However, the Easter bombing and the Covid-19 pandemic have dealt a major blow to Sri Lanka's tourism industry. The worldwide downturn in tourism has had a devastating effect on Sri Lanka's tourism industry.

Sri Lanka relies heavily on tourism as a means of bringing in much-needed foreign currency and as a means of keeping the country's economy strong in the face of external sector pressures. Between 2014 and 2019, tourism accounted for 14% of all earnings in foreign currency, making it the third largest source of foreign currency earnings. Although export earnings grew from US\$8,626 million in 2010 to US\$12,499 million in 2021, a large amount of import expenditure on account of inputs was required to generate these earnings (Developments policies, 2022).

After looking over the aforementioned literature review, we realize there is no empirical research on the factors that affect tourism income in Sri Lanka, so that's where we'll focus our attention. In addition, not many investigations have been carried out in developed or Western countries. Research on how to improve tourism in developing nations like Sri Lanka is scarcer than in more developed nations. This calls for increased efforts by academics and industry professionals to pinpoint the problems plaguing Sri Lanka's tourist industry. The present study aims to bridge the gap identified in the literature and examine **What are the influencing factors on tourism revenue in Sri Lanka?**

6. Research Methodology

Data, Data Collection Methods, and Data Analysis

The study is completely based on institutional quantitative secondary data sources. The data was collected for the period between 2000 and 2022 from the Sri Lanka Tourism Development Authority (SLTDA), the Central Bank of Sri Lanka, and the World Travel & Tourism Council (WTTC). In addition, the study contains data collected from several

empirical studies conducted by different scholars. The descriptive analysis uses to explain the trend of effects of tourism.

Moreover, data were analyzed with the Kuruskal-Wallis test under the non-Parametric Method through MINITAB.

As shown in table-1, there are five factors that have influenced on annual tourism earnings in Sri Lanka which are civil war/internal conflict, end of civil war/peace, Improved socio-economic conditions, easter attack, and Covid-19 and Covid-19 and economic crisis.

❖ Kruskal-Wallis Test

When the conditions for conducting a one-factor analysis of variance are not met, the Kruskal-Wallis test (H-test) can be used to test the null hypothesis that all of the samples are truly independent. Because of this, we must accept the null hypothesis and conclude that the two samples are equivalent. If you want to know if there are significant differences between at least two groups, the Kruskal-Wallis test can help you out.

Table 1: Research Data

Year	Revenue from Tourism USD Mn	Earnings increased or decreased	Reasons	Reason
2000	252	Decreased	Civil War/Internal Conflict	1
2001	213	Decreased	Civil War/Internal Conflict	1
2002	363	Decreased	Civil War/Internal Conflict	1
2003	454	Decreased	Civil War/Internal Conflict	1
2004	408	Decreased	Civil War/Internal Conflict	1
2005	429	Decreased	Civil War/Internal Conflict	1
2006	410	Decreased	Civil War/Internal Conflict	1
2007	385	Decreased	Civil War/Internal Conflict	1
2008	342	Decreased	Civil War/Internal Conflict	1
2009	350	Increased	End of Civil war/Peace	2
2010	576	Increased	End of Civil War/Peace	2
2011	830	Increased	Improved Socio-Economic Conditions	3
2012	1039	Increased	Improved Socio-Economic Conditions	3
2013	1715	Increased	Improved Socio-Economic Conditions	3
2014	2431	Increased	Improved Socio-Economic Conditions	3
2015	2981	Increased	Improved Socio-Economic Conditions	3

2016	3518	Increased	Improved Socio-Economic Conditions	3
2017	3925	Increased	Improved Socio-Economic Conditions	3
2018	4381	Increased	Improved Socio-Economic Conditions	3
2019	3607	Decreased	Easter Attack and Covid-19	4
2020	682	Decreased	Easter Attack and Covid-19	4
2021	507	Decreased	Covid-19 and Economic Crisis	5
2022	1136	Decreased	Covid-19 and Economic Crisis	5

Source: Central Bank of Sri Lanka, Sri Lanka Tourism Development Authority.

It is common practice to use Kruskal-Wallis to check for statistical equality when comparing medians or means. If you want to know if the middle numbers of two or more sets of data are different, the Kruskal-Wallis Test is the way to go. Data must have a single discrete response category, and the distributions of that category's data must be consistent across all groups.

7. Results and Discussion

Based on the secondary data findings and discussion are designed to present and analyze the gathered data concerning the objectives and hypothesis of the study.

Kruskal-Wallis Test: Revenue from Tourism USD Mn versus Reason

Table 2: Results Descriptive Statistics

Reason	N	Medium	Rank	Z Value
1	9	385	5.7	-3.59
2	2	463	8.0	-0.87
3	8	2706	18.5	3.36
4	2	2145	17.0	1.09
5	2	822	13.5	0.33
Overall	23		12.00	

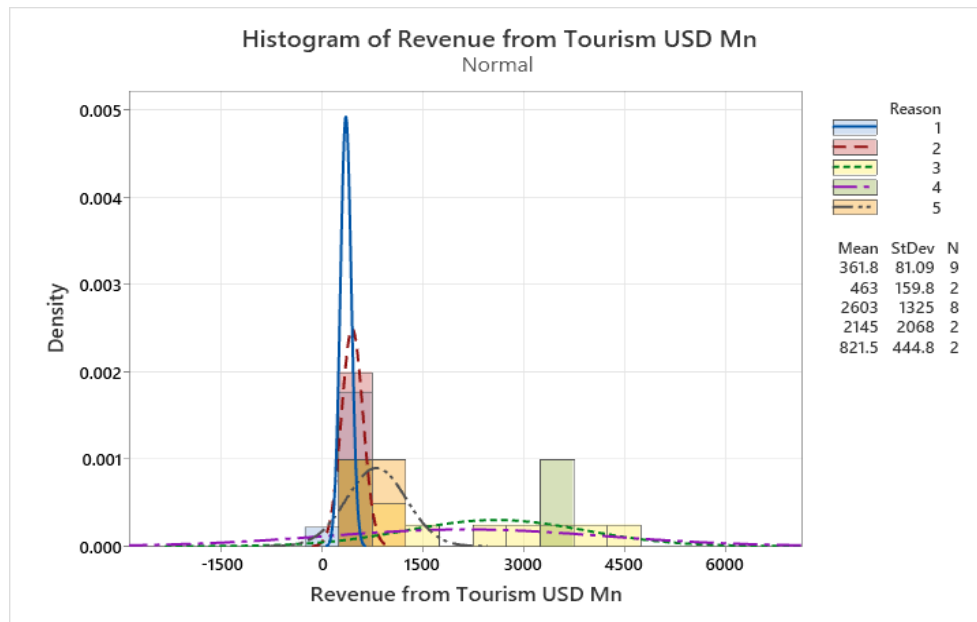
Source: Analytical results from MINITAB

Table 3: Results

DF	H-Value	P-Value
4	17.08	0.002

Source: Analytical results from MINITAB

Figure 2: Histogram of Revenue from Tourism USD Mn



Source: Analytical results from MINITAB

Figure 3: Pie Chart of Revenue from Tourism USD Mn

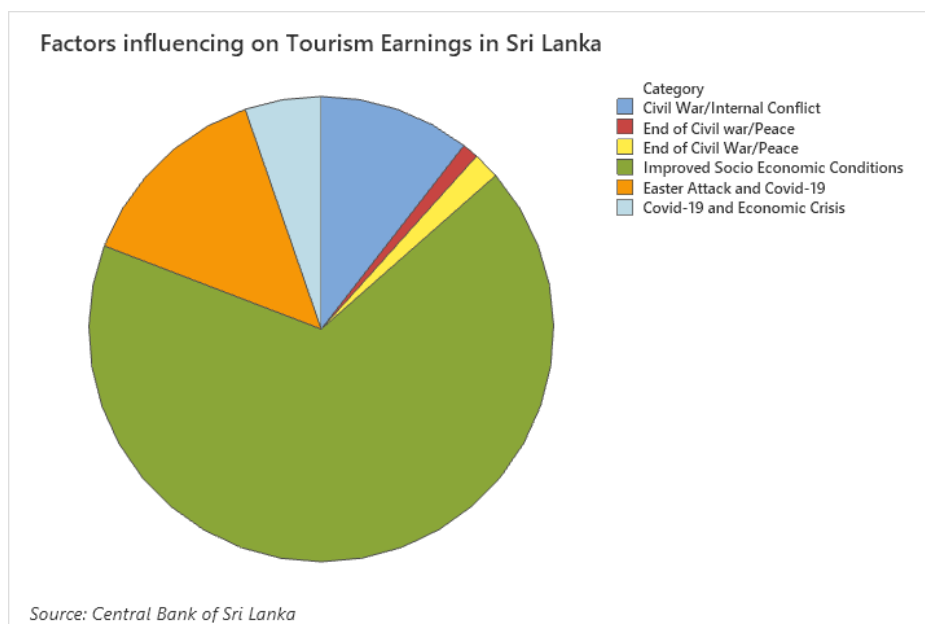


Figure 2 and 3 illustrates that the earnings from tourism in Sri Lanka have been influenced by many features.

Test the hypotheses;

The null hypothesis (H_0): The medians across the five reasons are equal.

The alternative hypothesis: (H_a): At least one of the medians across the five reasons is different from others.

Interpret the results

Results are shown in Table 02, the sample medians for the five factors are 385, 463, 2706, 2145, and 822. The average ranks show that influencing factor (reason) 3 differs the most from the average rank for all observations and this influencing factor is higher than the overall median.

According to Table 3, since the [p-value](#) of the test (**0.002**) is less than 0.05, we have to reject the null hypothesis (H_0), and the alternative hypothesis (H_a) is accepted. The p-values indicate that the median number of influencing factors (reasons) differs for at least one reason.

The findings of the study revealed that the end of civil war/peace and improved socio-economic conditions have a significantly positive relationship with earnings/revenues from tourism in Sri Lanka. The number of tourist arrivals to Sri Lanka continued to surge and recorded a healthy level between 2009 to 2018 signaling a revival of tourism in the country. Furthermore, the study reveals that earnings from tourism have come down drastically from 2000 to 2008 and 2019 to 2022 compared between 2009 to 2018, as a result of civil war/ internal conflict, the Easter attack, covid-19, and the economic crisis of the country. Therefore, Civil war/ internal conflict, the Easter attack, Covid-19, and the economic crisis of the country have a negative relationship with earnings/revenues from tourism in Sri Lanka.

8. Conclusions and Recommendations

Conclusions

This study has examined what are the factors that have influenced tourism annual earnings in Sri Lanka. This paper reviewed how the country attempted to achieve early expectations and how it missed opportunities on several occasions due to inappropriate economic policies, political violence, wars, disasters, and economic crisis. This study definitely answered the research question What are the influencing factors on tourism revenue in Sri Lanka? According to the study, the end of civil war/peace and improved socio-economic conditions have a significantly positive relationship with earnings/revenues from tourism in Sri Lanka. At the same time, civil war/ internal conflict, the Easter attack, covid-19, and the economic crisis of the country have a negative relationship with earnings/revenues from tourism in Sri Lanka.

As a result of the war's end, people in Sri Lanka and the country's tourism industry have a renewed sense of optimism. Without a doubt, the tourism industry in Sri Lanka can play a crucial role in the post-war inclusive development strategy by bringing in much-needed foreign currency, helping to alleviate poverty through job creation, speeding up economic growth, and improving the quality of life for all Sri Lankans. Investing heavily in tourism-related infrastructure can help promote inclusive growth by considering the war-ravaged Northern and Eastern regions. Since the end of the civil war in 2009, tourism in Sri Lanka has made a speedy comeback. Sri Lanka's tourism industry is positive about the new strategic direction, which it believes will propel the country to become Asia's most popular tourist destination. (Fernando,2016). For the development strategy to be successful, the country must keep the peace and work toward reconciliation while also bolstering its governance and upholding the rule of law. Sri Lanka must become a premier tourist destination in Asia, and this can only be accomplished through the government's aggressive promotion of the tourism industry (Mohamed Mustafa, 2019). The hospitality sector has the potential to grow into a significant part of Sri Lanka's economy. It aids in the construction of both buildings and roads. To improve its tourism industry, Sri Lanka needs to adopt new policies and practices (Deyshappriya et al., 2019).

After the Easter Sunday attacks severely damaged the country's tourism industry, it was clear that the sector needed a well-thought-out recovery plan developed in close consultation with all relevant stakeholders. But Sri Lanka knows how to deal with the fallout from unforeseen events, having endured more than three decades of terrorism until 2009. Consequently, additional plans are needed to improve security, restore investor confidence, attract tourists from niche markets, better price lodging, and educate staff on service standards. To win back the trust of its visitors and get things back to normal, Sri Lanka needs to implement effective emergency plans, disaster recovery programs, and risk management protocols.

Sri Lanka has weathered many storms, both literal and figurative, including a 30-year armed conflict, Tsunami devastation, Easter Sunday attacks, covid-19, internal political violence, and economic crisis. The tourism industry and other economic activities are likely to be affected by the ongoing COVID-19 pandemic, despite the country's slow but steady economic recovery. Therefore, it is crucial to improve the country's resilience through emergency preparedness from all angles, including macroeconomic policy, in order to lessen the negative economic and social impact of such unexpected events. It is possible for Sri Lanka to achieve economic growth through the expansion of its tourist industry if the country's management and operations can reduce or eliminate the occurrence of wars, ethnic conflicts, crises, and pandemics (Thushanga, 2021).

This study provides evidence that improved socioeconomic, and political conditions and increased connectivity to the country would be contributed to earning more income from the tourism sector and it would be helpful to build as a developed country and raising Sri Lanka to the pinnacle of the world.

Recommendations and Suggestions

The findings suggest that the following actions should be taken to improve the tourism sector in Sri Lanka at the micro level and macro levels in order to gross more income to the nation;

❖ **Micro-level suggestions to increase tourists' arrival into the Country**

- There needs to be an end to the practice of charging foreigners higher prices than locals for the same goods and services.
- The government ought to make an effort to guarantee that tourists have access to qualified tour guides.
- Taxi drivers should be made aware of the fact that they are not well-versed in tourist-related matters.
- Important, easily understood data for tourists should be easily accessible.
- Public transportation schedules should be simple to find. Should cultivate both domestic and international travel to safeguard the industry's stakeholders in the event of a global pandemic.
- Stray dogs should be eliminated from tourist areas, such as museums and beaches.
- Some museums and landmarks charge significantly more to out-of-town visitors than they do to locals. The appropriate authorities may be able to mitigate this.
- It is necessary to clean up the trash that has accumulated on some beaches and streets. Buses and trains serving the most popular tourist spots should be upgraded to include air conditioning and other comforts.
- The food is excellent, but there should be more options for vegetarians.
- The airport's infrastructure, including its restrooms, is in dismal shape and needs to be upgraded.
- It is important to educate the public through awareness campaigns on how to handle a pandemic of COVID 19 or any other crisis that may occur in the future.

❖ **Macro level suggestions to increase tourists' arrival into the Country**

- Sri Lanka's unique combination of business and pleasure, as well as its geographically strategic location, make it an excellent choice for businesses and organizations in search of a serious, yet exotic and exciting, venue for events, meetings, and conferences. That's why the government of Sri Lanka is making plans to improve its MICE (Meetings, Incentives, Conferences, and Exhibitions) tourism industry.
- Tourists will return to Sri Lanka once law and order have been reinstated. The tourism industry's governing bodies need more authority to implement the rules and regulations necessary to bring the industry in line with global benchmarks.
- The region's established tourism industry has opened up numerous possibilities for new investments.
- Initiating new projects with the aim of gradually boosting the tourism industry Planning a brand-building strategy for Sri Lanka Tourism

- Improvements in the tourism industry cannot be achieved without the help of the private sector.
- Sri Lanka has the potential to be a top-tier tourist destination, but it was unable to capitalize on this opportunity because of the long civil war that plagued the country for nearly three decades. As a result, tourism policy should be designed to be long-term effects.
- Growth in the tourist trade, either directly or indirectly, has the potential to generate a large number of new job openings, which would be beneficial to the economy of our country as a whole.
- Marine/maritime tourism advocacy. As a result, three marine zones will be designated in the Eastern, Southern, and Western provinces, and the necessary infrastructure will be built there. This necessitates the establishment of anchoring bays for parking light yachts, facilities for diving and other sea-related activities, as well as food courts, as well as the identification and development of safety sea areas for tourists to engage in sea-related activities in the shallow seas.
- The government of Sri Lanka needs to formulate a strategic plan for international tourism and deal with the impending crisis that is expected to affect the industry.

Consequently, it is vital to ensure geo-political stability and a nonviolent domestic socio-political environment to sustain the revenue from tourism in the country. This article has overviewed and deliberated how socio-economic and political factors have influenced earnings from tourism in Sri Lanka. Therefore, Finally, this study recommends that it's essential the country should be improved its socio-economic conditions, and political stability and increase connectivity to the country.

Declaration of Interest Statement

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

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