

# Post-war Heritage Tourism Development in Contemporary Sri Lanka: Issues and Challenges at Post-war Destinations

**Dr. W.H.M.S. Samarathunga**

Senior Lecturer, Department of Tourism & Hospitality Management, Faculty of Management Studies, Rajarata University of Sri Lanka, Mihintale, Sri Lanka.

### සාරසංකේෂපය

දශක තුනක් ශ්‍රී ලංකාව සංචාරක කර්මාන්තයෙන් පීඩාවට පත් වූ අතර, අවිවාදිත ලෙස, වර්තමානයේ ශ්‍රී ලංකාවේ වැඩිපුරම කතා කරන විෂයය නාටකාකාර පෙරළියෙන් පසුව සිදු වූයේ 2009 යුද්ධය අවසන් වූ විටය. කඩඬු-19 වසංගතය ශ්‍රී ලංකාවට පැමිණීමට පෙර 2018 වසරේ ශ්‍රී ලංකාවට සංචාරකයින් මිලියන 2.3 ක් පැමිණි අතර 2019 දී එම සංඛ්‍යාව මිලියන 1.9 ක් විය. දිගුකාලීන යුද්ධය නිසා සංචාරක කර්මාන්තය අඩාල වූවා පමණක් නොව, යුද්ධයෙන් පීඩාවට පත් ප්‍රදේශවල සමස්ත සංවර්ධනය ද විශාල වශයෙන් අඩාල විය. මෙම පර්යේෂණය මගින් යාපනය දිස්ත්‍රික්කය සංචාරක ව්‍යාපාරය තුළින් සංවර්ධනය වීමට හැකියාව ඇති ප්‍රදේශයක් ලෙස හඳුනා ගැනේ. විශේෂයෙන්ම ඒක පුද්ගල ආදායම අනුව උතුරු පළාත ශ්‍රී ලංකාවේ දුප්පත්ම දිස්ත්‍රික්කයක් වේ. එබැවින් යාපනයේ සංචාරක ව්‍යාපාරයට මේ වන විට ප්‍රධාන සංවර්ධන උපාය මාර්ගය ලෙස සැලකිය යුතු ස්ථානයක් හිමි වේ. සංචාරක ගමනාන්ත නැරඹීම, සම්මුඛ පරීක්ෂණ පැවැත්වීම, නිරීක්ෂණ සහ ඈතඵල පර්යේෂණ මගින් මෙම පර්යේෂණයට අදාළ දත්ත රැස් කරන ලදී. දත්ත විශ්ලේෂණය කිරීම සඳහා ගුණාත්මක අන්තර්ගත විශ්ලේෂණය භාවිතා කරන ලදී. මෙම අධ්‍යයනයේ සොයාගැනීම්වලින් හෙළි වන්නේ යාපනය දිස්ත්‍රික්කය නිසි සැලසුමක් සහ සංවර්ධනයක් තුළින්, ස්වභාවික හා සංස්කෘතික සංචාරක විභවයන් මනාව කළමනාකරණය කොට ගෙන සංචාරක කර්මාන්තයේ සංවර්ධනය කරා පිය නැගිය හැකි බවයි. අනෙක් අතට, යාපනය දිස්ත්‍රික්කයේ නවාතැන් ඒකක සහ වෘත්තීයයන් සීමිත සංඛ්‍යාවක් සේවය කිරීම, වෙනත් ගමනාන්ත වෙත ඇති දුර, උෟන සංවර්ධිත ආකර්ෂණ ස්ථාන සහ ප්‍රවේශ්‍යතා, සංචාරකයින්ට සහභාගී වීමට ක්‍රියාකාරකම් නොමැතිකම සහ ක්‍රමෝපායික සංචාරක සංවර්ධන සැලසුමක් නොමැතිකම හේතුවෙන් යාපනය දිස්ත්‍රික්කයේ දැනට පවතින සංචාරක සංවර්ධනය මන්දගාමී වී ඇත. යාපනය පශ්චාත්-ගැටුම් සහිත සංචාරක ගමනාන්තයක් ලෙස සංවර්ධනය කිරීම සඳහා පර්යේෂකයා ප්‍රතිපත්ති සම්පාදකයින්ට, වෘත්තීයයන්ට සහ සත්කාරකයන්ට ප්‍රායෝගික යෝජනා ඉදිරිපත් කරයි.

ප්‍රමුඛ පද : පශ්චාත් යුධ උරුම සංවරණය, යාපනය දිස්ත්‍රික්කය, ශ්‍රී ලංකාවේ සංචාරක කර්මාන්තය.

## BACKGROUND

Tourism is perhaps one of the most volatile industries today with an increased security threats, terrorism, political turmoil, violence, natural disasters and pandemics. Beirman (2018) stated that the field of destination recovery and restoration is an under - researched discipline within tourism studies and management practice. Sri Lanka is an island destination that contains many variations of culture, scenery, and climatic conditions favouring tourism. The disturbances related to the war have led to a significant (about 21%) decline in international tourist arrivals to Sri Lanka (Selvanathan, 2007). In the year 2010, boosted by the end of the civil conflict in 2009, tourist arrivals recorded a growth of 46 percent over 2009. The year 2011 recorded 30.8 percent growth over 2010 and the year 2012 has recorded 17.5 percent growth over 2011 with 1,005,605 tourist arrivals and the year 2013 recorded 1,274,593 with a 26.7 percent increase compared to the previous year. The latest statistics highlights the arrival of 1.9 million of tourists in 2019 and 2.3 million in 2018 , proves that the tourism industry is ever growing in Sri Lanka (Sri Lanka Tourism Development Authority, 2021). Tourism has been identified as a catalyst of development by many countries (Charles, et al., 2009; Cooper et al., 2005; Fernando & Jayawardena, 2013; Samarathunga, 2019). The role of tourism is undeniable for socio-economic development of destinations, provided that they have the motivation for productive involvement (Ratnayake & Kasim, 2011).

Jaffna District of Northern Province in Sri Lanka suffered many years due to the war situation. As such the development of the region was restricted. Other than the terrorist problem, Northern Province in particular suffered enormously with its restricted connectivity to the southern part of the country and to the rest of the world. The industries were collapsed and the professionals fled the region in search of asylum. At present, per person monthly income of Northern Province is Rs.5,515.00 and is the lowest per person income in the country (Department of Census and Statistics, 2015). Both previous and present governments have identified tourism as a promising industry to develop the country (Ministry of National Policies and Economic Affairs, 2015). Further, the government initiated a six years project (2011 – 2016) to develop the tourism sector in Sri Lanka with strategic mediations (Ministry of Economic Development, 2011). Jaffna has already become a popular destination among domestic tourists. The Old Dutch Fort of Jaffna, Nallur Kovil, Nagadeepa temple, Keerimalai springs and the Jaffna public library are some of the key tourist attractions in the Jaffna peninsula (Mathivathany & Sasitharan, 2012). In Jaffna, tourism is at an infant

stage and is poorly organized and accommodation, transportation, and other touristic infrastructure are not sufficiently available. These are some of the factors that determine the success of the tourism industry (Mathivathany & Sasitharan, 2012). Developing the Jaffna District through a holistic tourism approach is of concerns of the regional authorities in the Northern Province. Comprehensive research studies in the same expanse will definitely be useful from the inception stage. Thus, proper identification of potentials and challenges will serve both the interests of the investors, policy makers as well as the knowledge gap by large in tourism studies.

Due to the terrorist problem, the Jaffna District was left behind in the process of country's overall development. When other areas were blessed with infrastructure and superstructure facilities, income sources and business opportunities, Jaffna District could not be a part of it due to its remoteness from the rest of the country. However, after the war situation, Jaffna District is trying out every appropriate economic strategy to catch up with the delayed race in development. Thus, the policy makers in the Northern Province, along with the relevant ministries are paying attention to develop Jaffna district through many economic strategies including tourism. Therefore, the main objective of this study is to identify the prospects and challenges of heritage tourism development in Jaffna District.

## **LITERATURE REVIEW**

People are motivated to travel for a wide range of reasons: reuniting with family, escaping a cold winter, rejuvenating at a spa, or experiencing a different culture or cuisine. There are many ways of defining tourism, but a commonly accepted definition is the one developed by the United Nations World Tourism Organization (UNWTO, 2010): "The activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business, and other purposes."

### **Effect of War on Tourism and Development**

Sri Lankan post war period has been controversial with sensitive geo-political issues that include fractured and fragile political behaviour and socioeconomic complexities, human rights issues, authorization and militarization (Buultjens et al., 2016; Fernando & Jayawardena, 2013; Perera, 2001). Thus Boyce (2007) also predicted the complex socio-economic and political challenges soon after the conflict situation. Pieris (2014) also pointed out that post-war regions are facing many challenge of getting attending to many socio-economic development processes when uplifting the socio-economic wellbeing and increasing the employment opportunities of the war affected communities who have been suffering for years. When finding solutions to the aforementioned

post-war challenges definitely open new avenues to consider alternative ways of developments including the tourism industry (Buultjens et al., 2016).

Many other tourism related projects are presently in place all around the post-war destinations in Sri Lanka that include both North and East Provinces. Still, the rapid development of those areas are greatly affected by the clearing of land which were planted with land mines, and the issues related to ownership. Two major tourism projects were however introduced both in Kuchchaveli and Passikudah with capable investors who seek for prime locations. Although such mega scale resort projects have not been introduced to the Northern Province, some private investors are contributing for the regional development by introducing hotels, restaurant and recreational opportunities to the visitors (Institute of Policy Studies of Sri Lanka, 2010). Even though it is important, the Jaffna has not been sufficiently looked after by the Southern government and ad-hoc tourism developments are taking place almost everywhere. Absence of proper planning in Jaffna is noteworthy even after a decade since the end of the war. Planning is much needed at the post war phase. The policies should be drafted with clear objectives that will help to avoid emergency situations and to lay a strong foundation for taking long-lasting decisions that which support operations (Jenkins, 1987). This situation has isolated Jaffna tourism to develop on its own.

Many scholars have researched about the relationship between war and tourism. Selvanathan (2007) in the research on “The effect of war and other factors on Sri Lankan tourism”, came to the following conclusion: while the war disturbances have had a significant negative impact and resulted in reductions in the international tourist arrivals to Sri Lanka, the government’s free-trade policy has impacted positively on the international tourist arrivals. Santhirasekaram & Amirthalingam (2010) supports selvanathan regarding the effect of war on tourism and other sectors in Sri Lanka. They argue that, conflict and war between and within communities have adversely affected short run and long run economic growth directly and indirectly during 1960- 2005 period. Direct effects have affected the economy mainly owing to the slow down of tourist arrival and destruction of the resources.

Conflicts, violence and war increase the uncertainty and risk which may be harmful to the investments hence economic growth and development. Even though conflict and war adversely affect the economic growth, the end of civil war may contribute positively to economic growth (Kang & Meernik, 2005 ). This is a proven factor from Sri Lanka. The Northern and Eastern provinces which were not accessible to most visitors during the 26 year war period, now offer a plethora of tourism products that can be further developed. With a high proportion of repeat visitors, the north and the east provides opportunity for recycling visitor

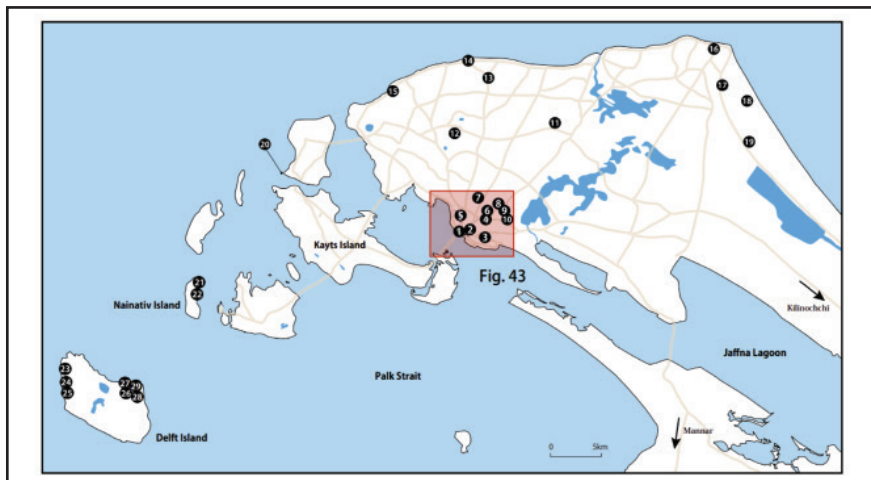


interest and encouraging regional development through tourism (Fernando and Jayawardena, 2013).

### Heritage Tourism Potentials in Jaffna District

Jaffna District is blessed with ample tourist attractions; tangible and intangible. Both foreign and domestic tourists now have a safe passage to Jaffna. Although studies to identify the attractions are done, the attractions themselves are far from the development. As such they are not getting popularised. Northern Province has plenty of untouched tourism potentials: natural and cultural, through which the Northern tourism could be developed upon (Mathivathany & Sasitharan, 2012). Further, some attractions are yet to discover, for instance, Intangible Cultural Heritage. Map 01 has mapped the tangible attractions in Jaffna District (Haramoto , et al., 2015).

### Map 01: Tangible Attractions in Jaffna Districts



Source: (Haramoto , Inouchi , Koizumi , & Fukuyama , 2015)

1. Jaffna Fort
2. Jaffna Library
3. Jaffna Old Kachcheri Building Archaeological Site
4. Archaeological Museum
5. Jaffna Mazraudeen School
6. Nallur Kandaswamy Kovil
7. University of Jaffna
8. Mandri Manai
9. Sangili Topu and Foundation base belonging to Sangili Palace
10. Yamunari Pond

11. Nilavarai
12. Kantharodai Buddhist Site
13. Maviddapuram Temple
14. Naguleswaram Temple
15. Dambakola Patuna
16. Theru Modi Madam
17. Vallipuram
18. St. Antonius Church
19. Vadamarachchi
20. Fort Hammenhiel
21. Naga Pooshani Amman Temple
22. Nagadipa Vihara
23. Ancient Buddhist Site
24. Ancient Hindu Site
25. Wild Horse
26. Old Dutch Hospital
27. Pigeon House
28. Baobab Tree
29. Old Dutch Fort

Some of the above historic attractions were severely damaged due to the war situation. However, due to the mediation of both central and regional governments the Department of Archaeology and other relevant authorities are taking correcting measurements to improve the destination attractiveness.

Many scholars including Dissanayake & Samarathunga (2020), Ranasinghe (2018), Samarathunga et al., (2020), and Wickramasinghe (2016) have identified the potential of promoting heritage tourism in post-war Jaffna. They include: craftsmanship, gastronomy, religious attractions, archaeological attractions, aesthetic attractions including music, dance, art and craft, ritual and festive events, and oral traditions and expressions etc. These tangible and intangible attractions have a significant potential to develop tourism in Jaffna thereby contribute to the regional economy in post-war Jaffna.

Mathivanthany and Sasitharan (2012) in their study on Potentials for regional development of tourism industry - post war at Jaffna district in Sri Lanka made following suggestions to develop tourism in the Jaffna District:

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.

## **RESEARCH DESIGN/MATERIALS AND METHODS**

The present study is conducted under an interpretivism research paradigm that followed a qualitative research approach. Accordingly, both primary and secondary data have been employed. The researcher employed field surveys, interviews, desktop researches and observations to collect primary data and journal articles, publications, book chapters, newspaper articles and reports were used to collect the secondary data. Interviews were conducted with the patron of Jaffna Tourist Society, Tourism Officer of Northern Provincial Council, and General Managers of four prestigious hotels in Jaffna: Yaal Pardy, Fort Hamenheil, Taste of Jaffna, Tilko City Hotel, and Valampuri hotel. Variance sampling has been adopted to identify 20 respondents who represent transportation, guiding, ticketing, food and beverages operations. In order to get a holistic view about the research problem the researchers again interviewed the industry experts, tourism academics and travel agents who are based in Colombo. The interviews were audio recorded, transcribed verbatims and content analysed. Further to that, observations and filed visits were employed to identify the opportunities and challenges avail for heritage tourism development in Sri Lanka.

## **RESULTS/ FINDINGS**

### **Prospects of Heritage Tourism in District**

#### **1. Availability of attractions**

The success of a destination mainly depends on availability of attractions (Inskeep, 1991). The literature review revealed about availability of tangible attractions in the Jaffna District including: Nallur Kovil, Nagadeepa, Jaffna Library, Kadurugoda temple, the ruins of Jaffna district secretariat office, Jaffna University, Old Dutch Fort of Jaffna, Keerimalei Spring, Kasurina and Chaaty Beaches etc. Further to that it is possible to promote Ramayanaya Trail tour in Nilawarai at Puthoor, and temple tours to Nallur and other Kovils in the district.

Intangible attractions in particular holds a key tourist attraction in Jaffna District due to the unique Hindu culture in Jaffna. Some potential attractions are enjoying authentic cuisines in Jaffna, which is explained in table 01.

**Table 01: Cuisines in Jaffna**

Category	Item
Jaffna Food	Crab curry, prawn curry, fish head curry, Pittu (steamed mixture of rice flour and scrapped coconut), Thosai (fermented crepe or pancake), Odiyal kool (Jaffna soup), snacks: Panangaig pani yaram (Palmyra fruit juice mixed with wheat flower).
Fruits	Jaffna mangoes – sweet and juicy, best in the dry season, Nelli –small green sour fruit, highly nutritious and with therapeutic properties, Palmyrah fruit – delicious flesh , similar to lychees but milder in flavor, Grapes – widely grown and no wonder they are famous, Itharai banana – unique to Jaffna, Jackfruit – largest tree born fruit, used in custards and chips.
Drinks	Nelli crush and the Rosarian Sisters’ Rosetto wine made from grapes, sugar, cinnamon cloves (available in Rosarian Sisters’ Convent in Chundikkuli).

Source: Survey data, 2020

It’s both a habit and a hobby of the tourists to purchase souvenirs for themselves and to their loved ones from the destinations they have visited. Jaffna is an excellent place to purchase souvenirs. The traditional industries and crafts of Jaffna reflect the traditional arts of the people and their cultural heritage influences by the land in which they live, so different from the rest of the island. Both in the simple life of the villager as in his economics the humble Palmyra and its products (mats, baskets, containers, hats, wall hangings, necklaces, bags, purses etc.), take a high place in the life of the Jaffna people. These products are available in Jaffna local markets that need to be promoted among the tourists.

Other than traditional Hindu religious festivals which are already patronage by the tourists, there are many traditional sports enjoyed by the Jaffna Hindus. A pastime typical of Jaffna is Musical Kite. Made in varying patterns of bird or animal form, the more common are the peacock and a conventionalized form of the bird kite, the form popularity called Paruntukkodi, a stylish pattern of the Brahmin Kite. Kitti and Pullu play are very popular with children, with a wide distribution in both South India and Sri Lanka. In addition to that the “Bullock Card Race/Festival” is a very popular Hindu sport in Jaffna which takes place twice a year.

## 2. Infrastructural development

Due to the three decades of war, there was no infrastructure development projects took place in Jaffna. Also, the existing infrastructure was severely damaged due to the war. As at now road network, railway, telecommunication, data information system, water supply and electricity have been re-installed. It has thus made the tourists to reach and stay in Jaffna conveniently. Further to that, the investors are finding a favourable investment environment in Jaffna District due to ongoing infrastructure development projects.

## 3. Increased investments

Long waited development in Jaffna District is now rejuvenating due to the increased investment of local and foreign investors. According to the interview findings, diaspora is very much interested in investing in Jaffna. Tilko City Hotel, Taste of Jaffna hotel and Green Grass Hotel are some classic examples for diaspora investments. Additionally, local leaders in the hospitality industry are now investing in Jaffna with better hopes. For instance, Jetwing Hotels (Pvt.) Limited recently opened their latest property in Jaffna.

## 4. Favourable policies of the central and local governments

The existing tourism products need to be diversified if the Sri Lanka is to achieve the captioned objective. Regional development through tourism has been identified as a key strategy by the Ministry of Economic Development (2011). As such conducive policies have been introduced and implemented by both provincial level government and the central government. As such the tourists, tourism investors and the stake holders in the industry feel much safe in their arrangements. Simplified investment policies of the Board of Investment (BOI) approved projects and establishment of One Stop Unit (OSU) at Sri Lanka Tourism Development Authority (SLTDA) are encouraging tourism investment. Also, Sri Lanka Tourism Promotion Bureau (SLTPB) is now promoting tours to Jaffna in their international tourism marketing campaigns. Further to that, the Northern Provincial Council (NPC) has now started a Guide's Training course to meet the needs of the guides in the Jaffna District. NPC is further looking at establishing a Hotel School in Jaffna and a Tourist Information Centre (TIC) in Mankulam to promote tourism in the District.

## 5. Positive attitude of the people

Free thinking is now allowed in the Jaffna District since the democracy has dawned to the region. Also, the increased connectivity to the other provinces in the country has lead the Jaffna residents to get themselves more exposed to a more commercialized environment. As such the Jaffna residents are now willing



to accept and adapt to the changes of the societies. Tourism being an international industry, the employees need to possess an open mind about the behaviour of the tourists and to correct the tourists if the need arises. The tourism and hospitality employees have identified the requirements of the industry and now possess the correct attitude to welcome and host tourists. In addition to that, local investors are also having a very good attitude about the tourism industry and they are making significance investment in the industry.

## 6. Peace

None of the above potentials will be realistic without having the existing peace in the country. End of the three decades war is the greatest opportunity that Jaffna District ever experienced. Although the reasons lead to the war is subject to great debates existence of a war hinders the development of the region. That is a fact which was proved by many scholars. The prevailing democracy and the organized political process is a blessing to the residents in Jaffna to engage with any industry that they believe promising.

## **Challenges of Tourism Promotion in Jaffna District**

### 1. Lack of professionals

Physical development itself cannot develop a destination. Availability of competent workforce will always add value to the physical developments of a country. The thirty years war lead a number of professionals to flee both the region and the country. As such there are no sufficient number of professionals to work in the tourism and hospitality industry and other related industries of the District. Especially there is a big vacuum in professionally qualified chefs, guides, front office staff, housekeeping staff, technicians in the region to operate the existing businesses. Not only the private sector is suffering due to lack of professionals, but also the public sector including provincial council, divisional secretariats and even the educational institutes are not having sufficient number of professionals to run their operations.

### 2. Unavailability of a tourism master plan

According to the Inskeep (1991), any destination must have a master plan if it is supposed to develop tourism within the destination. One of the main challenges to develop Jaffna tourism is unavailability of a tourism master plan. As a result many unplanned tourism developments can be seeing. For instance, there is no single resort area declared by the authorities. Also, no development guidelines suggested by the authorities for hoteliers, restaurateurs, and other service providers. The environmental, social and economic costs of such unplanned developments may be not revisable in the long run.

### 3. Distance to the other tourist destinations and poor accessibility

Unlike other destinations in Sri Lanka, Jaffna has a single out geographical disadvantage by being located in the North in Sri Lanka. The distance to Jaffna from Galle, Colombo, Kandy, Sigiriya, Anuradhapura and Trincomalee are 509, 400, 318, 246, 194 and 237 km's respectively (Survey Department of Sri Lanka, 2013). As such the tour operators are discouraged to add Jaffna as a tourist destination to their traditional round tours unless tourists ask for it. The vast time consumption in travelling, unavailability of other attractions between Anuradhapura (closest main tourist destination) and Jaffna which is 200 km's, high cost in private transfers always hinders the promoting of tourist attractions in Jaffna.

### 4. Insufficient infrastructure and super-structure facilities at the destinations

Although the renovation of both A9 road and Northern Railway Line is completed, it does not meet the needs of regional travel. The local travels within the Jaffna District is still at a poor condition. The Free Individual Travellers (FIT's) are facing lots of difficulties in finding public transportation to their preferred destinations in Jaffna. Further to that, public water system, electricity and health and medical services are limited to city areas. There are many villages in Jaffna District with limited infrastructure facilities. Thus the tourists are discouraged to travel to such areas. Superstructure implies the tourism focussed development in tourism literature. Availability of hotels, airports, seaports are some of them. It's unfortunate to note that available number of hotels are not sufficient to meet the tourists' demand in Jaffna. Also, the most of the hotels are not purposely build hotels, but mere conversions of traditional Hindu houses to hotels.

### 5. Ongoing political tension between the local authority and the central government

Proving the famous saying "battle is won, not the war" still there is an ongoing political tension in the Jaffna District. The cooperation between the provincial government and the central government is on the fence. According to the local political authorities, they are discriminated by the central government on the basis of resource allocations through the budget. Further to this situation, central government is keeping a prying eye over the activities of the local government since they demand land and police rights. Also, different political parties lead by different ideologists in Jaffna has caused much troubles to the day to day life of the Jaffna people.

### 6. Unavailability of tourist activities

In the book "Tourism Planning; An Integrated and Sustainable Development

Approach” by Inskip (1991), the importance of availability of tourist focussed activities are well highlighted. However, the tourists focussed activities are not developed in the Jaffna District. It has caused to reduce the guests’ staying period within the region. Additionally, the locals are losing substantial economic advantages due to the same situation. Sightseeing, photography, sea bathing and travels to Nagadeepa Island are some of the activities available ass at now which are not invented by purpose.

#### 7. Lack of amenities

Amenities can be defined as tourists focussed services. The tourists search for different types of services and facilities during their stay at a destination. They include public toilets, signage, retail shopping, restaurants and cafes, visitor centres, telecommunications, hospitals, banking services, saloons, salons, security and emergency services. Although most of these amenities are available in Jaffna District they can be found only in the Jaffna city area. As a result the tourists always try to stay within the city limit. That hinders overall tourism development in the region.

#### 8. Poor image

The three decades was adversely affected not only the country’s image, but also the overall image of the North Province as well. The tourists still in the perception that Jaffna is suitable for mourning tourism or war tourism. According to the travel agencies, the tourists do not like to visit Jaffna because they do not like to experience the destruction caused by the war. As such positioning Jaffna as a leisure destination has become a challenge.

### **CONCLUSION AND POLICY IMPLICATIONS**

The researcher make following suggestions to develop heritage tourism in post-war Jaffna: conducting archaeological excavations, promoting conservation, encourage investors to invest on tourism and hospitality industry in Jaffna, focussed development of infrastructural facilities; identification and development of tourist attractions through a tourism master plan; bringing a sustainable resolution for ongoing political tension in Jaffna; introducing a hotel school and a training centre to produce required human resource to the industry, strategic management of high security zones, introducing directions boards to tourist destinations, introducing a behavioural code for the visitors. Further to that to make Jaffna more accessible, the authorities must enhance the air, sea and land connectivity through introduction of airports, sea ports and highway road networks connecting Jaffna to other main tourist destinations of the country. The entrepreneurs should focus on inventing and introducing tourists focussed activities which need to be selected carefully considering the existing Hindu

culture of the region. The tourism development needs to be decentralised through introducing amenities to the other parts of the peninsular as well. In order to position Jaffna as a tourist destination, careful research need be carried out to identify the core tourism product and necessary actions need to be taken with the mediation of the Sri Lanka Tourism Promotion Bureau and the Northern Provincial Council.

Jaffna as a district has great potentials to develop through tourism with its untouched natural and cultural attractions. The focus of this paper has been to examine the potential of promoting heritage tourism development in post-war Jaffna. During the study, certain aspects were considered: attractions, amenities, access, activities and accommodation. The findings of the study are leading to some important implications as described above. Finding apposite answers for the above questions and proper application of appropriate strategies is vital in this context. The opportunities will not remain same in the future as competitiveness is always on the rise, thus creating challenges of different nature. Hence, if appropriate measures are not taken responsibly in order to make the basics correct, developing Jaffna as a tourist destination could be a missed opportunity.

## REFERENCES

- Beirman, D. (2018). Tourism Crisis and Safety. In *The SAGE Handbook of Tourism Management: Applications of Theories And Concepts to Tourism*. SAGE.
- Boyce, J. K. (2007). Post-Conflict recovery: Resource mobilization and reconstruction. United Nations Department of Economic and Social Affairs (DESA) Expert Group Meeting on Post-Conflict Recovery and Economic Insecurity.
- Buultjens, J. W., Ratnayake, I., & Gnanapala, W. K. A. C. (2016). Post-Conflict tourism development in Sri Lanka: implications for building resilience. *Current Issues in Tourism*, 19(4), 355–372. <https://doi.org/10.1080/13683500.2014.1002760>
- Charles, R., Goeldner, J., & Ritchie, B. (2009). *Tourism Principles, Practices & Philosophies* (11th ed.). New York: John Wiley & Sons, Inc.
- Department of Census & Statistics. (2015). Household Income and Expenditure Survey Report - 2013/2014. Colombo: Ministry of National Policies & Economic Affairs.
- Edmund, L. O. (2011). Adlib. Retrieved May 15, 2016, from [www.adlibconsulting.com](http://www.adlibconsulting.com)
- Fernando, P., & Jayawardena, C. (2013). Focusing on realistic tourism targets for post-war Sri Lanka. *Worldwide Hospitality and Tourism Themes*, 5(5), 495-504.
- Haramoto, T., Inouchi, C., Koizumi, Y., & Fukuyama, Y. (2015). Survey Report on the Protection and Utilisation of Cultural Property in the Northern and Northeastern Provinces of Sri Lanka. Tokyo: Japan Consortium for International Cooperation in Cultural Heritage.
- Inskip, E. (1991). *Tourism Planning: An Integrated and Sustainable Development Approach* (5<sup>th</sup> ed.). New York: John Wiley and sons.

- Kang , S., & Meernik, J. (2005 ). Civil War Destruction and the Prospects for Economic Growth . *Journal of Politics*, 67(1), 88-109.
- Mathivathany, V., & Sasitharan, P. (2012 ). Potentials for regional development of tourism industry - post war at Jaffna District in srilanka. Retrieved July 15, 2016, from [www.civil.mrt.ac.lk/conference/ICSBE2012/SBE-12-207.pdf](http://www.civil.mrt.ac.lk/conference/ICSBE2012/SBE-12-207.pdf)
- Ministry of Economic Development. (2011). *Tourism Development Strategy 2011 - 2016*. Colombo: Ministry of Economic Development.
- Ministry of National Policies and Economic Affairs. (2015). *2015 Progress and 2016 Development Programmes*. Colombo: Ministry of National Policies and Economic Affairs.
- Ratnayake, I., & Kasim, A. B. (2011). Community Tourism Development in Sri Lanka: A Critique. *Journal of Tourism, Hospitality & Culinary Arts*, 3(1), 19-26.
- Research & International Affairs. (2016). *Annual Statistical Report 2015*. Colombo: Sri Lanka Tourism Development Authority.
- Samarathunga, W. (2016). Rural Development through Community Based Tourism: an Assessment of Jaffna District with reference to Intangible Cultural Heritage. In D. D. Silva (Ed.), *Tourism and Community* (pp. 28-42). Colombo: Redstone Publishing.
- Santhirasekaram , S., & Amirthalingam, K. (2010). Direct and Indirect Effects of Conflicts, Violence and War on Economic Growth in Sri Lanka. *Sri Lanka Economic Journal*, 11(1), 1-28.
- Selvanathan, S. (2007). The effect of war and other factors on Sri Lankan tourism. *Applied Economics Letters*, 14(1), 35-38.
- Survey Department of Sri Lanka. (2013). *Road Map of Sri Lanka*. Colombo: Survey Department of Sri Lanka.
- UNWTO. (2010). *International Recommendations for Tourism Statistics 2008*. New York: United Nations.