

WHY THE DOMESTIC TOURISM SECTOR IN SRI LANKA IS NOT SUSTAINABLE?

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In the recent world, countries enjoy equal economic advantages from both Domestic tourism and International tourism. Although it is possible to travel from one destination to another in Sri Lanka without spending much time, tourist prone areas are experiencing a decline in the Domestic tourist arrivals when compared to the foreign tourist arrivals in the past years. Statistical evidences prove that due to some reasons, the Domestic tourism industry in Sri Lanka is deteriorating over time. The purpose of this research is to identify the impediments in the Domestic tourism sector of Sri Lanka and to conceptualize the sustainable strategies to overcome those impediments. This study uses a mixed approach. Qualitative study discovered that local tourists are reluctant to travel within the country mainly due to the inadequate and unreformed infrastructure in Sri Lanka. Moreover, it was found that cultural barriers and psychological factors of individuals cause significant effect for the sustainability of the Domestic tourism sector. It was also discovered that financial issues were significantly affecting the sustainability of the local tourism. Thematic analysis was used for the data analysis process in the Qualitative approach. For the data collection process, Interviews were conducted. Qualitative study also ended up elaborating the same results. This study comprehensively explains the impediments in this sector in both Qualitative and Quantitative approaches and suggest strategies to overcome those impediments.

Keywords: *Barriers; Cultural; Infrastructure; Sustainability; Tourism*
