CASE STUDY ON
THE EFFECTS OF TOURISM
ON CULTURE AND
THE ENVIRONMENT

SRI LANKA

by Sri Lanka Association for the Advancement of Education
(SLAAED)

- 9 MAI 1995

UNESCO PRINCIPAL REGIONAL OFFICE FOR ASIA AND THE PACIFIC
BANGKOK, 1994
UNESCO Principal Regional Office for Asia and the Pacific.


96 p. (RACAP Series on Culture and Tourism in Asia 2)

1. TOURISM. 2. CULTURAL HERITAGE. 3. ENVIRONMENTAL QUALITY. 4. ARCHAEOLOGICAL SITES. 5. SRI LANKA. I. Title. II. Series.
This second publication in the series on Culture and Tourism in Asia is devoted to the Effects of Tourism on Culture and the Environment in Sri Lanka. The "case studies" were undertaken as part of a project jointly formulated by Indonesia and Thailand in 1992 and based on a research design developed by experts on culture and tourism in a meeting held in Cipanas, West Java, Indonesia from 22-24 July 1992.

The project aims at assessing the present state of tourism, and study its impacts on culture and the environment in participating countries in Asia. The findings of the case studies are expected to lead to formulation of practicable guidelines which will promote sustainable tourism: a tourism that encourages better understanding of a people and respects for their culture, and protects natural and social environment of the host country.

The project comes within the purview of the World Decade for Cultural Development (1988 - 1997) proclaimed by the General Assembly of the United Nations. UNESCO being the lead agency has sponsored the project. Essentially nine countries in Asia namely, Cambodia, India, Indonesia, Laos, Malaysia, Nepal, Philippines, Sri Lanka and Thailand offered to participate. Later on Laos and Philippines withdrew.
The present volume is the result of the researches undertaken by Sri Lanka Association for the Advancement of Education. The Association was assigned this task in consultation with the Government of Sri Lanka. Mr. Amaratunga De Silva, Chief Editor and his team and the Sri Lanka Association for the Advancement of Education deserve our appreciation for their sincere efforts to collect, review and analyze the data. The views and opinion expressed in the case study represent views and opinion of the research team and not of UNESCO. The Recommendations in Chapter Six merit consideration of the authorities concerned and may be utilized by the interested agencies. We sincerely hope that the present case study will lead to further research and help in promotion of sustainable tourism in Sri Lanka.

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Bangkok
3 May 1994
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INTRODUCTION

‘Sri Lanka was a vital point on the Silk Route from the Mediterranean to China and Japan in the East.’ This is a simple but striking reference which finds fuller meaning for tourism and travel in today’s context. The reference, initially historical, emphasizes the strategic position of Sri Lanka in international trade and travel. It is a position strong vertically in time over 3000 years, and stronger horizontally in space across continental and regional boundaries.

For the present day visitors, the invitation manifests through an agenda of publicity, persuasion and facilitation. Publicity programmes naturally would include reference to an extremely agreeable climate, sunny beaches, flora and fauna, gems and spices and of course the country’s cultural heritage. Persuasion and facilitation come from the tour operators here and abroad. Tourists have been coming for quite some time; the current phase started in the sixties. Their numbers have on the whole increased with sharp fluctuations from time to time. Their holiday styles have gone through visible changes over this period.

Increased numbers in tourist arrivals need elaborately planned arrangements to cope with attention on immigration and emigration, customs, exchange, health, security, etc. There is the need to assist the tourists with regard to these formalities and also to ensure a safe and comfortable stay for them. The Ceylon Tourist Board has responsibility for a good part of this hospitality aspect, with a sustained concern for the provision of hotel accommodation on accepted international standards. As a State Corporation more concerned with registration, regulation and supervision, the Tourist Board is obliged to sort out its role within the tourism industry. Under this scheme the private sector would inevitably join in the job-sharing.
It is in the culture of the tourism industry to work according to a set scheme of things - such as a set menu, a set tour, a set itinerary, a set timetable, a set flying schedule and so on. As a result, individuals and their needs get subordinated to this superordinate set, and workplans usually get disciplined as required by the sets. That a heavy workload is possible to be completed on this arrangement by diffused groups is an advantage, although an established scheme would prove difficult to change. Therefore, it is imperative that plans are made on a long term basis if changes and improvements are to be realized. Furthermore, the tourism industry is to deal with either participants or spectators, since both groups have high stakes in the business.

'Package Tour', a familiar tourist phrase, is a set, or more correctly a 'set of sets'. It definitely has a budget emphasis with a special appeal for the 'economy' tourist. The 'economy tourist' who arrives in Sri Lanka possesses particular characteristics. This tourist is easily identifiable with regard to interests, the duration of stay, and preferences for food and accommodation. Such identification is useful for a study of the tourists in the Sri Lankan social setting.

A tourist on a deliberate 'shoe string' budget must be respected rather than discriminated against. When large groups of people arriving as tourists are received and cared for by a large number of people from the host country, there is the constant meeting of human groups on both arranged and independent schedules. Consequently, many issues connected with values, customs and propriety are raised, observed, discussed and commented on. At the basic level, there is a mismatch of orientations between Western and Eastern cultures. It may be possible to list discreet items related to social behaviour as examples of such a mismatch. Perhaps they are better understood as different points of distance on a social relations continuum. For desirable outcomes, the distances must be reduced. Apart from the social adjustments which are fairly well-managed, there are problems which have been brought up for public discussion and comment. They relate to sex, sex abuse, child prostitution, drug use, drugs peddling and propagating the use of drugs. When taken together, these problems present a very grim
picture of social degradation. These extreme forms of behaviour are observed and practiced in localities where the social climate was vulnerable to manipulation. It will be necessary and useful to explore how and why the industry suffers this way in some areas. Perhaps, this problem arose out of ignorance and negligence.

The tourism scene as it unfolds today in several places does not evoke pleasant reactions. A general feeling of an imminent danger coupled with the threat of a health hazard has been generated, putting the community on an alert. In the press, complaints appear frequently. Similarly, at conferences and meetings, revelations are made and are usually supported with statistics and instructions. The pressing topic concerns the general erosion of moral values in the society brought about by the tourism industry. In this state, there is a strong urge for corrective action to overcome these reactions. While press reports and news stories continue to draw attention to the dangers, there have been several attempts to study the problem at some depth. Sociological studies undertaken by social researchers have made available findings which are vast and revealing. The presentation of the findings is authentic because it consists of a comprehensive picture of males and females of all ages, performing sex aberrations, pornographic, alcoholic and drug abuse acts. The conclusions reached by the researchers point to an immediate need to formulate solutions to these problems in a long term agenda.

Public attention has been drawn through the electronic medium as well. Television presentations refer to some aspects of the social impact of tourism. Some of the subjects covered are as follows: commercialism accompanied by attitudes of greed for money, sexual exploitation and suicide, AIDS and the connected horror, and vice groups in operation. Television mediums have been successful attempts at communicating critical messages.

The social aspects of the tourism industry, which are essentially important, appear to be a neglected area in a massive expansion campaign which took place so quickly. What has been achieved is considerable in the area of hotel construction, investments coming from state organizations and foreign investors, standards and most of the specifications from international
practice. Moreover, accommodation provisions have reached the quantity and the quality required and employment in the industry have strengthened the economy. With all the variables for a viable tourism industry in place, it appears that the industry is doing well and developing fast, yet, it has its inherent volatile nature.

The tourism industry needs the support of several other services such as transport and travel agency services which in turn need further assistance and specific training. Together, these services are an acceptable tourist offer. Some essential components of the hoteliering business involve initial skills training and continuing programmes for updating. That possibilities for employment have improved and the scope for development has expanded need to be mentioned as a positive fact. Income generation from the industry takes place at different points in addition to the hotel service point. For example, airport taxes and Cultural Triangle tickets bring in a substantial income.

With this positive development, there is the need to maintain and improve standards - a need which recommends itself.

The tourism industry is more a private sector, especially so by the way it has grown in Sri Lanka. The private sector has its own investment culture in which the rates of return and maximizing profits are key words, where other values have to face the risk of reduction to trivia. The State outfit - the Ministry and the Tourist Board - will have some 'watchdog' functions in the area of values for the country and the industry respectively. These functions do demand great circumspect.
I. SRI LANKA - A TOURISM PROFILE

Historical Context

The island’s story narrates innumerable inter-personal contacts between travellers from foreign lands and Sri Lankans as evidenced by epigraphy and literary records as well as archaeological remains. Sri Lanka was early an entrepot for international trade and was later a vital centre of the silk route which helped to spread Buddhism and its culture to Asian lands.

Through time, people have been attracted by its scenic beauty, warm climate, palm-fringed shores, golden beaches, emerald sea and azure blue sky.

As an island near the equator, it has an extensive coastline protected from the high seas of the Indian Ocean by offshore coral reefs in the south western and southern sides. The warm sandy beaches are still in a relatively unpolluted state. Therefore, tourists from further up in the northern hemisphere come here mainly to sunbathe on the beaches and enjoy the warmth of summer when it is snowing in their own country.

Sri Lanka offers more area of wild life parks in proportion to its size than some of the biggest countries of the West. The Yala Sanctuary is the most visited park because of its easy access and facilities. Here a tourist may sometimes be able to photograph a leopard within ten feet of it without incurring suspicion on the leopard because it is so used to people.

Those who have taken to hobbies like bird watching or studying wild life in their own environment would make such a holiday to explore and extend their interest in a wider field. The attraction of Sri Lanka for that type of tourist is enormous. Within a small area of 25,000 square miles, nearly 430 different bird species have been recorded in this country. A good number of them are endemic. The strict policy of forest conservation...
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exercised over two millenniums by ancient kings has prevented most of its flora and fauna from going into extinction.

The Island's attraction to tourists is also attributed to the substantial remains of one of the most remarkable civilizations of the ancient world. Anuradhapura, which remained the capital of the Island for nearly 1,500 years, was perhaps the largest city of the ancient world. It is said to have spread over 244 square miles, where old bricks may be found if one digs more than three feet deep even today. Its citadel was sixteen square miles in length compared to the single square mile enclosed by the walls of ancient Babylon. Its largest structure, the Jetavana Dagaba, (originally 405 feet high) built by King Mahasena, (AD 274 - 301) is said to have been higher than the second highest pyramid of Egypt. Nevertheless it is still claimed to be the biggest brick structure ever built by man.

The ancients knew this land well. Their knowledge of it is reflected in the ancient map of Sri Lanka called Taprobane. Drafted by Claudius Ptolemy, the Alexandrian mathematician, geographer and cartographer, who lived circa 150 A.D., the map illustrates fair mountains and some cities, which included the capital Anuradhapura, mentioned as Anurogramani.

Contacts with the rich Greek and Roman and also Arab and Persian merchants led to a flourishing trade, in which wares were sold and local merchandise such as gems, ivory, spices, rich muslins, pearls and gems were bought. Bands of foreign merchants engaged in such trade were a familiar sight in the streets of ancient Anuradhapura. As an important entrepot in Asia's ancient silk and spice routes and an island of exceptional beauty, ancient Sri Lanka acquired a name in the contemporary world for its overall richness.

The land was also noted for its learning. During the Anuradhapura period, there were great seats of learning like the Mahavihare and Abhyagiri whose fame had spread in the eastern world. Learned monks like Fa Hein, Buddhagosa and Buddhadatta from China and India flocked to Sri Lanka to study the authentic versions of the sayings of Buddha.
Pliny, the ancient Roman historian writes in his account of Taprobane, 'Even there gold and silver are held in high esteem. They have a marble which resembles tortoise shell, pearls also, and precious stones and these are held in high honour. Their articles of luxury surpass our own and they have them in great abundance. They asserted that their wealth is greater than ours, but acknowledged that we excelled them in the art of deriving enjoyment from opulence'.

The 12th century capital of Polonnaruwa offers the visitor more substantial remains of edifices built on a slightly lower scale than those of Anuradhapura. It also affords the visitor easy access to another unique aspect of this ancient civilization.

The Sinhalese have been described as the greatest irrigation engineers of the ancient world. The construction of large reservoirs to impound water for agricultural purposes showed their advanced technical knowledge. The contour levelling of such constructions was exceptionally accurate and well-developed. They were able to consistently maintain a gradient in the irrigation canals at one foot per mile in such work. The vast Minneriya 'tank', with its 40 foot high earthwork dam built by King Mahasena, is remarkable for having remained unbreached for over 16 centuries.

The 'Sea of Parakrama', with its eight mile long bund built in the 12th century, is adjacent to the remains of the ancient Polonnaruwa city. Polonnaruwa rest house for modern day tourists is located on the bank of the 'Sea of Parakrama'.

Ceylon Tourist Board

In the mid-sixties, Sri Lanka became a tourist attraction with an unprecedented influx of foreign visitors. Accordingly, action was taken by the government of Sri Lanka to establish an independent body in the form of a Tourist Bureau to handle matters connected with the promotion of tourism.
The effects of tourism on culture in Sri Lanka

The present Tourist Board, a virtual successor to the Bureau, was established consequent to the Ceylon Tourist Board Act No. 10 of 1966.

The objectives of the Board are the following:

a) the encouragement, promotion and development of tourist travel;

b) the encouragement, promotion and development of adequate, efficient and attractive tourist services;

c) the implementation of all such acts or things as may be necessary for, or conducive to, the attainment of the objectives specified in paragraphs a) and b) of this section.

The Tourist Development Act No. 14 of 1968 was enacted in 1968 to provide for the promotion of tourism development and, in particular, to carry out tourist development projects and to amend the Ceylon Tourist Board Act No. 10 of 1966.

An attempt was also made to establish the Board's branches in Germany, Japan, France, United Kingdom and Thailand while all Sri Lankan in missions abroad were required to act as agents.

The Tourist Board, in an attempt to disseminate information related to matters that interest in-coming tourists, published several guides and graphic material. One such guide, the Tourist Agents' Manual, contains information about:

- Entry formalities
- Travel to Sri Lanka
- Travel within the country
- Festivals and other important events
- Attractions
- Accommodation
- Local agencies

Graphic materials published included maps of the city of Colombo and the city of Kandy, visual presentations of the fauna and flora, gems of
Ceylon and sunny beaches. They also contained pictorial images of the ancient ruins and objects of historical value. Descriptions were made in English and other Continental languages - French, Italian and German.

**Tourist Guide Lecturers**

The Board proceeded to have a trained cadre of tourist guide lecturers. The training offered to them included the following areas in its package:

a) Historical development of travel and tourism  
b) Tourism in Sri Lanka  
c) Cultural activities of the land  
d) Guiding techniques and practices

In addition, a practical test was held in the form of a four day tour to ancient cities and archaeological sites, with an assessment made of each candidate's ability to make relevant tour commentaries.

Tourist Guide Lecturers are classified into four categories:

a) National Tourist Guide Lecturer  
b) Area Tourist Guide Lecturer  
c) Site Tourist Guide Lecturer  
d) Chauffeur Tourist Guide Lecturer

It is legal requirement that anyone who wishes to function as a tourist guide lecturer should be registered with the Tourist Board. Several requirements are stipulated as necessary for registration:

**Age:** Should be between 18 and 65 years  
**Language Proficiency:** Should be proficient in foreign languages, preferably French, German and Italian in addition to English
A certificate must be issued by the Tourist Board or the Sri Lanka Hotel School in the case of those applying to be National Tourist Chauffeur Guides. As for other categories, a certificate issued by the Tourist Board or one issued by an institution recognized by the Board may be accepted.

All guide lecturers are bound by the requirements of the Tourist Guide Lecturer’s Code issued by the Board in 1986 as regards their professional conduct. They are solicited by travel agents to take incoming tourists to places of tourist interest that are usually on pre-arranged itineraries. There are about 400 tourist guide lecturers trained by the Board currently in service.

Travel Agents

They are generally classified into two main categories:

a) General Travel Agents
b) General Sales Agents

A person needs a license from the Tourist Board to run a travel agency. Provisions of the relevant code have stipulated the conditions under which a license could be issued. The services an agency could offer are travel facilities, accommodation, refreshments and amusement. Strict regulations have been made to impose heavy penalties on agents contravening any of the regulations embodied in the travel agents’ code, via the Fifth Schedule of the Act No. 14 of 1968.

The Tourist Board is given the power under section 83 of the Act, 14 of 1968 to control prices, fees, rates and charges levied in respect of tourist services as well as inspect and supervise establishments.

Functions of a Travel Agency

a) Booking of seats for any means of transport
b) Reservation of accommodation
c) Reception at ports of entry to assist in securing travel documents, visas and clearing transport baggage.

d) Arranging of excursions and tours based on samples provided in the manual issued by the Tourist Board such as sightseeing tours and special interest tours. Examples of special interest tours are:

- 7 day tour of Ruhuna National Park
- 7 day tour of Golfing and Trout Fishing
- 5 day Coral Gardens and Aquatic Sport Tour
- 6 day Historical Places Tour

Most travel agents follow the pattern laid down by the Tourist Board with regard to the arranging of tours.

They also arrange package tours in collaboration with their tour operators abroad. A tour package includes:

a) Return air ticket from the country of departure
b) Cost of inland transport
c) Cost of food and accommodation
d) Hire charges of any equipment required for an activity, such as sport, if requested.

Some tourists contact local agents directly without going through tour operators in their countries.

General Sales Agents

A general sales agent is one who deals solely with the booking of seats and issue of tickets on behalf of a sea or air carrier. There are about 250 travel agents registered under the Tourist Board.
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Hotels

There are 328 hotels and restaurants approved by the Tourist Board. Of the hotels, 43 are classified as star hotels. There are five star hotels in Colombo.

The Tourist Board, under the provisions of the Tourist Hotels Code of the Tourist Development Act, has supervisory powers over the tourist hotels. This means it can inspect and control the activities of these establishments to ensure that they meet the standard expected of them.

In addition to food and accommodation, the hotels offer facilities for swimming and sports such as tennis, golf, water skiing and wind surfing. They provide the tourists with entertainment in the form of band music and cabaret dancing with a western flavour.

Most tourists who visit the country are people who have been enamoured by what they have heard of its long and hallowed history and rich culture. Those who want to taste local cuisine and order what they like most are assured of a ready response from available facilities. However, the presentation and popularizing of different varieties of food and beverages that Sri Lanka has proudly preserved as an integral component of its traditional culture is significantly lacking. The same observation could be made concerning presenting to tourists different forms of dancing, music and folk culture. In certain hotels, although artists have been retained to present cultural shows, there are no clear guidance to direct the show's true flavour. Understandably, the hotels look at this need of tourists purely from a commercial angle and are not much concerned as to whether what is presented is diluted, debased and adulterated in a cultural sense.

The management staff of hotels displayed a lack of interest in ensuring the traditional artistry when presenting dance and musical programmes to tourists. References have been made to a situation that allows cheap commercialism to triumph over refinement.
Ceylon Hotels' Corporation

The Ceylon Hotel's Corporation is a public company that was established in 1966. It manages a few rest houses, hotels and stop-overs, catering mainly to foreign tourists. The combined efforts of the Tourist Board, Hotels' Corporation, tourist hotels, travel agents, tour operators, both local and foreign, and the air lines have warranted a steady flow of tourists to the country from 1966 to 1982. The figure that represented tourist arrivals in 1966 was 18,909, and it increased to 370,742 in 1981. However, there was a slackening of the numbers immediately following the civil disturbances in July 1983 and the adverse publicity given to Sri Lanka by the foreign press. The unexpected decline affected all agencies concerned with tourism, who found themselves in a distressing situation of not being able to maintain their staff and the physical plant. The situation gradually improved, and in 1992 there were as many as 393,669 arrivals.

The Hotels' Corporation has issued its own advertising material, including attractive brochures, inviting foreigners with tourist interests to visit the Island.

Contemporary Scene - Performance Description As Reported By the Tourist Board

The growth performance of the tourism industry in 1991 was achieved in an environment beset with obstacles and uncertainties. The recession and the Persian Gulf War made travel less conducive for international travellers. Despite these drawbacks, the year ended with an increase of 6.7 per cent in tourist arrivals and 21.3 per cent in foreign exchange.

International tourist arrivals and receipts worldwide were not as impressive. The World Tourism Organization (WTO) reported that in 1991 arrivals reached 450 million, which was an increase of only 1.4 per cent and foreign exchange of US$278 million. The table below gives the trend from 1970 to 1991.
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International Tourist Arrivals and Receipts Worldwide

<table>
<thead>
<tr>
<th>Years</th>
<th>Arrivals (000)</th>
<th>(%) Change</th>
<th>Receipts (Mn US$)</th>
<th>(%) Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>1970</td>
<td>159690</td>
<td>-</td>
<td>17900</td>
<td></td>
</tr>
<tr>
<td>1975</td>
<td>214357</td>
<td>34.23</td>
<td>40702</td>
<td>127.39</td>
</tr>
<tr>
<td>1980</td>
<td>284841</td>
<td>32.88</td>
<td>102372</td>
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</tr>
<tr>
<td>1985</td>
<td>321240</td>
<td>12.78</td>
<td>116158</td>
<td>13.47</td>
</tr>
<tr>
<td>1986</td>
<td>330918</td>
<td>3.01</td>
<td>140000</td>
<td>20.53</td>
</tr>
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<td>356839</td>
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<td>171314</td>
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</tr>
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<td>382062</td>
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<td>197661</td>
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</tr>
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<td>1989</td>
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<td>20.52</td>
</tr>
<tr>
<td>1991</td>
<td>450000</td>
<td>1.39</td>
<td>278000</td>
<td>9.14</td>
</tr>
</tbody>
</table>

Source: World Tourism Organization (WTO)

The main reasons attributed to the slow growth in 1991 were the Persian Gulf War, economic recession in the U.S. and in the main European markets, depreciation of the US dollar and concerns over personal security due to threats of political terrorism during the first half of 1991. Regardless, a very few countries still experienced positive, but slower growth rates, and Sri Lanka has been identified as one.

Volume and Value of Tourism

Tourist arrivals to Sri Lanka by the end of 1991 amounted to 317,703 which was an increase of 6.7 per cent over the figure of 297,888 recorded in 1990. The average annual growth rate during the period 1966 to 1991 was 11.9 per cent.
The volume of tourist traffic measured in terms of tourist nights showed a higher rate of increase. In 1991, total number of tourist nights increased by 12.7 per cent from 3,224,700 in 1990 to 3,633,483 in 1991. The average duration of stay rose to 11.4 days in 1991 from 10.8 days in 1990.

The total foreign exchange earnings from tourism in 1991 amounted to Rs. 6,434.3 million. When compared with the revised figure of Rs. 5,303.3 million in 1990, this was an increase of 21.3 per cent. In US dollar terms, the increase of 17.4 per cent was from 132.4 million to 155.6 million in 1991, while in Special Drawing Rights (SDR), the increase (16.6 per cent) was from 97.5 to 113.7.

In 1991, the average spending amounted to US$ 490 per tourist or US$ 42.8 per tourist per day. In contrast the figures in 1990 were US$ 444 per tourist or US$ 41.05 per tourist per day.

Tourist Profile

There was an improvement in the share of Western European arrivals. In 1991, the total of 192,054 Western Europeans represented 60.5 per cent of the total tourist traffic as against 56.8 per cent in 1990. The four major markets - Germany, France, UK and Italy - represented 79.1 per cent of the total Western Europeans.

Western Europe as a region has recorded an increase of 13.4 per cent. The biggest increase in absolute terms was from the UK (9,199) followed by Germany (6,088) and France (3,687). Italy has recorded a marginal drop. As for the other markets, the performances of Netherlands, Switzerland, Belgium are noteworthy. It is heartening to note the revival of two of the Scandinavian markets, namely, Sweden and Finland.

Asia was the second largest market region with a share of 30.4 per cent. The share has dropped from 33.6 per cent in 1990 due to the drastic change in travel pattern of Hong Kong, which dropped from 28,144 to 8,397. On the other hand, India has recorded a substantial increase of 7,296 or 55.9
The effects of tourism on culture in Sri Lanka

per cent. The largest market from Asia, namely Japan, has recorded an increase of 4.5 per cent.

Western Europe and Asia together accounted for 90.9 per cent of the total tourist arrival. The balance 9.1 per cent constituted North America (3.0 per cent), Australia (3.1 per cent), Eastern Europe (1.5 per cent), Middle East (1.2 per cent), Africa (0.3 per cent) and Latin America (0.1 per cent). The Canadian market has shown consistent and strong growth in 1991.

The top ten generating markets in terms of arrivals were Germany (20.5 per cent), France (11.6 per cent), UK (9.8 per cent), Japan (7.4 per cent), India (6.4 per cent), Italy (5.9 per cent), Netherlands (3.5 per cent), Pakistan (3.3 per cent), Australia (2.8 per cent) and Hong Kong (2.6 per cent). These ten markets together accounted for 73.8 per cent of the total tourist traffic in 1991.

Seasonality of Arrivals

The seasonal pattern of tourist arrivals in 1991 was about the same as in 1990. The peak month was December with a seasonal index of 151 and seasonality ratio of 1.5. The month with the lowest arrivals was June. While the seasonal pattern of Western Europe as a region is almost identical to that of the total tourist traffic, variations are seen by individual markets. Germany shows a high peak during the beginning and the end of the year with the mini peak in July/August not so marked. However, France and Italy show prominent mini peaks during July/August. The UK displays a more even seasonality, though it reaches low levels in May and June. It is also interesting to note the diversity of the North American market. While Canada peaks during winter, USA clusters during the middle months of the year. The fairly even spread of arrivals from Japan is worth mentioning.

Mode of Transport and Port of Arrival

The Katunayake International Airport, Colombo, was the main port of entry to the county. During the year, 99.9 per cent of the tourist traffic
entered through this port with the balance 0.1 per cent through the Colombo Harbour.

**Arrival by Carrier**

The proportion of charter tourists in 1991 decreased to 10.9 per cent. This was mainly due to LTU now operating as a scheduled carrier. Of the scheduled carriers, a greater proportion arrived by inter-regional flights. The five leading scheduled airlines - Air Lanka, LTU, IAC, SIA and Emirates - accounted for 74.8 per cent of the total tourist traffic.

In 1991, fifteen scheduled airlines operated flights to Sri Lanka. Ten charter airlines from Europe brought in a total of 34,746 tourists.

**Region of Embarkation and Disembarkation**

Europe accounted for 45.3 per cent and 43.6 per cent as a point of embarkation or disembarkation respectively. The other neighbouring countries, such as Maldives, Singapore, Malaysia and Thailand accounted for around one-third of disembarking and embarking tourists.

It is interesting to note that even though Western Europe accounted for 56.8 per cent of total tourist arrivals, only around 47 per cent of the European tourist movements are directly from this region. A certain number of tourists use non-European points either to visit Sri Lanka or to depart.

**Purpose of Visit**

The main motivation for travel as declared by tourists was pleasure, (93.1 per cent) while business accounted for 3.8 per cent of the tourist arrivals. The balance 3.1 per cent is for the purpose of visiting friends and relatives. It should be cautioned that the pleasure component is overestimated as most business visitors prefer to declare their purpose as pleasure. Survey results show that the holiday/pleasure component is around 80 per cent, while business is around 15 per cent over the figure of 3,224,700
The effects of tourism on culture in Sri Lanka

recorded in 1990. The average duration of stay increased to 11.4 per cent from 10.8 nights in the previous year.

Sex and Age Distribution

The sex and age distribution remained almost the same as in 1990, with males comprising 61.3 per cent. The largest age group was 30-39 (36.9 per cent) followed by 20-29.

Occupation

‘Businessmen’ and ‘other occupation’ have accounted for over half the total of tourist traffic. Over one-third of the Asians were businessmen.

Scheduled Airline Operations

Fifteen scheduled airlines operated flights to Sri Lanka in 1991. In the summer season from May to October, 100 flights operated per week with a seating capacity of 21,159. During the winter, commencing from November 1991, the weekly frequency increased to 118 flights and the seating capacity increased to 26,140.

Passenger Arrivals and Departures

A total of 1,364,014 passenger movements (arrivals and departures) were recorded in 1991 as against 1,190,542 in 1990. Nearly half the movements were tourist traffic.

Accommodation Sector; Accommodation Capacity

The hotel capacity by the end of 1991 was 9,679 rooms and 18,947 beds in 122 units. In addition to this, 109 supplementary units (guest houses, rest houses, etc.) provided 1,191 rooms and 2,400 beds.
A tourism profile

Occupancy Rates

The overall annual occupancy rate of hotels increased marginally to 48.4 in 1991, from 47.2 in 1990. Region wise, the highest occupancy was recorded in the Ancient Cities (51.6 per cent). By month, occupancy peaked in January at 62.4 per cent.

Guest Nights

The total foreign guest nights recorded in hotels amounted to 2,456,241. This figure was an increase of 8.5 per cent over the figure of 2,263,214 recorded in 1990. The foreign guest nights recorded in supplementary units was 103,081. Thus the total foreign guest nights in hotels and supplementary accommodation units was 2,559,722, which represents 70.4 per cent of the total tourist nights. This means that the balance 29.6 per cent of the nights is spent in the informal sector. In 1990, this proportion was lower at 27.5 per cent. The tendency for tourists to use more of the supplementary or the informal sector is clearly visible.

Around one-fourth of the total foreign guest nights are spent in the Colombo city hotels, whereas the Greater Colombo and the Ancient Cities region each absorb around 17 per cent. The share in the South Coast is 37.1 per cent. Of the total guest nights spent in hotels, 87.1 per cent are by foreign tourists; while, in the supplementary sector, local tourists dominate with a share of 65.7 per cent.

Employment in the Tourism Industry

Direct employment in the hotels, guest houses, rest houses, restaurants, travel agencies, airlines, recreational agencies, tourist shops and the National Tourist Organization amounted to 26,878. This was an increase of 7.6 per cent over the figure of 24,964 recorded in 1990. Around two-thirds of direct employment was in the accommodation and catering sector. Of those employed in this sector, around 60 per cent are in the manual and operative grades; 30 per cent, in technical, clerical and supervisory grades, and the balance 10 per cent in the managerial grade.
Indirect employment created in the supplementary sector was estimated to be 37,629. Thus, the total employment in the tourism industry for 1991 was 64,507.

These employment opportunities also induce employment in other sectors. However, data on this aspect is not available.

**Tourist Prices**

During the winter of 1991/92, the tourist price index rose to 882 from 731 of the previous winter. This represents an overall price increase of 20.7 per cent. By category, the highest rate of increase in prices had been in the transport sector (24.0 per cent) while food items increased by 22.5 per cent and accommodation by 18.2 per cent. The highest increase in prices in the accommodation sector was from the circuit areas.

**Revenue from Tourism**

The estimated revenue from tourism in 1991 derived from taxes and gate fees amounted to Rs. 234.8 million as compared to Rs. 204.7 million in 1990. The highest revenue was earned through embarkation tax, (Rs. 123.4 million) followed by the Cultural Triangle (Rs. 69.6 million).

The revenue from income tax, electricity, water, post and telecommunication, indirect taxes, lease rentals, etc. are not available; therefore, the above figures are only a partial indicator of the total revenue generated by tourism.
A tourism profile

Future Plans and Prospects:


Sri Lanka embarked on an organized programme of tourism development in 1967 based on a Ten Year Ceylon Tourism Plan. The Plan was periodically revised on account of external and internal factors.

Performance Highlights - Years 1967-1982

<table>
<thead>
<tr>
<th></th>
<th>1967</th>
<th>1982</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tourist Arrivals</td>
<td>73,666</td>
<td>401,200</td>
</tr>
<tr>
<td>Tourist Receipts</td>
<td>US$1.2</td>
<td>US$1M</td>
</tr>
<tr>
<td>Hotel Rooms</td>
<td>770</td>
<td>7,530</td>
</tr>
<tr>
<td>Hotel Occupancy</td>
<td>35%</td>
<td>48%</td>
</tr>
<tr>
<td>Exchange Earnings</td>
<td>0.3%</td>
<td>11%</td>
</tr>
</tbody>
</table>

Tourism ranked fifth as a foreign exchange earner.

A 1979/80 study showed a 20.7 per cent return on capital investment and a 27.1 per cent return on equity.

Year 1983 and Onwards

The industry took a downturn because of the civil disturbances in the country in 1983. For five to six years thereafter, the industry was under severe strain, with periodical disturbances in different parts of the country.

Nevertheless, there was no total shut down of plant except on the northern and eastern parts of the country. The main tourist areas remained operational.

The arrivals for the years 1983 to 1986 dropped by around 43 per cent in relation to 1982. The arrivals then stabilized around 182,600 to 184,700 for the years 1987 through 1989.
The performance of hotels over the period was badly affected in terms of achieved occupancies and prices, which have remained relatively low. In the case of Colombo, the situation was compounded by a major expansion of the hotel supply which came on stream during the mid-1980s.

With the weak market demand and the resultant poor trading performance since 1983, there has been a general lack of re-investment in the tourism sector. The quality of facilities and service standards dropped with minimal maintenance and improvement. The negative impacts that surfaced adversely affected environmental quality and exacerbated social and cultural problems.

With increasing confidence in the security situation, there was a turn around in the number of 1990 arrivals, which increased steeply from 184,700 in 1989 to 297,800 in 1990. A remarkable 317,700 arrivals were registered in 1991.

Western Europe produced 60 per cent of the traffic, Asia 30 per cent and other regions 10 per cent. All Island hotel occupancy went up to the 1982 level of 48 per cent. Foreign exchange earnings was US$156 million, higher than the 1982 figure of US$146 million.

In this context, an expert study on Sri Lanka's tourism development was opportune.

**Study Objective**

The objective of the study was to formulate a national strategic framework for Sri Lanka's tourism development made up of the following two components:

a) Long term strategy for the next ten years;

b) Five year development plan identifying immediate priority needs.
Research

The market research covered 16 existing and potential generating markets and included interviews and meetings in the markets. Research in Sri Lanka covered a survey of the attractions, assessment of the existing product and facilities, land use planning, social and cultural aspects, environmental issues, infrastructure, transport and economics.

Overall Study Finding

Sri Lanka has the potential to develop and market a better quality and diverse product range, which if appropriately planned, developed and promoted, could result in a better mix of tourists, higher tourist earnings, greater overall benefits and minimal adverse impacts.

Marketing Objectives

- To develop the perception in the major tourist generating markets of Europe, Japan, India and other Asian markets, Australia and North America, that Sri Lanka is a destination which offers quality attractions, facilities and experiences in a vibrant but relaxing setting;

- To design and execute marketing activities which build on Sri Lanka’s distinctive features and advantages (i.e. its people and their culture, its religious heritage, flora and fauna, marine and inland environment, and diversity within a compact area);

- To attract additional high value - adding tourists;

- To develop and penetrate further the traditional markets of Western Europe;

- To conduct marketing and promotional activities targeted at market segments identified according to interest/motivation and socio-demographics;

- To promote the full range of tourist attractions and facilities developed throughout Sri Lanka;
The effects of tourism on culture in Sri Lanka

- To achieve a more balanced distribution of tourist flows within the country, in accordance with the area development strategy.

Product Development Objectives

- To expand the present product base utilizing Sri Lanka's diverse attractions to improve the quality of the visitor experience and to further penetrate into existing markets as well as develop new markets;
- For the short term, to better organize and upgrade the present product base to consolidate the country's competitive position in the markets;
- To promote the development of domestic tourism by encouraging travel by Sri Lankans within Sri Lanka and providing facilities and amenities for holiday, pilgrimage, study and recreation market segments;
- To ensure sustainable tourism development which conserves and enhances Sri Lanka's natural, socio-cultural and historic heritages.

Product Range

The main product groupings at present are the beach holiday with its variations, sightseeing of ancient cities, wildlife and hill country. They are marketed separately or as combinations. A wider product range with more depth and diversity can be offered.

Product Development Strategy

- To develop high quality integrated and multi-faceted resorts in designated areas with a range of accommodation, recreational, cultural and shopping facilities;
- To develop low density, quality accommodation and other facilities around specific attractions;
- To upgrade and rehabilitate existing facilities and services;
- To enhance the quality of the visitor experience with more recreational activities and animation; orientation centers in the ancient cities with detail models, and audio-visuals heritage interpretation; health centers; craft villages, tea parlours, museums of ancient medical and irrigation systems;

- To develop luxury shopping and entertainment particularly for stopovers and Asian markets, branded designer goods possibly made in Sri Lanka, quality range of Sri Lankan artifacts and handicrafts, duty free shopping and professional window displays;

- To make touring circuits more interesting and less tedious with staging facilities at appropriate points or around attractions and conveniences for the touring traffic;

- To make all major towns 'tourist friendly'.

**Human Resources**

Tourism has been generally successful in creating job opportunities for Sri Lankans. At the end of 1991, the total number in direct employment was 26,690, while indirect employment was around 32,130.

There are however sharply contrasting levels of competence within the tourism workforce. Each tourist sector has its particular areas of concern, attributable to various factors such as the low level of business in the past years, turnover of staff to the Middle East, inadequate training in some areas, as well as weakness in middle management and supervision.

The Ceylon Hotel School, the key training arm of the industry, suffers from the lack of a purpose-built hotel school and training hotel, high faculty turnover and lack of appropriate amenities. There is presently an ILO project for upgrading and expanding the School.

The manpower requirements of the industry (direct employment) in relation to future expansion of the tourism plant are as follows:
The effects of tourism on culture in Sri Lanka

<table>
<thead>
<tr>
<th></th>
<th>1996</th>
<th>2001</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hotels and Restaurants</td>
<td>24,001</td>
<td>35,926</td>
</tr>
<tr>
<td>Travel Agencies</td>
<td>10,835</td>
<td>16,219</td>
</tr>
<tr>
<td>Tourist Shops</td>
<td>3,068</td>
<td>4,593</td>
</tr>
<tr>
<td>Others</td>
<td>932</td>
<td>1,395</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>38,836</td>
<td>58,133</td>
</tr>
<tr>
<td>Increase over 1990</td>
<td>16,006</td>
<td>35,303</td>
</tr>
</tbody>
</table>

A fully co-ordinated approach to tourism education and training is essential. A resource effective strategy would be to strengthen the Ceylon Hotel School to play a lead role.

Some Environmental, Social and Cultural Recommendations

- Income substitution and product substitution studies should be undertaken to replace activities such as coral mining, sand mining, wild life hunting, turtle egg harvesting, etc.;
- Review of waste water and sewage treatment in existing tourist establishments for minimum standards should be carried out;
- Priority action should be taken on the pollution of water bodies;
- Environment Impact Assessment and EIA requirements should continue; EIA procedures provided for hotels as well as other tourism development should also resume;
- Cultural heritage sites should be screened for carrying capacity, pollution, vibration, and erosion;
- Development of the proposed Cultural Centre in Colombo and satellite centers in the provinces should also include presentation, exhibits in culture, handicrafts, local foods and beverage, and performing arts for tourist benefits;
- A national dance festival and other festival events that highlight national produce, e.g. tea, fishing, and spices, should be developed;
- Local interest and pride in traditions and customs should be promoted and sustained;
- Presentation and status of Ceylon Tea should be improved in hotels and restaurants and encouragement given to tea promotion and tea parlours;

- A national public relations and public awareness campaign should be drawn up to educate the public about the nature of tourism, tourism policy and plans, and benefits and opportunities created by tourism;

- An information brochure should be prepared for distribution to tourists, including information on the cultural development policy, local handicrafts, environmental policy, customs and acceptable behaviour patterns in Sri Lanka;

- All districts should be screened for vulnerability assessment;

- Prospective developers of tourism facilities should undertake a social impact assessment for proposed development;

- A multi-agency approach should be adopted to involve the community in tourism development, including the following:
  * **Skills Training** - small business development advisors should convene with the participation of ILO and Janasaviya;
  * **Enterprise Support Centres** - the feasibility of establishing small business support centers should be studied, possibly with the assistance of ILO or USAID;
  * **Handicraft Training** - assistance in the development of the handicraft sector should be set up with the involvement of ILO, Ministry of Tourism and Rural Industrial Development and Janasaviya;

- An Ayurvedic Centre and treatment at hotels that range from beauty care to stress relief should be promoted along with sales outlets for packeted Ayurveda products and registered Ayurveda establishments for information;

- Promote Sri Lankan cuisine, traditional vegetables and fruits should be promoted.

(M.Y.M. Thahir - Bibliography, Document 4)
II. PERCEPTIONS

Some Specific Thoughts from the Industry

Tourism accounts for about 6 per cent of our total foreign exchange earnings. This industry provides employment to 27,000 persons and with indirect employment this figure is high at 75,000. Tourism is also important in the types of workers it attracts. A recent survey shows that 14 per cent of the total work force in this industry is qualified in GCE Advanced Level and 57 per cent in GCE Ordinary Level. More than 50 per cent of the employees in this industry are relatively young and are under 30 years of age.

It is encouraging to note that approximately one-third of the tourists arriving in Sri Lanka are on repeat visits to the Island. Tourists arriving in Sri Lanka mainly come from European countries such as Germany, France and the United Kingdom. Among the Asian countries, Japan and India are the main tourist generating countries.

Today Sri Lanka has nearly 10,000 hotel rooms. Encouraged with the Government Policy towards tourism development, many investors are now planning to construct new hotels which will result in an increasing rate of the current stock of rooms in the near future.

A considerable number of these tourists, however, participate in 'Round Trips', experiencing Sri Lankan culture, history and wildlife. Many of them purchase local handicrafts, gemstones, etc.

It is important for us to analyze the specific needs of various segments of tourists and avoid tourists whose needs cannot be satisfied whilst preserving our religious and cultural norms. As an example, if the needs of a particular segment of tourists are identified as gambling or sex or hunting, we should discourage such tourists from visiting Sri Lanka. It is vital that we select suitable segments of tourists who will seek to satisfy their needs and simultaneously respect the culture of the country.
Our Expectations from Tourism

A properly planned, developed and controlled tourism industry will positively affect society and the economy. In this context, the main benefit from tourism are as follows:

1. There are 27,000 direct employees and 48,000 indirect employees in the tourism industry in Sri Lanka today. These employees are relatively highly paid.

2. Most of these employees have developed skills such as knowledge of languages which will benefit them throughout their lives.

3. We have earned Rs. 8 billion from the tourism industry last year. The multiplier effect of each dollar earned from tourism is $1.83.

4. Tourism results in the growth of international business, giving the local partners valuable exposure.

5. Tourism results in the transformation of various attractions such as museums, zoological gardens, historical monuments, botanical gardens, parks, etc.

6. An average tourist spends 12 per cent of his expenditure during a holiday on shopping, which includes purchasing of local handicrafts. Therefore tourism helps to revitalize craft work, benefitting many handicraft industries.

7. While highlighting the positive effects of tourism on our economy and society, we should also be aware of the negative effects, such as cost increase of goods and services.

8. Increase of imports - approximately 25 per cent leakage of foreign exchange - is evident from tourism. Nevertheless, this is low compared to the foreign exchange leakage from the main foreign exchange earner in Sri Lanka - the garment industry, which is approximately 70 per cent.
Harmonizing the Needs and Expectations

For success in the tourism industry in Sri Lanka, the identified needs of the tourists should be satisfied, while our expectations from tourism are met. A correct balance or harmonizing of the tourists needs and our expectations is vital to ensure a successful and healthy tourism in Sri Lanka.

In this context, the following actions are recommended:

**Segmentation:** Suitable tourist segments should be identified through research and tourism products should be adjusted to suit their needs, but not without consultation with religious, political and community leaders.

**Development:** Over development of tourism should be avoided. Some political leaders feel that Sri Lanka should limit tourist arrivals to 500,000 per year. It is recommended that this level be maintained at 5 per cent of the population. According to this recommendation and the current population of 17.2 million, we should limit tourist arrivals to 860,000 per year.

Tourism is a sensitive industry and, therefore, over dependence on this industry can be dangerous in the long run.

**Commercialization:** Although tourism generates important foreign exchange, we should not allow economic expectations to overshadow service and hospitality. Tourism is an industry which encourages people from different parts of the world to meet other people. We should look at the world as a global village. Our hospitality and the satisfaction of the guests should be within the limits permitted by our religious and cultural heritage, and our role as a host should be to please the tourists within those limits, while making a reasonable profit. It is important in this context to improve respect for both host and the tourist.

**Culture:** We should give a general idea or a taste of our culture to tourists, but not an overdose. It is important to be careful in selecting the items of our culture, religions, historic places, herbal medicine, traditional food, music and dancing. At the same time, we should be able to appreciate
the different cultures from which the tourists come, as sometimes a lack of understanding of the other cultures results in conflicts. We should develop a positive attitude towards tourism.

Community: Our communities, villagers near hotels, employees of tourist establishments should be educated about the benefits of tourism as well as the different cultures of tourists. Without the support of the employers, the employees and the local community, it will be difficult to ensure satisfying the needs of tourists in keeping with the expected standards.

Security: Tourists in a strange country, environment, and company need to be assisted. They need security, and we should provide that security and ensure their safety from a range of factors, such as sun or insects, food or water, and touts or terrorists.

Activities: Activities in hotels from welcoming tourists on arrival to accommodating the last minute of their stay should be properly planned in order to satisfy the tourists' needs and give them a taste of our culture. Welcome to tourists at hotels should include traditional lamps, and in the case of very important persons, cultural dancing and pageants. This no doubt will leave a lasting impression in the minds of our visitors. Some hotels organize staff plays with cultural themes such as special New Year celebrations, National Day celebrations, traditional food festivals, etc. All hotels should perform such activities.

Suitable traditional dishes, slightly altered to meet milder palates, should be offered to tourists with a range of choices. Religious events too can be included in the activities so as to give an idea of what we have been preserving for 2500 years.
The effects of tourism on culture in Sri Lanka

Example: Bana preaching in English (for one hour) once a month on the full moon day, annual pirith and alms-giving, Vesak illuminations as well as booklets on the key principles of Buddhism should be made available to the tourists, free of charge.

Enrichment of the tourism industry with cultural elements and national characteristics is vital for a healthy development of tourism in Sri Lanka. To achieve this, religious leaders (from all religions), political leaders, as well as community leaders should meet on a common platform and plan the future of the tourism industry in Sri Lanka.

(Chandana Jayawardena - Bibliography, Document 4)

Electronic Media Interest in the Effects of Tourism - Telefilms

Social changes in prime tourist areas have been the subject of television presentations for some time during the last few years.

Particular mention must be made of a telefilm in Sinhala in which the theme is the changing society in and around Hikkaduwa. Effects of commercialization which run through the story are highlighted by a character which counts everything in terms of money. His passion for a 'quick buck' and the ease with which he infects others with his philosophy that money buys everything appear to be presented as the new doctrine of the businessman (odd middle-man) in the tourism industry. His character when presented against the silhouette of traditional players - the farmer, the craftsman, the school master, the physician, the astrologer and the Buddhist Priest - is an interesting cameo that emerges in the new social order. He plays a conman role, one who dupes the uninitiated, innocent admirer.

The story concludes with the conman, who is at his wits, discarding his 'ever attractive' make-up to be his real self. Even though the production possesses melodramatic elements, its value lies in the social background of the events which might be useful and relevant for a social rehabilitation for the area.
Reference also has to be made to another telefilm which deals with the subject of a young man getting involved with a tourist woman. As a result, he contracted a social disease and ultimately committed suicide. Thisagain was shot in a southern resort location in a beach village. The story's degree of credibility with the audience is astounding; it serves as a realistic presentation of what is going on in the beach resorts. All in all, these productions reveal some of the social degradation induced by certain types of tourists.

**Observations from a Tourist**

This is an unedited version of a spontaneous response from a young Swedish girl of 23 years who was in Sri Lanka for three weeks. She was a guest of a Sri Lankan family. This response was made by her at an informal meeting with one of our researchers.

"I have been asked to write about my thoughts and experiences of tourism and its effect on Sri Lanka. First I have to make it clear that I am not a 100 per cent tourist but have mainly come because of my work in a volunteer organization in Tamil Nadu, India. But I have been travelling as a tourist for about three weeks from 1 January - February, 1993 and also stayed with a Sri Lankan family for nearly three years.

I can also compare some of my experiences in certain tourism places in India, such as Goa, which can be shown as an example of development that might happen in tourist concentrated areas.

In general, I appreciate the positive effect of people from different countries and cultures meeting and learning. Tourism is (though) also a sort of industry that has the unfortunate situation of Western "rich" people going to less developed countries and buying their leisure time.

Not all tourists go with the aim of seeing, meeting and learning another culture, but (instead) may be escaping hard work, stress, cold climate and even social misadoption I am thinking of Swedish, Germans etc. who cannot find wives or social contacts in their own countries - and are coming
The effects of tourism on culture in Sri Lanka

to countries such as Thailand, Sri Lanka to buy sex, relations and so on. I will come back to that. These groups are less concerned about the people, the environment and the social values of the country they come to. They simply want to relax and enjoy with all the means of consumerism, resources like water, special food, drugs, sex, restaurants and guest houses.

On the other end we have the local people who might not have so much to say when the government decides to make their area a tourism developed area.

The tourism industry is an important earner that are often of foreign exchange for the government and, as such, has powerful interests often more powerful than the concerns of the local people and the environment.

What I have experienced and also heard others express of the relation between local people and me as a representative of a white, rich country and also a girl, is a lot of prejudices, probably grown by the sort of tourist groups mentioned above, mixed with media and literature about the West. And as there is a lack of respect from the tourists towards the local people, the local people will automatically have low respect for the tourists. We have a gap of prejudices already formed from the beginning of a meeting. Tourists are seen as rich, stupid, (that means you can cheat them) easy going, and free to whatever. For the tourist, locals are those who serve them for all their pleasures and needs, such as food, accommodation, health, relaxation, sex, or as an exotic background (that you do not understand and do not take any part in). Of course this is a very dark picture: the truth is more modified with some people who really have contact both from the local and tourist "side".

Then we have the adventurers, those tourists who want to explore and to be where no other tourist has been because often it is just the stress of other people that these tourists were escaping from. So now they would like to find the ultimate exotic, peaceful place. This situation has two sides: in one way it is more positive since, in an uncrowded area, the chance of real communication is greater. But when first tourists come, they have a tendency to be followed by 'the others' and the once exotic, silent place turns into a
'tourist developed' area with hotel roads, changed social patterns of work, incomes, etc. Sri Lanka is special in that tourism development has taken place at a fast pace, but this change is restricted to only certain areas, such as the South, West Coast and the Cultural Triangle.

The government seems also quite desperate to make Sri Lanka 'a tourist paradise', since it has to struggle against the bad image of violence. First and foremost, there are the beaches, the cultural interest places, the jungle, etc. Then there are two other less open interest groups, 'sex tourists' and 'drug tourists'. I was shocked to see how a paradise like Tangalla had so much open sex. I was deeply ashamed to see both men from my own land and other European grown-up men buying young boys for their perversions. One Swedish man who was drunk told me that it was difficult to find girls, but young boys were easy. The reason seems to be that families shield the daughters from this sort of contact. (Still, how long can they do that if tourists keep coming and offering money to poor families?) If a girl had such contacts, she could never get married and would forever be 'out frozen' from normal social patterns. Boys, on the other hand, may be more free, and without knowing exactly what they are doing, might be exploited greatly by these men (most often middle-aged). Here you should heed the warnings of examples by some other Asian countries, like Thailand, which has become famous for the sex trade industry, with girls flown to Europe to be the wives of lonely men there.

I strongly feel that it is the responsibility of our countries to prevent this, but you in Sri Lanka must also raise your awareness of these occurrences and speak openly about it, especially with its serious links with the spreading of AIDS.

I did not have much experience with drugs in Sri Lanka, but heard others who indicate that there is definitely a drug trade and use of all different drugs in the tourist areas (especially beach resorts like Hikkaduwa, Negombo and the like). A similar situation occurred in Goa, India, which has had a flowing stream of young and old people coming for drugs and parties on the beaches since the sixties. This problem must be solved by
going deep into the roots in Western societies. But it is equally important for your country to have active policy and information, especially for your young people who I noticed are extremely influenced by tendencies from the West.

Is there then any hope for positive or 'good tourism' in place of destructive tourism? First, what indicates a 'good tourism'? I would say that it is when there exists mutual respect and willingness to learn and see something different.

Secondly the way you live and act should be within the cultural, social and environmental limits of the place you visit. This means that five star hotels, with their extreme waste of energy and water resources should change to smaller, more basic and fitting accommodation. A situation where foreign people swim in pools while the local people do not have drinking water is deeply unpreferable.

On cultural and social terms I would like all tourism to be adopted to the local culture and not the opposite. If you are going to another country, you should be able to face and respect that country's customs and way of living. Otherwise, you can stay at home. It does not mean that you should not relax, but not in a destructive manner. I would now like to talk about meditation centers here as wonderful places for real relaxation and for learning about your culture. This could be an alternative to shopping and sunbathing for stressed westerners.

Also families can, in less commercialized ways, let tourists stay with them for improving real communication and exchanging cultures.

At last I want to emphasize the importance of the tourism industry as a part of other industries. It should not only be developed but be sustained. Much of the development you find today is done in a short-term view which will lead to environmental destruction and the ruining of values and morals instead of leading to future quality for your society.

So welcome the tourists to your country but with the means for keeping traditional customs in an unspoiled nature.
Some References to Tourism in Parliament

Tourism came up for discussion in Parliament recently this year when some regulations related to the Tourist Board Act were presented for approval. These parliamentary discussions as reported in the national papers are very relevant to the subjects under study and are presented here as a collection of views expressed by Members of Parliament.

An Opposition Member

"We now have a Rs.50 million tourism development plan. The need is for us to increase the number of tourist rooms in hotels. At the same time we must increase tourist revenue.

You must update the tourist rooms and increase the rates. The development of communications is also necessary for developing tourism. But today our telephones are not working, even in Colombo.

One company has today grabbed 75 per cent of the hotel rooms. It can thus manipulate the market and eliminate competition. It can sell the rooms and keep part of the profits abroad.

In the future, the world will be run by multi-nationals. We must get into the multi-national circuit and build hotels abroad. Then foreign exchange will flow into the country."

An Opposition Member

"I hope the Minister of Health agrees about diseases [caused] by tourists.

We have been told that the income from the tourism industry will not be sufficient in the next five years to treat the patients who have been victimized by tourists."
The effects of tourism on culture in Sri Lanka

Minister of Health

"I do not think there is a single case of AIDS caused by tourism."

An Opposition Member

"University Professors who have spoken about this are most knowledgeable. Do you say that tourists are not involved in drug trafficking? We do not say that the tourism industry is bad, but we must be warned of the dangers."

An Opposition Member

"We are not against development of the tourism industry. But it is best to make a proper assessment of the actual earnings from tourism and plan development accordingly.

You must also consider the ill effects of tourism, like its impact on our culture and health hazards. We have to accept that increased tourism leads to increased prostitution.

We have also a serious problem of child prostitution in the country. UNESCO has initiated a special program to study the problem."

Government M.P.

"The Hikkaduwa coral reef, which is one of the greatest tourist attractions in this country, is getting damaged by the use of glass-bottomed boats. The sea in Hikkaduwa is also polluted by the discharge of raw sewage from hotels."

An Opposition Member

"The potential for the tourism industry in this country are limitless. But the industry has to be developed carefully and systematically."
A serious effort should be made to attract more Japanese tourists. You must also try to develop Colombo as a Convention Centre."

Minister of Tourism

"The tourism industry is now looking up. More and more tourists are coming to the country. In the national interest, we are introducing certain restrictions. There is nothing sacred about the tourism plan. We shall make whatever necessary changes to it as we go along.

We have made the Conventions Bureau a live organization now. We have the assistance of the UNDP and the WTO in this.

I wish also to say that the quality of visitors coming here has changed for the better in the last three years. We are developing golf courses to attract the Japanese tourists. Today we have about 10,000 hotel rooms."

Minister of Environment

"The Master Plan for tourism development has been made part of the country's overall development plan.

Inquiries have been made from the Ministry whether environmental laws could be relaxed for the purpose of tourism. But I have said no. All laws on the subject of environment will have to be followed in developing the tourist industry.

We are mindful about the development of the tourism industry. It is essential for the creation of jobs. But in developing the tourism industry, it will be necessary to adhere to the environmental laws."

An Opposition Member

"In Western countries, more attention is given to the environmental factor while in this country, there is scant regard for it. The Iranawila and the Kandalama were the best examples."
There is a connection between the spread of AIDS and tourism.

In foreign countries, Sri Lanka has received some adverse publicity as a country where there is child prostitution. I am not against development of tourism but we must be specially concerned with the negative side of this industry, too."

Government M.P.

"Beaches should be kept clean to make them attractive to tourists. This task could be entrusted to the local authorities.

There are many historic places in the South and there is more scope for development of tourism in the South.

There is a possibility of Weligama too, becoming another Hikkaduwa. But I don't like to see that happen."

Government M.P.

"The Master Plan on tourism should ensure that we make profits from the tourism industry. All tourists do not come here to occupy five-star hotels. There are tourists who prefer cottages and twin houses.

When hotels are constructed, the environment must be protected. Western culture is different from our culture. Hotels must be constructed in less populated areas to protect our culture. This will prevent the erosion of our cultural values.

The government must take serious note of prostitution, both male and female, which has risen due to tourism."
Government M.P.

"Many tourists prefer to be in Colombo and travel out into the country to see the historical places. More hotels must be constructed in outstations to promote tourism.

The rural areas must be given the right to construct hotels of 10-15 rooms. The present restriction of a minimum of 50 rooms per hotel must be lifted.

Several concessions have been made for the small scale handicraft businessmen to promote handicrafts which is closely connected to the tourism industry."

Government Minister

"The Ministry has taken steps to earn more foreign exchange by promoting tourism. We must at least attract 500,000 tourists annually for that. There are certain tourists who do not bring much foreign exchange but only come here to enjoy. Maybe it is such categories that are spreading deadly diseases in our country."

An Opposition Member

"We have to develop the tourism industry. We approved it. India, Singapore and several other countries have given a place to low-income tourists. I want to draw the Tourism Minister's attention to this group of tourists.

They are the most unprotected among the tourists and they are the victims of touts and other undesirable characters. As it is this group of tourists that uses public transport, we must ensure their security.

We must not think merely of dollars. We have to think of our culture, our religions and our sentiments."
State Minister of Tourism

"The Ministry will consider views expressed by members during the debate. The Government will not acquire private land to construct hotels. If an investor is prepared to construct a hotel, we will help him.

The Kandalama Project does not cause any danger or inconveniences to the peasants living there. These projects are done after careful studies.

The Opposition could consult the Government on any matter regarding tourism projects. Recently we held discussions with both the people and the opposition Parliamentarians regarding the project designed for Unawatuna. We are prepared to disclose the number of proposed hotel projects. Any person or organization is welcomed to gather any information regarding the tourism industry."
III. PRESERVATION AND REVITALIZATION OF CULTURAL TRADITIONS

Reawakened concern for the preservation of cultural traditions at present is a phenomenon emerging in response to a new situation, created by tourism. Although tourism is neither a modern phenomenon nor an unwelcome force, the impact it has on the community at present is assessed with concern. Hence this unprecedented global concern about the impact of tourism on the community and culture.

Damage inflicted on culture continues to occupy top priority in the long list of ill-effects. International order and global village, notwithstanding, the people all over the world jealously cherish their own cultures as symbols of national pride and identity. Culture, a product of group activity or behaviour, is the sum total of the way of life of a society. It includes all the different aspects of society such as customs and manners, beliefs and practices, etiquette and value systems, ethos, codes of behaviour, complex social relations, technological know-how and numerous products of wisdom used in day to day life. Culture comprises both material and non-material products of the members of a society. It is also a product of the environment. Tourism brings people of different cultures together.

The mere presence of numerically large numbers in a given locality can produce imbalances in the physical environment. Under such circumstances, the provision of facilities for visitors is bound to produce threats to the environment. The construction of accommodation by the seaside for the tourists who are supposed to be attracted by the beaches has already produced problems for the maintenance of the physical environment in the coastal areas of the country. Beaches are not only being enclosed and prohibited to others, but encroached upon by developers to the point of accelerating rapid sea erosion. The dumping of sewage in the sea by seaside hotels has assumed alarming proportions.
Tourism has always earned an unseemly reputation for carrying diseases around the world. Even before the world community frowned upon tourism as the carrier of AIDS, it was looked at as a health hazard. The spread of various diseases country to country and community to community has been found to be the result of the movement of people from one place to the other. This has prompted many countries to adopt strict regulations controlling the flow of tourists from certain lands. Yet the actual damage is not yet under control. Though it is said that, in the case of Sri Lanka, the known AIDS carriers were locals who had been to foreign countries, the role of tourism in spreading the disease throughout the world can never be concealed or underestimated.

Instances of illegal trafficking in valuable cultural artifacts is reported to be on the increase, and international bodies including UNESCO and the Interpol constantly warn the member countries to be vigilant. This phenomenon has its worst consequences on the underdeveloped, yet culturally rich nations like Sri Lanka. The people should be courteous, cordial and accommodating, but they should also be cautious and vigilant too.

Positive Effects

Tourism undoubtedly has its positive effects too on culture. The awareness it creates among the international community on the cultures of different communities is strongly pervasive. The establishment of the UNESCO-Sri Lanka Cultural Triangle Programme in 1981 aimed at conserving and restoring the centuries old ruins which is indeed a landmark in international relations and inter-cultural understanding.

The global interest for the preservation of the world heritage has not been confined only to the archaeologically important monuments and sites. In Sri Lanka itself, the concept has been extended to other areas like natural forests and cities of multiple interest. Reference is to the Sinharaja rain forest and the city of Galle. The Sinharaja rain forest, situated in the South-West of Sri Lanka on the boundary of Sabaragamuwa and the southern provinces, is one of the rare types of natural forests in the world with a wide
variety of indigenous plant, animal and insect species. Hence, it has become a
laboratory for the researchers in various fields of natural science in addition
to being a resort for nature-loving tourists. The City of Galle, developed
around a natural harbour on account of its unique features with connections
to Dutch history is observed as a significant archaeological site for maritime
archaeologists. Accordingly, both these areas have now been declared as
world heritage sites. In addition to these, several other sites and cities have
been suggested for world heritage status to be conferred upon.

Handicrafts

Popularization and expansion of marketing opportunities for local
handicrafts is yet another very positive effect of tourism throughout the
world. With the increase of tourists who often carry away souvenirs from the
countries they visit, local handicrafts naturally became the beneficiary and
received considerable attention and a boost. Handicrafts in Sri Lanka too
have benefitted greatly from increased tourist arrivals. Government
opportunities have expanded for a large number of craftsmen, enabling them
to earn a stable income.

Tourism Has Injected New Life to Handicrafts

Tourism has indirect positive effects as well. One such effect is of
course the rekindling of a consciousness among the local community of the
need to take care of its heritage and culture. This is all the more significant
since Sri Lanka had been under colonial rule for over 150 years as well as
colonial influence for even a longer period of 450 years and had lost interest
in her past and culture. It was lamented as far back as 1910 by the late
Ananda K. Coomaraswamy, the great art historian who is credited with the
honour of opening the galleries of local arts and crafts to the outside world.
It may therefore be said that tourism has much to contribute directly and
indirectly towards the development of culture and the lifestyle of a nation.
Negative Effects

The negative effects of tourism are as numerous as its positive effects and perhaps even more important in an evaluation of Tourism. This is specially true of third world countries.

The most noticeable and instantaneous damage is likely to be inflicted on non-material culture which includes the customs and manners, beliefs and practices, as well as values and traditions of people who are vulnerable to change. The lifestyle and the values of visitors are easily absorbed by people in host countries. In and around tourist resort areas in Sri Lanka, like Hikkaduwa, Bentota, Habaraduwa, Negombo, and the East coast, there is ample evidence of this effect.

Illegal trafficking of valuable cultural and other artifacts has always been associated with tourism, though of course tourists are not the only ones to be blamed. The economic value of these artifacts in foreign countries, eagerness of the visitors to carry with them souvenirs from countries they visit and curiosity have encouraged visitors to engage in these activities. The damage done in Sri Lanka to its valuable cultural and historical artifacts has often been highlighted by the authorities concerned and very severe penalties have been recommended for offenders.

Concerted Efforts and Preserving and Revitalizing the Cultural Traditions - The Cultural Triangle Project

State Departments and institutions directly related to the task of promoting the preservation and conservation of the heritage of the country have been geared to help in achieving the objectives of the Government. Departments of Archaeology, National Museums, Small Industries, Cultural Affairs, National Archives, Customs, Police, Health, Immigration and Emigration, the Tourist Board, and the Hotels Corporation, etc. have all been requested to play their role diligently. The private sector in tourism in the country has been enlightened of the intentions of the State and requested to co-operate fully to make tourism a blessing to the country and its cultural tradition.
Much has been achieved over the years, specially in the localities outside the Cultural Triangle area, in restoring and conserving some of the finest and oldest monuments that Sri Lanka possesses. The most outstanding of them all is the restoration of the colossal stone statues at Maligawila and Dambeegoda in South-Eastern Sri Lanka, which since then have become great tourist attractions. Some of the well known ancient temples with extraordinary archaeological remains in South Sri Lanka have been restored and conserved and has thus helped the tourist activity immensely. The Department of Archaeology has also established several museums to display the valuable findings from various sites to the locals as well as foreigners.

As restoration and conservation activities progress, threats to valuable artifacts hitherto remained unexposed to the visitors tend to increase and hence the need to take greater precautions has arisen. Towards this end, new regulations have been framed to check the outflow of artifacts. Also significant is the survey that is being carried out to ascertain the tourists' choices of artifacts for purchase and the number of places where they are made available to visitors, a move that will be helpful to the authorities to control the illicit trafficking in cultural artifacts and save the old temples and sites from looting. Also noted is yet another requirement to register all objects of value under private possession with the Department of Cultural Affairs so as to allow the Department to keep a check on their movements. Equally important is the emphasis laid on the need to educate the public of their history and culture and the value and responsibility of preserving and protecting them. To achieve this goal, a scheme of publishing relevant materials and conducting of seminars has been launched. A series of exhibitions to be held both locally and internationally has also been envisaged and the first exhibition of its kind is already going round the capital cities of foreign countries.

Since cultural tourism gained acceptance, greater interest was generated in restoring and conserving the historical cities. The birth of UNESCO-Sri Lanka Cultural Triangle Programme resulted from this interest becoming a genuine desire for a programme of action to preserve and revitalize traditional culture in Sri Lanka. The monuments and sites
lying within the Triangle make up the core of the Sri Lankan traditional culture. They are great achievements of human civilization and have been declared as World Heritage Sites. After a decade of existence, the Cultural Triangle Programme has proven to be a leader in the promotion of cultural tourism in Sri Lanka.

The Director-General of UNESCO in his message to the UNESCO-Sri Lanka publication on "Safeguarding the Cultural Triangle of Sri Lanka" says, "The Cultural Triangle has to be preserved for the sake of Sri Lanka since it forms a part of the country's historical core and gives supreme expression to its religious values. It must be preserved for the sake of Asia as a whole for it is a centre of Buddhist tradition and has heightened the sense of Asian solidarity. It must be preserved for the sake of the world at large since it forms an integral part of its indivisible heritage".

The objectives of the Project have been stated in the Report on Financing of the Cultural Triangle Programme, UNESCO/WFP-Sri Lanka Project 1991, an official publication of the Central Cultural Fund of the Ministry of Cultural Affairs and Information.

"The ancient monuments, while illustrating the rich cultural and religious traditions of the nation, also amply demonstrate the complex civilization and engineering skills which existed in Sri Lanka from time immemorial".

A programme to restore the monuments and to make further investigations with regard to the ancient civilizations of Sri Lanka has received utmost priority in the context of the current development strategies adopted by the Government. It is with this objective in view that the Cultural Triangle Programme was conceived as a multi-faceted cultural activity.

It further states: 'This is a systematic programme designed to excavate, conserve and display the significant archaeological monuments situated in the North-Central part of Sri Lanka within a triangular area linking the ancient capitals of Anuradhapura, Polonnaruwa and Kandy - hence the phrase 'The Cultural Triangle'. This programme covers the
upliftment of rich traditions of performing arts within the country, through the setting up of a Cultural Complex in the City of Colombo.

The functions of the Programme are being implemented and administered through an agency called the Central Cultural Fund (CCF), established under an Act of Parliament in 1980 (No. 57). The CCF is currently focusing its efforts on seven projects including six within the Cultural Triangle.

They are Project:

1. Abhyagiriya Monastery - Anuradhapura
2. Jethavana Monastery - Anuradhapura
3. Alahana Pirivena - Polonnaruwa
4. Sigiriya Water Pleasure Gardens
5. Dambulla Painted Caves
6. Kandy: Palace Complex, Devales and Monasteries
7. Cultural Complex - Colombo

The significance of the contributions made by the Cultural Triangle Programme can be measured by the activities engaged, in respect to these individual Projects. The broad objectives of project 1-6 are given as follows in the official publications:

a) the conducting of systematic archaeological investigations of the sites by field excavation and other research methods.

b) the preservation of excavated areas by utilizing appropriate architectural and engineering specifications which form the basis for accepted conservation norms.

c) the adoption of a multi-disciplinary and integrated approach in the field of preservation, restoration and presentation of historical monuments, archaeological sites and architectural
The effects of tourism on culture in Sri Lanka

studies, giving due regard to the historic, aesthetic and architectural value of the monuments and sites.

d) the mobilization of international co-operation to complement the above objectives, especially for such requirements which are inadequate within Sri Lanka.

e) the promotion of educational and communication programmes that will popularize the cultural sites, both locally and internationally.

f) the studying of the ethno-archaeology of relevant sites as a basis for planning social and economic development within the area.

Initially, the major share of the finances of the Project was to be raised from the international community by UNESCO. Its share was 60 per cent while the Government was to contribute 7 per cent and the balance 33 per cent was expected from local contributions. However, the subsequent funds for the continued upkeep of the Project had to be locally generated. Accordingly, while exploring possibilities of receiving foreign aid by way of financial and material grants to supplement the incomes generated, a scheme to charge an entrance fee from foreigners who visit the cultural sites was introduced on the recommendations of the UNESCO. Although this scheme had much opposition at the beginning, the visitors themselves began to realize its value. As a result, today, they have become the main source of income to the CCF, contributing an average of 40-45 per cent of the total income. At present the fees fixed stand at US $8 for Dambulla and Kandy, and US $10 for other sites, namely Anuradhapura, Polonnaruwa, and Sigiriya, or US $20 for a bulk ticket covering all sites. According to the figures available up to 1990, the percentages of the annual income of the Central Cultural Fund are as follows:
Preservation and revitalization of cultural traditions

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<tr>
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</thead>
<tbody>
<tr>
<td>Government</td>
<td>42.3</td>
<td>31.9</td>
<td>32.5</td>
<td>26.6</td>
</tr>
<tr>
<td>Foreign</td>
<td>13.6</td>
<td>19.2</td>
<td>35.3</td>
<td>20.2</td>
</tr>
<tr>
<td>Tourist Tickets</td>
<td>40.6</td>
<td>40.1</td>
<td>31.1</td>
<td>47.0</td>
</tr>
<tr>
<td>Public Contributions</td>
<td>2.0</td>
<td>0.4</td>
<td>0.2</td>
<td>0.0</td>
</tr>
<tr>
<td>Other Sources</td>
<td>1.0</td>
<td>8.4</td>
<td>0.9</td>
<td>6.2</td>
</tr>
</tbody>
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The total collection in 1990 from sale of tourist tickets has exceeded Rs. 44,722,000. The figures given in the above table clearly indicate that the Cultural Triangle through its archaeological sites is generating nearly half of its total income from foreign tourists.

The popularity of these archaeological monuments and sites can be judged from the fact that an average of 45 per cent of the tourists visiting Sri Lanka annually travel to see these sites. The following figures will be of interest to assess the impact of tourism on culture in Sri Lanka and the part played by the Cultural Triangle in promoting cultural tourism.

**Tourist Arrivals and Visitors to the Cultural Triangle**

<table>
<thead>
<tr>
<th>Description</th>
<th>1984</th>
<th>1986</th>
<th>1988</th>
<th>1990</th>
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<tbody>
<tr>
<td>Total tourist arrivals</td>
<td>317,734</td>
<td>230,106</td>
<td>182,662</td>
<td>297,888</td>
</tr>
<tr>
<td>Total tourist receipts (Rs. millions)</td>
<td>2,670</td>
<td>2,300</td>
<td>2,438</td>
<td>4,903</td>
</tr>
<tr>
<td>Percentage visiting cultural sites</td>
<td>47.1</td>
<td>40.8</td>
<td>40.5</td>
<td>39.5</td>
</tr>
<tr>
<td>Average duration of stay (nights)</td>
<td>8.9</td>
<td>10.9</td>
<td>12.6</td>
<td>10.8</td>
</tr>
<tr>
<td>Average no. of days at cultural sites</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>3</td>
</tr>
</tbody>
</table>

The figures relate only a part of the story. No figures of those visiting the monuments outside the Cultural Triangle, like Mihintale and Aukana in Anuradhapura, Temple of the Tooth in Kandy and those in the rest of the country, have been included here.
After assessing the success and the international significance of the Programme, UNESCO and its member countries whose citizens so often visit these sites have gone a step further by declaring the Cultural Triangle Programme as a World Heritage Project. This elevates its position, thereby increasing its importance and making the international community share a greater responsibility for its perpetuation. Locally the Government, pleased with the success the CCF has achieved, has decided to extend the activities of the Cultural Triangle Programme to cover the entire island.

**Annual Pageants and Festivals**

With the development of Tourism, revitalized activities have blossomed in several other areas, particularly in rituals and pageants.

Records of annual processions in honour of Sri Maha Bodhi, Arahat Mahinda and the sacred Tooth Relic etc. are abundantly found in the chronicles, literary sources and inscriptions. With the bringing of the sacred Tooth Relic, it became the precious symbol of royal authority and hence rituals associated with it were conducted on a grand scale ever since. According to Fa Hien, the Chinese scholar monk who spent three years in Anuradhapura studying and recording Buddhism, the annual ritual of offerings made to the sacred Tooth Relic had continued for 90 days. The Tooth Relic had been taken in procession from the temple of the Tooth to Abhayagiri Dagoba, along a decorated route where on either side there were colourfully drawn pictures depicting Buddha's life story. Also it is recorded in the chronicles that King Sirimevan, during whose reign the sacred Tooth Relic was brought to Sri Lanka, created a new event that was to be conducted annually by taking Arahat Mahinda's statue in procession from Mihintale to Anuradhapura. Furthermore, Fa-Hien recorded an annual procession in which Buddha statues, deposited in over twenty-four wheeled chariots of several layers high, had been conducted on the eighth day of the second month of the year - possibly in the month of Poson (June) or month of Esala (July).
Preservation and revitalization of cultural traditions

These processions gained in richness, grandeur and colour as time passed. Robert Knox, the well known Englishman held in open prison in the Kandyan Kingdom in the 17th century, had noted that the Kandy procession displayed the glorious heritage of the Sinhala nation. He had further recorded that the King's obstruction in 1664 to conduct the procession brought upon him the wrath of the people, since it had become by that time a right of the people. John Davy who had watched the Kandy pageant in 1817 had recorded that the glamour of the pageant was beyond his description and the conduct of the people at the pageant was unbelievably exemplary.

The Kandy Esala Perahera is conducted annually with full State patronage. The Kandy Esala Perahera gives one a glimpse of the cultural traditions with a multitude of flag bearers, torch bearers, drummers, standard bearers and chieftains in front. The structure of the perahera itself is significant, since it reflects very much the unity of Chieftains and the people. Descriptions left behind by some Englishmen in the early 19th century clearly show what a great spectacle it had been even then.

Each of the five peraheras (processions) is attended by servicemen belonging to a caste group to which lands and other benefits have been granted. The structure of the perahera is pre-determined and each one has its own officials headed by the chieftains (Nilames). Considering the large numbers of dancers, drummers, singers, acrobats, flag bearers, torch bearers and officials, it can be said that only a few spectacles held anywhere in the world could surpass the splendor of this annual pageant.

This procession is all at once a unique ritual, a grand pageant and a religious festival. It has kept alive a great cultural tradition displaying the achievements and skills of an ancient nation.

Colombo Navam Maha Perahara

Colombo Navam Maha Perahera (CNMP) or the Gangarama Navam Maha Perahera is of recent origin. Yet judging by its popularity, in terms of organization, mass participation of both viewers and performers,
and the display of the artistic heritage of the island, it has come to stay as a permanent cultural feature.

A publicity leaflet issued in connection with the 1993 Perahera introduces the pageant in the following manner:

a) The Colombo Navam Maha Perahera, a grand pageant of elephants, dancers and entertainers, is held to celebrate a religious event on the full moon day of February each year.

b) Over 130 elephants parade in this procession and the number of dancers and entertainers exceeds 5000.

c) Over 1 1/2 million people view the spectacle every year, including an estimated 10,000 tourists. Seating accommodation is provided without charge on days it is held.

d) The Perahera revives ancient dance forms.

The need to assist traditional artists has received the attention of the organizers.

The pageant presents all traditional forms of dancing found in Sri Lanka, Kandyan, Low-Country and Sabagaramuwa.

Its wide popularity can be judged by the number of foreign visitors who participate in the two days of the event as viewers and documentators, their seats booked well in advance through their travel agents. It is estimated that more than 10,000 tourists attend this while many more come during the day to watch and document the artists and elephants in their various postures. Among the large number of foreign visitors are the regular visitors who happen to be benefactors of the pageant from the Far-Eastern countries like Japan, Thailand, Singapore and South Korea.

The Colombo Navam Maha Perahera could be described as a successful attempt to preserve and revitalize the traditional cultural heritage of the island.
Colourful pandals and illuminations seen on the full moon day of Wesak every year provide yet another facet of the country's religious-cultural heritage.

**Performing Arts**

Another area where tourism has helped greatly to revitalize our cultural traditions is no doubt the field of performing arts. Almost disproving the belief that most tourists come here for sun, sand and scenery only, the demand for cultural activities acts as a motivation for the authorities to organize regular cultural pageants and displays. It has also prompted many an eminent exponent of the performing arts to set up groups of highly skilled and experienced artists. It also had its impact on dancing in the Annual Kandy Perahera (procession). Dance displays are now a regular feature in large hotels in Kandy.

**Exhibitions**

Investment in local and foreign exhibitions displaying Sri Lanka's cultural heritage can be considered a highly rewarding exercise. Of the foreign exhibitions which have met with overwhelming success is the latest organized by the Cultural Triangle Programme. It has already travelled to several European and American Capitals.

The Sri Lanka Handicrafts Board and the Sri Lanka Export Development Board too have been organizing displays and exhibitions in foreign countries with much success. Inspired by them, several tourist hotels have organized Sri Lankan food festivals and costumes exhibitions to popularize local products.

**Theft of Antiquities and Cultural Treasures**

It is an irony that at a time when emphasis is laid on the need to protect and preserve the cultural treasures and global action is taken to help preserve them and prevent their destruction, disruption and disappearance,
there occur a large number of thefts and smuggling of antiquities. As antiquities appreciate in value, the temptation to steal and smuggle them out increases. Tourism has often been held responsible for the increased occurrence of this crime against the heritage of mankind.

In the past, these items were held in value as items of religious, political or social significance. They have now acquired a new monetary value and become a marketable commodity. Consequently, there have sprung up many organizations and institutions which provide much opportunity for buying and dealing with such items.

The situation has reached global levels. International bodies like UNESCO are alarmed at the rate of incidents reported throughout the world.

The original Antiquities Ordinance of Ceylon dates back to 1940. It was found to be most inadequate for the proper safeguard of the cultural property of the nation. Its amended version of 1958 too was found to be insufficient. Hence action was taken to up-date legislation on the lines of international conventions and stipulations to meet the challenge of illegal trafficking in cultural property, which produced the cultural Property Act No. 73 of 1988. In formulating this Act, definitions were formulated for the subjects under consideration, new and more effective measures were identified, wide powers were given to the officials concerned and heavier penalties and punishments were recommended for the offenders.

Export of materials of historical and cultural value was strictly prohibited, and prior inspections and certification by authorized officials were made compulsory. Moreover, customs were given wide powers to check and refuse permission to anything uncertified or deemed to have special relevance to the country's history or culture.

Under the original Ordinance, only an object or artefact belonging to the pre-1815, the year in which Sri Lanka came under British domination, was considered an antique property. Thus, offenders could easily get away when prosecuted for carrying a valuable antique that could not be positively
dated pre-1815. This has been amended and now any, "object lying or being found in Sri Lanka and has been in existence for more than one hundred years", is not permitted to be exported. Preparations of a Cultural Property Inventory was made a necessity while export of objects was made difficult by making it compulsory to obtain a permit. Despite the urgency surrounding the enactment of this new legislation, it would appear that enforcement will take time.

However the tourist’s role in the thefts of antiquities and cultural treasures has not yet been adequately assessed in Sri Lanka. Exposure of valuable items for sale in the numerous outlets for tourists in the main tourist centers acts as an incentive and encouragement for tourists to buy and smuggle them out of the island. Only in the case of making applications for their removal will officials get the opportunity to check and, when necessary, refuse permission. But often these items are taken away on the sly, specially since tourists are subjected to minimum inconvenience by the authorities. Instances abound when such traffickers had been nabbed while carrying items illegally. Nevertheless, it cannot be said that tourists alone should bear the responsibility. They only happen to be the carriers; the locals are the real culprits, as they are the suppliers of these items to the tourists.

There has been an increase in the incidence of vandalism and treasure hunt during the last few years in the country. However no tourist have been reported to be associated with these.

These statistics are not considered complete and exhaustive, yet they are a positive indication of the trend that is prevalent. Thefts of antiquities and cultural treasures appear to be related to cases of smuggling of old manuscripts, masks, jewelry, coins, flora and fauna and perhaps some items of archaeological value.

Certain remedial measures seem to be expeditious in order to prevent further vandalism against cultural property and to preserve and protect for posterity the heritage of the nation. Educating the public about the value of their heritage and their responsibility to safeguard it is very important. A well-planned programme with the public as the target needs be
conducted to inculcate in them the sense of duty and responsibility towards the protection of these most valuable assets of the nation. The Centenary of the Archaeology Department was celebrated with international seminars. The International Council of Monuments and Sites held its historic 10th Assembly for the first time in Asia in Sri Lanka in August 1993 with over 500 foreign experts. There were opportunities to educate the public, but they were not well exploited. The need to educate and warn visitors against the breach of rules and regulations of the country is too obvious.

Hikkaduwa Beach Resort has relevance to a tourism study, particularly in view of its appeal to the tourists. That there are negative references of various types must be mentioned, with no prejudice to the study. It is in fact a probing mission to collect and assess information gathered from several persons representing different strata.

Responses from persons and observations on location have been recorded as faithfully as possible so that authenticity is retained. Some of these responses have evoked spontaneous comments and observations from the researchers, adding another dimension to the information collection process. It necessarily appears to be a continuation of the dialogue.

These records essentially carry some sort of raw quality that is balanced by genuineness in expression, which will be further scrutinized and assessed to make inferences and also arrive at conclusions.
IV. COMMUNITY STUDIES

Hikkaduwa Coastal Resort - Information

A study of seasonal variation in tourist traffic flow reveals that peak time occurs in December every year. May, June, July record the lowest arrival figures. Arrivals start to increase from November, reach the peak in December and slowly fall after March. This tourist movement pattern can be explained by the seasonal changes in the Western countries. For the South Coast, this is the season of the quiet sea, wider beaches, less rain and therefore an overall pleasant feeling.

In the early sixties, Hikkaduwa was a calm fishing village with a solitary and modest rest house. There were hardly any foreign visitors in the area.

The beach was one full grove of coconut palms leaning towards the sea. There were long stretches of mangroves too, with the landscape dotted with luscious patches of greenery. Hundreds of fishermen with their dug-out canoes waiting to start off their daily rounds were a common sight. The scenario has changed in recent times, especially after 1970, due to an upsurge of tourist arrivals. Currently there are twelve big hotels between Bentota and Hikkaduwa. In addition to the big hotels, a large string of smaller hotels and guest houses too have sprung up.

Ancient cities (i.e. Kandy, Anuradhapura, Polonnaruwa and Sigiriya) are the most popular places of visits. The South Coast is the second popular area. Colombo and Greater Colombo also provide accommodation to tourists in large numbers. But travelling to the Northern region has completely ceased since 1987. Similarly from 1991, tourists have started to travel to the East Coast in very small numbers.

It is Western Europe that sends us the largest number of tourists. In 1991, Western Europe represented 60.5 per cent of our total tourist traffic.
The effects of tourism on culture in Sri Lanka

The four major markets in Western Europe are Germany, France, U.K. and Italy. Switzerland, Sweden and Netherlands stand next in order.

Information about tourists in Hikkaduwa was gathered by meeting a sample of persons from the area. A few people were rather skeptical about the benefits that accompany tourism. They hold the view that the tourism industry is not generating the expected economic gains. They believe that more than 75 per cent of the initial capital investment on hotels consist of imported items, and thereafter at least 60 per cent of the maintenance costs are also made up of imported items, draining the country's resources. What the industry earns is again ploughed back into the industry for its maintenance. They were of the opinion that the big time hotel chains take the biggest share of the profit with tax holidays ranging from five to ten years. After this period, most of the hotel chains sell their hotels to new investors. New owners may ask for further tax holidays on their investments without contributing much to the economy of the country. Altogether there emerges a negative way of looking at tourism, which ignores the dynamics of international tourism.

The persons directly related to the industry were very positive about the gains of tourism. They were happy that large quantities of craft items are sold daily to tourists, creating more opportunities for craftsmen and traders.

The politicians were quite aware of the ill effects of the trade but they concur on the view that tourism could be organized in such a way as to bring in foreign exchange. In this regard, they assert that tourism should be conducted under certain controls, in particular, giving thought to the kind of tourists coming to the country. The industry should cater to genuine visitors of a certain class who value the culture of the country and who may bring in more foreign exchange. Moreover, pumping large amounts of money on big time hotel projects may not be productive. A more preferable alternative is not a hotel of the conventional type, but one which provides a serene environment with great appeal to a foreign holiday maker without duplicating the five star comfort. Besides, this type of hotel could be established and run by locals inexpensively with the use of local raw materials.
Community Studies

The ordinary fishermen interviewed were ignorant of what is going on around them. They continue to live poor lives in spite of the grandeur around them. They said that the tourists have helped a large number of young people in and around Hikkaduwa and that some tourists have gone to the extent of marrying local girls.

Government officials interviewed were the village services and education officers. The education officials did not detect any adverse effects of tourism on the three schools located in the midst of the resort area. They said that enrolment has increased and dropouts did not show any significant change during the tourist season. However, there seems to be a demand by a certain group to shift these schools to new locations. The Deputy Director of Education of the area felt that the demand for such a shift has come indirectly from hotel owners.

Environmental pollution, presence of drug addicts, increase of drug-related offenses, child abuse, increase of prostitution and the increase of sex-related diseases, destruction of scenic beauty, destruction of corals and marine life are some of the identified ill effects of the tourist trade in the area under investigation.

Environmental Pollution

Tourist activity has proliferated along the coast from Beruwala to Dodanduwa in the south very rapidly during the past two decades. The scenic environment has been interfered with haphazardly in pockets in Bentota, Induruwa, Ahungalle, Hikkaduwa and Dodanduwa by hotel builders. The beautiful coconut groves lined with coastal shrubs are disappearing rapidly and being replaced by man-made huts, cottages and large hotel complexes.

Most of these hotels have their semi-treated or untreated sewage and refuse outlets opened to the sea. At Hikkaduwa, it was noticed that one hotel was discharging its untreated or semi-treated waste into the sea, discolouring the water in the bathing area. The tainted area covered nearly
400 square meters. This hotel routinely discharges wastes into the sea several times a day. This is happening all along the coast. Yet, no one seems to have seriously studied the problem. One interviewee narrated that the pristine beauty that pervaded the Hikkaduwa beaches 20 years ago with its long stretches of coastal mangroves and blooming ‘vatakcyyas’ pandanus, have all been lost.

The once beautiful coral garden has been reduced to a small patch of living coral and has somehow managed to survive around some rocky outcrop about two kilometers from the main beach. The rest of the coral reef, comprised of a breakwater along the coast which created a long bathing zone with a plethora of ornamental fish and living coral, is no longer visible. The corals in the shallow sea bordering the line of hotels are all dead, and the sea’s surface is covered by a thick layer of grayish mud-like substance. The rest of the corals on the deeper side of the sea are fast getting discoloured and are subject to the same process of decay.

The hotel builders have encroached on the beach up to the water’s edge. This interferes with the free passage of beach users. Although not legally permissible, the hoteliers have managed to obstruct beach users to a great extent. The waves dash against the structures along the coast and in so doing create a more vigorous backward wash, resulting in beach erosion. The Hikkaduwa beach has been reduced to a very thin stretch not more than a few yards in breadth during the past two decades.

Increase of Prostitution, Child Abuse and the Upward Trend in Sex-related Offenses

With the increase of the tourism industry, a number of unpleasant and unacceptable outcomes is evident. Prostitution is one of them. There has been an alarming expansion in the prostitution trade in the south-western coastal resorts. Interviewees revealed that most girls who perform as “call girls” are brought from neighbouring areas and are not necessarily from the coastal strip around Hikkaduwa and Ambalangoda. Tourists who stay in beach restaurants and hotels are lured by pimps and beach boys to places of
ill repute in the outskirts of the resort area. Some even leave the hotel to stay in cheap rooms especially prepared to attract tourists. Our information is that most of the hotels resort to the supply of call girls, even though it is not publicly visible. With the increase of prostitution, the danger of the spread of venereal diseases is felt by the local community. It appears that young people from outside the area do not wish to marry girls from Hikkaduwa. The area has become socially stigmatized.

Male prostitutes of a particular breed known as "beach boys" are found along the beach. They are seen roaming about with the tourists. The researchers were able to get two of these boys to reveal some of the secrets of their trade. According to them, beach boys act as guides and take tourists to places of interest such as shops. Most shops offer 5 to 10 per cent of the value of sales to them. Batik shops, crafts shops and jewellery shops offer them a commission.

The two boys say that there are about 150 such youngsters in the Hikkaduwa resort area permanently engaged in this business. They admitted having sex relations with tourists. One of them explained how a lady tourist got friendly with a friend of his and went to the extent of building his house. She had been visiting him several times and living with him each time she came. They even related instances when some boys went with tourists to their countries and never came back. According to them, sex becomes inevitable when close friendly relations are developed with either males or females.

In addition to the beach boys, there is a group of very young boys ranging from 10-15 years of age who are either vending or just begging from tourists. These boys have been easy targets of sex maniacs and sex industry tourists who make sex videos for sale outside the country. It was interesting to see a tourist having an intimate discussion with five boys whose ages ranged from 10-15 years. They all were seated on the beach and engaged in a close chat, perhaps, negotiating a clandestine deal.

Very recently, a university sociology researcher told a shocked audience in Colombo about girls and boys of ages 8-15 being lured into
The effects of tourism on culture in Sri Lanka

perverse sexual activity in areas along the southern coast. The researcher reported that young boys are enticed by offers of a few attractive fancy items, like clothing, chewing gum, toffees, ball point pens, etc., to visit the tourists in their rooms. Once the "white uncles" win their hearts, they easily fall prey to vulgar sexual activities.

The south-western coastal belt that stretches from Katukurunda to Galle alone is reputed to have around 2000 child prostitutes, as reported in a National News Paper report of 27 June, 1993.

These child prostitutes are not catering to local demands. In fact, there is no "local demand" as such. These children have been used as "sex objects" by perverts who come here in the guise of tourists. The social impact of this bizarre scenario is unfathomable. It is generally commented that "not all the money earned from tourism will be enough to emote the ill effects of AIDS alone." Our investigations however do not reveal such a grave and depressing picture. Interviewees do not believe that there is an immediate threat of AIDS. They say that newspaper reports appear to be exaggerating the issue so as to give the message.

No AIDS cases are reported from these three areas. Hospital sources have revealed that there is a fair number of patients suffering from sex-related diseases. These diseases nonetheless may not be directly connected to the tourism industry per se.

Addiction to Drugs and Drug-related Offenses

Excessive use of drugs by youngsters in recent years has been mostly attributed to tourism-related activities. Most of those interviewed believe that drugs are peddled by foreigners. Some of these foreigners are alleged to bring drugs in order to find money for business on the one hand and lure youngsters to perverse sexual activities on the other.

Alcohol is part of the tourism industry. As such, foreign liquor, which was imported in very limited quantities two decades ago, is now freely
Community studies

marketed in almost all hotels in the Island. The quantities consumed have substantially increased. The effect of this liberalized liquor policy spills over into the community around resort areas. Trafficking in other types of drugs such as hashish, and marijuana is practiced covertly by groups of youngsters. Drug trafficking may not necessarily be related to tourism alone. There is a constant flow of drugs from big time drug dealers to market sources created by tourists.

In the area investigated (i.e. Hikkaduwa, Ambalangoda and Ahungalle), a 30 mile stretch along the southern coast, there are more than 150 known (hashish and marijuana addicts) hard drug users. Some of these persons are connected to drug supply lines connected to hotels. Moreover, there could be a large number of drug users here unknown to the general public.

Drug-related Offenses

The table here shows the incidence of drug offenses in the country in general. Statistics about to the area under investigation are not available.

**Direct Admission of Convicted Prisoners according to Narcotic Drugs and Excise Offenses 1986-1990**

<table>
<thead>
<tr>
<th></th>
<th>Narcotic drugs</th>
<th>Excise</th>
<th>Other offenses</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1986</td>
<td>3722</td>
<td>3593</td>
<td>7302</td>
<td>14617</td>
</tr>
<tr>
<td>1987</td>
<td>3642</td>
<td>2970</td>
<td>6743</td>
<td>13355</td>
</tr>
<tr>
<td>1988</td>
<td>2337</td>
<td>786</td>
<td>5176</td>
<td>8290</td>
</tr>
<tr>
<td>1989</td>
<td>3091</td>
<td>1275</td>
<td>3648</td>
<td>8014</td>
</tr>
<tr>
<td>1990</td>
<td>6054</td>
<td>2248</td>
<td>5226</td>
<td>14128</td>
</tr>
</tbody>
</table>

*Source: Department of Prisons.*

These figures show a substantial increase of narcotic and drug offenses as against excise offenses. The 'other offenses' show a decline over a two year period. These interesting differences need to be further investigated.

65
Removal of Archaeological Treasures by Tourists

Prior to 1987, there were no legal restrictions on the export of valuable articles with archaeological value. Making use of this non-restriction policy, some foreigners collected large hauls of priceless pieces of ebony furniture and other ornamental items, such as lamp shades, lanterns, statuettes, and artifacts made out of ivory, for export to several European Centers. About 15 local antique collectors have set up their own business to cater to local and foreign buyers.

Presently there are about 20 antique-type furniture manufacturers in Hikkaduwa and Ambalangoda. They export a fair quantity of antique pieces made out of old broken furniture and old timber. It is said that real antiques too find their way packed among these counterfeit items, leaving the country poorer by loss of its treasures.

In one of the antique shops in Ambalangoda, one could see a large stock of old palm leaf books collected from temples. The prices marked range from Rs. 1000 - Rs. 10000 a piece.

Tourist Needs and How They Are Met

The occupational categories declared by tourists who arrived in Sri Lanka between 1990-91 show that professionals comprised 50 per cent of arrivals. It is likely that 27.6 per cent of this number had come for business. Unclassified occupations made up 29.8 per cent, while 14.9 per cent came under the "no occupation" category.

Some European tourists interviewed said that they expect modest and cheap accommodation, open, uninterfered beaches with plentiful sunshine, good transportation and local seafood to eat. They believe that local fruits, beverages and food items were less advertised and not much encouraged in hotels as it is done in Thailand, Malaysia and Korea. They also expressed concern over the neglect and increasing pollution of beaches. One tourist even said that "Sri Lanka is full of narrow roads and reckless drivers."
The South Coast

The researchers found a couple of guest-houses run by a few foreigners in collaboration with some local entrepreneurs. In one guest-house, it was noticed that a group of tourists was entertaining the family members of two youngsters whom they had befriended. In another hotel, there were a few foreigners engaged in a discussion with a couple of teenagers. As a result, an adult from the village standing by had remarked that this was an attempt to enter into "an unholy alliance". He also said that such events were a common occurrence but that no one cared to probe into them, as they were all concerned with the money they earned from visitors.

About a kilometer away from Ahungalla in the interior is a lagoon with brackish water. Length-wise, it extends to about three or four miles and accommodates a number of islands of varying shapes and sizes. Laced with swamps of mangroves and prawn enclosures, the lagoon draws many tourists for quick boat rides operated by a few large hotels. Other interests in the area include Maduwa, the largest island in the lagoon area and the habitat of nearly 100 families, as well as a two hundred year old Kothduwa temple situated on a nearby island. For attracting even more tourists, the lagoon and its surrounding area could further be developed.

There are several turtle hatcheries in and around Ahungalle managed by a few youth as a means of income for them. It was disclosed that they were originally funded by some nature-loving tourists. In the hatcheries, nearly 1000 turtles are released to the sea weekly. All in all, turtle hatcheries are not favourable spots.

Ambalangoda, a town situated in between Hikkaduwa and Bentota has earned fame as a place where fascinating handicrafts are found. The internationally renowned Master Craftsman and Dancer, Ariyapala Gurunvanase, hails from Ambalangoda. He owns the two leading Crafts Workshops there, where nearly 40 craftsmen are employed. Each craftsman is said to be earning around Rs. 2500 a month, which is an indication that tourism is very much a factor of economic activity in the area. There are
more than 25 other such workshops and sales centers of smaller proportion along the route from Ahungalle to Hikkaduwa.

Assisted by a German national named Dr. Wolfson May, a museum of masks has been set up in the premises of one of the workshops owned by Ariyapala Gurunnanse. It is a place frequently visited by tourists because of its masks and small collection of rare books on rituals and mask-making. Video cassettes on healing rituals are sold here at prices ranging between rupees one thousand to rupees one thousand five hundred each.

Batik shops have sprung along the coastal townships, numbering well over 200 shops along the coast between Bentota and Hikkaduwa. They are often frequented by visiting tourists.

In addition to lagoons, museums and shops, construction work, servicing and trading activities have also created employment for a considerable number of people.

Some Comments from Hikkaduwa Residents

A School Principal's View

"Some students think that by being beach boys they can earn their money. It is a grave mistake.

Most of the boys from small schools do not want to continue their advanced level education. Instead, they want to become tourist guides. Recently two boys in my school gave up their school attendance. After two months, I called them back to school. They were unwilling to continue their education. I inquired as to what they were doing during the last two months.

What one boy told me really shocked me. The boy was only fifteen. A white lady had been keeping the boy in a hotel as her sex companion. Now the boy has to be rehabilitated by counselling and constant guidance."
Most of the local girls who marry Europeans and go abroad end up being prostitutes there."

He suggested that schools in Hikkaduwa and other tourist areas should have an educational programme for students on the problems of tourism.

A Principal in Ambalangoda

"Ambalangoda is not a tourist centre. It is only a transit point about 12 km north of Hikkaduwa. No visible effects of tourism are observed here.

We have not observed any visible ill effects of tourism here. So far I have come across only one boy from Telwatte (about five km from Hikkaduwa) in the year seven class who used to bring a lot of money to school. When investigated we came to know that a tourist had given him Rs. 300/-. We still do not know why the tourist gave him that much money."

A Retired School Principal

"Tourism is like a curate's egg which has both good and bad effects. One thing we must understand is that if we hope to get something, we must also be ready to give. It must be accepted that this wonderful place has lost its glamour. It is true that the schools have declined in performance. But it is not due to tourism, but due to persons who man these educational institutions."

An Urban Council Member

"I see social degeneration in regard to values - the youth have got used to going after money at whatever cost. Tourism has contributed to some economic gains. The youth have been greatly influenced by the commercial world. There are young people who have benefitted from tourism - specially people who have developed homosexual relations. While
accepting that tourism has contributed to the economy of the country, I would suggest that we must have tourism with certain controls.

What I stress here is that tourism is possible even without large hotels like the ones being set up here. A hotel which provides basic facilities to foreigners but does not provide ultra modern facilities is preferred to an ultra modern big hotel."

A Villager

"I am not aware of any places of ill-fame in Hikkaduwa where tourists are freely entertained by women. But, I am aware that some of our youth have got accustomed to using some 'stuff' which many say is harmful to them. I personally like tourists to come, but we have to be careful that they do not introduce any dangerous habits and practices to the people here."

Beach Boys

No direct statements were made by them except answers to a few questions. Their information revealed that about 150 of them came into contact with tourists visiting Hikkaduwa. It is understandable why they remained silent.

A School Principal

'I am aware that there are young adolescent boys who allow tourists to use them as 'sex partners'. However, it is not correct to say that all, or even a majority of the visitors, are bent on finding such clients. It is only a small fraction of them who resort to such degrading acts. I am unhappy that the Provincial Council could not prepare and implement a tourism development plan for the area. There is so much potential here.

What is required is a proper plan. The main road should be shifted to the interior allowing Hikkaduwa to be a tourist centre undisturbed by a constant flow of traffic - as there is now. The beach remains perpetually
untidy and needs regular cleaning. The leading hotels let all their dirty water and sewage matter run direct into the sea; and, as a result, the sea is highly polluted along the beach. There are boats sailing over coral reef. The environmental damage caused is distressing."

Ex-Principal of a Technical College

"Hundreds of unemployed youth have found an easy way to live off of what they could get from tourists. Many of them have lost all their moral values. They allow foreigners to use them for their beastly cravings. The beach along the three mile stretch from Hikkaduwa to Dodanduwa is polluted. It has become extremely narrow as trees have been cut down to make way for tourist hotels, both big and small. The beach is gradually getting washed away. The waste from hotels is dumped into the sea. Tourists in the recent past have taken away many priceless antiques from temples in the area."

A Master Craftsman

"Tourists are really an asset to the country. We could sell our traditional products to them and earn a regular income."

A Hotel Owner

"Many foreigners have bought land to put up hotels and restaurants here. Allowing them the freedom to buy land is a dangerous trend."

A Researcher of Music

"Our people have attempted to present to tourist corrupt forms of music and dancing. For example dancing is mixed with 'acrobatics'. Western styles have affected the modesty of our womenfolk by their dress forms and behaviour patterns. Nevertheless, tourism has many economic benefits. There are foreigners who are seriously interested in
learning about our culture. A foreigner interested in our folk music presented a sound recorder and a monitoring laboratory to the Kelaniya University."

An Urban Council Member

"I see a danger in the attitudes of youth. They have become commercial in their ways. I know several cases of young boys who have homosexual relations with tourists. Tourism should have some checks and control. There need not be such massive concrete structures in the form of hotels. Simple buildings, but with adequate facilities, are the need."

A Buddhist Priest

"Tourism has not affected our Sunday School. Attendance is good. A certain tourist who was interested in Buddhism helped to put up our library building. If we conduct ourselves well, the tourists cannot spoil our values. Hikkaduwa has benefited greatly as business is flourishing. Tourism should be encouraged."

A Retired Principal

"The scantily clad foreign women are an eye sore and a bad influence on our children. Someone should warn them to respect our cultural values and habits. I have not heard of any AIDS cases so far. Tourism is welcome, but the people need to be told to beware of certain ill effects it carries, which may affect them even indirectly."

An Education Official

"Tourism has benefitted the area in economic terms. The school drop-out rate has shown no upward trend. In fact, some educated tourists have helped schools in their library projects. The local authorities like the Pradeshiya Sabhas should develop tourist potential according to a plan with targets. Tourists should be constantly reminded of the need to respect our
cultural values. Topless women lying on the beach will have some ill effects on our children."

**A Restaurant Owner in Hikkaduwa**

"In recent times, a gang of petty thieves had commenced operations in the area. There are touts trying to introduce call girls to visitors. An imminent danger is found in a group of teen-aged boys being present to attract homosexuals among the visitors. These kids are seen with a lot of money in their hands. It is said that some of them have turned out to be drug peddlers. The police and the community should be more vigilant to prevent the menace from spreading. Tourism has improved the living conditions of many hundreds of families."

Views expressed by this sample of residents were seen to be both negative and positive. Tourism, no doubt, has tremendous economic potential for the country. However, in the present context, many lapses on the part of tourism planners remain to be addressed. Research should be an ongoing process to assess the emerging needs of tourists for new plans and programmes to be conceived in meeting these needs. An education programme to raise community awareness needs prompt attention. There is more potential by way of nature and culture which has yet to be tapped in order to attract quality tourists to resorts throughout the country. The industry contributes to enhancing the country's image internationally. This is indeed important as Sri Lanka has suffered heavily due to adverse propaganda in the wake of many issues it is facing today.

**Cultural Triangle Area**

The seasonal influx of tourists from Europe and America has been going on for over a century. Bernard Shaw, Mark Twain and D. H. Lawrence have been among the distinguished writers who have toured this island in the past. The famous prophet of the Space Age, Dr. Arthur C. Clarke also came here to see the country and has adopted Sri Lanka as his home.
By 1966, Sri Lanka, then known as Ceylon, had become an annual attraction for tourist traffic from Europe and America. The problem then was a lack of high class tourist accommodation to handle the influx. The traditional white man's hotels, like the Galle Face in Colombo and the Queen's in Kandy, could not adequately cope with the demand for rooms.

Sri Lanka is now a tourist attraction for many countries. About 50 per cent of the tourists visiting Sri Lanka visit the cultural sites - the old cities. Information about the reception a tourist gets there and how the visit is experienced by the visitor was gathered by meeting a sample of persons there.

The responses are recorded below. Everyone interviewed liked tourists to come into the country. Fears were however expressed of the danger of the erosion of moral values and spread of drug abuse and AIDS as a result of increased tourist influx.

The Buddhist temples in the Cultural Triangle area were not averse to tourists visiting them and taking photographs.

Some of the hoteliers also advocated the expansion of the tourism industry on grounds of its employment generation capability.

'The tout menace' was in the mouths of everybody we spoke to. They were the visible symptom of the need for better infrastructure development.

The curio shop owner we conversed with said that the B'TT collected by the authorities would show a dramatic improvement if the tout menace was removed. Craftspersons at the Kandyan Arts Centre were grateful to the tourists who helped keep them in their occupations.

On the whole, the local people were ready to extend their traditional hospitality to tourists. But harassment by beggars and touts made most people feel shy to speak to tourists or try to help them with little bits of information. The tourists themselves appear to be wary of locals, due to the ubiquitous beggar and tout.
One of the problems faced by the country today is the proliferation of the use of mood altering drugs, and tourism has contributed significantly to the problem in some ways. About 15 years ago, the traditional mood altering substances; like tobacco and betel chewing or use of ganja (cannabis) and opium by a small number of people, were not considered as serious health hazards, except for mouth cancer caused by the first of these. But the introduction of heroin use around 1979 has had serious consequences, resulting in an estimated number of forty thousand heroin addicts in 1991.

Some important facts concerning this matter are available from two recent publications by the Research Unit of the NDDCB/UNFDAC/WHO Project 1990. One is the 'Carriers Study'; the other, the 'Case Studies' of Heroin Users in Sri Lanka. An interesting fact revealed by these studies is that (in keeping with the usual practice in other countries) about 90 per cent of heroin users in a sample of 934, had been initiated into the habit by receiving a free gift of the drug (Carriers Study :21).

A French tourist was also responsible for initiating subject 060001 to the heroin habit. The Frenchman had shown him how to use heroin and assured him that it would not cause any physical or psychological harm (Carriers Study :24).

Further Information

a) The influence of tourists in Kandy and Galle in initiating heroin use amongst the locals is an important factor which needs to be considered on a priority basis in future research activities, especially in developing early warning systems in the introduction of new drugs and AIDS. (Carriers Study: 21).

b) The next fear from increased tourist influx is the spread of AIDS. This is also linked to drug use as indicated in one of the statements quoted above. The report emphasizes this in the following words:
"It seems essential even at this stage to take some measures to protect the youth in tourist patronized areas from the potential dangers of AIDS" (Carriers Study: 21).

"The danger of locals contracting AIDS from associating with certain types of tourists is further heightened by the fact that drugs and sex go together. This is illustrated by the case of the following drug addict."

"060010 is a victim of tourism. He was used to smoking cigarettes during his schooldays. But when he entered the tourist trade, he met a tourist (woman), who had sex with him and gave him 170 grams of heroin to sell. At that time he did not know about the dangerous effect of heroin use nor did she tell him about it." (Case Study: 25)

c) Related to AIDS is the problem of prostitution and in particular, child prostitution. It was clear from the information we gathered that it is not only the local tour guide, the tout and the pimp, who are involved. Some big tourist hotels in suburban locations are also said to cater, though not openly, to the sexual needs of tourists.

According to available information, the degree of child prostitution is low compared to that of adults. Even the management staff of some respectable hotels dating back from the colonial era in Kandy said that they too have problems in this regard, although they are not known to provide sexual partners to their tourist guests. The single or small group tourist sometimes picks up a companion of the opposite sex, often from the local crowd, and books into a double room to spend the night. Sometimes this companion plays the role of a tourist guide.

When local children accompany a tourist, they are introduced as children of friends, or boys whose parents have agreed to allow them to go with the tourist to his own country. The management of these hotels say they have no way of interfering
in such cases. But the number of such cases coming into hotels in the centre of Kandy was said to be only four or five for a whole tourist season.

d) Erosion of local cultural values is another problem about which some concern has been expressed. An insufficiently clad tourist entering a Buddhist temple is not only an incongruity but also viewed as one committing an act of disrespect to the place. The Dalada Maligawa has solved this problem by lending such tourists a length of cloth to cover the lower parts of their bodies.

e) Taking cultural treasures stealthily out of the country is another offence increasing with the tourist trade. Just as manufacturers and dealers of "antiques" benefit from the tourist demand for such items, genuine articles like ancient leaf manuscripts and artifacts also find their way out of the Island.

f) Links with international terrorist groups is another danger that is noteworthy. A Swiss national who first arrived here as a tourist and got married to a local woman was very much in the news in recent years for having a large armory of sophisticated firearms in concealment.

The tourists' need to see places and take photographs to carry back as souvenirs of their visit is provided for by the country in all areas within the Cultural Triangle. Pinnawela elephant orphanage (on the way to the Cultural Triangle area) and the Kandy Perahera itself provide them plenty of opportunity for taking photographs of rare quality. In places like the Dalada Maligawa, a nominal charge is levied on tourists who wish to take photographs within the sacred premises.

The Kandy Esala Perahera is a big draw for most tourists who like to witness an exotic pageant. Grandstand tickets for watching the Perahera can be booked through the hoteliers at a cost of about 20 dollars per seat.

Tourists who want to get away from the hubbub of city life and enjoy the fresh cool air of the mountains go to Nuwara-Eliya. This area is an
attraction because of the scenic beauty around it and of the fresh air and cool breezes that brings in the fragrance of freshly manufactured tea. These are things that tourists from highly industrialized countries appreciate.

Anuradhapura is a vast place; the tourist who gets there on his own finds himself a bit stranded. A tourist information centre has been established there this year. But at present there are no sign boards either to inform tourists that there is such a place or sign boards on the way to guide them there.

Our information, shows that tourists who go into this area do not go in search of sexual pleasures. Hotels here do not cater to such needs, at least not overtly. But when touts offer pleasures, some tourists may easily be persuaded to forget why they came in the first place. The manager of a guest house at Anuradhapura told us how a few of his tourist guests had cut short their stay due to a tout becoming a nuisance to them.

Some tourists like to go into small restaurants and taste the food meant exclusively for locals and pay for it at the same rate as local people. This is very often observed in Kandy town.

In Anuradhapura, tourists do not go to the new town to eat because of the stench emanating from the large open drains on either side of the street which serve to carry away the wastewater from shops and restaurants. The high temperature of the noon-day heat helps to heighten the stench by subjecting the effluent to aerobic decomposition not planned to take place in such arrangements for waste disposal. This is hardly the odor that tourists would expect to be greeted with upon entering a sacred city. The absence of water on tap in the few hotels in this area of the town makes matters worse for tourism.

Present State of Tourism in the Area

Hotel and guest house accommodation within the Cultural Triangle, at transit points like Kandy, Dambulla, Sigiriya, and also destinations like
Polonnaruwa or Anuradhapura, is at present fairly adequate. But there is an overflow into less suitable room or dormitory accommodation during the height of the tourist season.

In Kandy, registered hotels alone provide 780 (single/double or triple) rooms. Three of the biggest hotels provide a hundred or more rooms each, while six guest houses listed in the Tourist Board Accommodation Guide provide 70 more. (According to Kandy Police, however, there were 35 guest houses approved by the Municipal Council). Electricity and running water are available and air-conditioning too is provided in some of the bigger hotels and guest houses. During the Perahera season; all these rooms are found to be insufficient to accommodate all visitors; while, during the slack period, half of them are unoccupied.

Anuradhapura has five big hotels providing altogether 245 rooms; while 35 small guest houses provide another 175. Here the problem is water on tap, which some guest houses don't provide. Polonnaruwa has three big hotels and a rest house providing a total of 139 rooms. There are also a few small guest houses here for those who like a homelier atmosphere. Sigiriya has two big hotels that provide 184 rooms between them, with the Sigiriya Rest House providing 15 more. Dambulla has three small hotels and in the proximity, a big five star hotel is nearing completion at Kandalama.

Tour leaders sent to guide the tourists around are not always well-informed of the religious and cultural significance or historical background of the places that tourists like to visit. Sometimes the tour guides coming with busloads of visitors have to contend with less educated local guides and touts, as well as to ward off beggars and young children who pester tourists by asking them for money and other gifts.

Tourists often like to walk about the streets and visit archaeological sites on their own. Some of them manage without being troubled by hangers on. But one big hotel manager in Kandy said that about 25 per cent of the tourists who book his rooms complain about harassment by touts and beggars.
When shopkeepers try to encourage tourists to come into their shops without touts, the latter have often turned abusive. The shopkeeper who was the leader of the anti-tout traders in Kandy had a file of complaints he had made since 1983 on behalf of twenty odd traders. They had all placed their signatures to protest against touting to the police and the municipal council.

The higher authorities appeared very sympathetic to the plight of the traders. But implementation of directives has not been effective. The traders and shopkeepers say that allowing any guides or touts to operate in a small city like Kandy is not necessary, where all the streets, merged, do not exceed a couple of miles in length. Tourists could easily find their way with the free tourist map provided to guide them.

The Kandyan Arts Association beside the Kandy Lake provides a good opportunity for tourists not only to purchase products of genuine folk craft, but also see craftsmen actually turning out the objects sold at the place. Items sold there range in price from Rs. 25 to about Rs. 40,000. This establishment has to also pay a commission of 20 per cent to tour leaders (10 per cent only to local touts) on goods sold.

Child prostitution has not caught on in the Cultural Triangle area to the extent described as happening in Kalutara, as reported in the Daily News of July 5, 1993. The Police at Anuradhapura did not see this as a matter of great concern. They said that there was a special "Sacred City Policy" who looked after the interests of tourists. They had no complaints from the tourists up to the end of June this year. The police were unaware of any prostitution or child prostitution, though this was mentioned by a guest house keeper as one of the reasons why tout/guides lured tourists to lodging houses outside the town. The policy however emphasized that the tourist guide service should be better organized.

Officers in charge of the Tourist Police and the Police Vice Squad in Kandy did not see problems concerned with tourism in their city. They admitted that some complaints were reported of tourists losing their belongings, and that it was rare that thieves were caught. They had no
knowledge of touts being involved in procuring male, female, adult or child prostitutes to the tourists.

The police maintained they had no problems because 80 to 90 per cent of tourists passed through Kandy in package tours. Police officers very often chase the beggars away, but they admitted there is nothing to prevent them from coming back. It was apparent that they were looking at the question from a purely administrative point of view. What did not get reported or recorded did not exist at all for them. The police were not expected to act as vigilantes in this matter.

Further Comments from Interested Parties

a) The manager of a leading hotel in Kandy dating from colonial times said that most of his tourist customers spent only a day or two in Kandy. Further, they hardly had the time to get involved in pleasure-seeking pastimes. He went on to add we should encourage tourism because it generated so much employment for the people, from hotel staff, their families, the fishmonger, the vegetable grower, the craftsman and to many others.

b) The manager of a relatively new tourist hotel in Kandy said that he charged a relatively low price for a room. But he felt that we should be able to compete with the Maldives where the rates were very much lower. He felt that only a few tourists were interested in our culture. What they sought was a pleasurable holiday.

The increasing rate of charges for electricity is going to affect the tourism industry. As it is with central air conditioning for the 36 rooms in this hotel, the electricity bill came to over Rs.110,000 a month. He keeps local touts at a distance, for all his guests come in package tours.

c) The acting officer in charge (OIC), Tourist Police, and OIC-vice in Kandy were interviewed together. They said that there was
drug addiction among some touts. Apart from that, there was no drug problem related to tourism. All 35 guest houses licensed or listed are warned to keep out of sex trafficking. The only case of AIDS reported in the area was of a local man who had returned after working for eleven years abroad.

d) The headquarters inspector of Anuradhapura said that the tourist guide service should have better training and organizing. The police has no power to prosecute unregistered guides as far as the law is concerned. Heroin comes to Anuradhapura, and it is becoming popular among the younger people. There are no reports of vice or drug dealings connected with tourists. There is a special sacred area police unit to assist tourists in Anuradhapura. Up to the present there have been no complaints from tourists this year.

e) The chief assistant of the Diyawadana Nilame at the Dalada Maligawa said that he had no problem with tourists coming to the premises. The Japanese and Thais especially come to worship with devotion. In the slack season there are only about half a dozen tourists coming into the shrine, but during the season the number may exceed 500 a day. The Maligawa charges Rs. 25 for bringing in a camera and Rs. 250 for using a video camera within the premises. This money is used for the maintenance of the place. Organizing the Perahera costs the temple over Rs. 2.7 million every year.

f) A guest-house owner in Anuradhapura said that tourists had to be charged twice the rate for locals because of the high expense on guides and touts. They not only demanded a 20-30 per cent commission, but also had to be housed, fed and supplied with liquor. The tout in this area is controlled by six or seven persons who do not allow outsiders to operate there.

Local 'guides' and touts are poorly educated and are hardly able to communicate sufficiently with tourists. They take the tourists to small, unhygienic lodging houses outside the town where they
can make more money by supplying women procured from nearby villages. Tourists find themselves at the mercy of these pimps and touts because they find it difficult to find their way around the first time they are in this large town. Those who come in package tours are better off because all arrangements are made on their behalf. Even so, eliminating touts is the main problem that is present in Anuradhapura.

Sustainability and Future Scenario

One of the incongruities of tourism mentioned is that even part of the money charged to visitors for seeing places of interest is not reinvested to improve the sites. This is so with regard to of the sacred places within the Cultural Triangle, as well as the zoo and botanical gardens. This is one of the reasons why the once beautiful Royal Botanical Gardens is in need of a facelift.

High class tourists who patronize the best hotels in Colombo often come from good academic backgrounds. The type of tour guide assigned to take them around in the Cultural Triangle need to be fairly well educated themselves. They should not only take some pride in their own heritage, but also be well-informed about it.

Tour guides must be recruited from among those who have had a broad education and have developed a keen interest in their own cultural background. They should preferably be nature lovers, historians and avid readers of books written on Sri Lanka, for these same tour guides may have to take tourists to archaeological sites, temples, cultural shows as well as for bird watching or seeing wild animals in the national parks. A well-informed tour guide can do more to advertise the tourist attractions of the country than a good lot of advertising literature.

It must be realized that the tour guide acts as an ambassador where tourists are concerned. He is the direct interface between the tourist and the host country.
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A satisfied group of tourists returning to their own countries will encourage more to follow. After going back, most tourists like to write back to their guides, send copies of photographs they had taken, and continue their association with Sri Lanka by these means for some time. It is not the tourist agency or the manager of the hotel that they want to write to, but the tour guide whom they really came to like.

There should be well-staffed tourist information centers in every big town in the Cultural Triangle area, and their locations should be advertised. The Indian practice of having a separate counter for tourists to obtain tickets at railway stations has much to recommend itself. Where possible, tourists should be treated as welcome guests, and their short stay in the country should be made as easy and enjoyable as possible.

Tourists like to buy from places where goods are price-marked. They become wary if they suspect that they are made to pay a higher price because they happen to be tourists. For example, a bowl full of thumb-sized brass elephants at a crafts centre in Kandy had a card that just read 49, not stating in what currency. Double standards in charging for foods and services from tourists should be avoided, because no one likes to feel that he is being cheated. Price-marking in foreign currency makes our goods and services look very cheap in comparison to what foreigners are used to in their own countries.

Tourists need to be warned about the dangers awaiting them. For instance, the magazine "This month in Sri Lanka", June 1993, carries the following message:

"Beware of touts. Avoid them. Do not accept their offer to give more for your foreign currency. You may end up committing an offence and losing your money as well. Do not accept their offer to lead you to shops which give you special bargains. The goods may be inferior and you may end up paying more than you should for the tout's bargain" (p12)

But the message actually must get through to the tourist.
One of the tasks assigned to foreign missions abroad should be to advertise tourist attractions of the island. They should also counteract any adverse publicity by interest groups that try to create an unfavourable impression of our country as a tourist destination. The efficiency of these missions in encouraging tourism here should be monitored by keeping track of the increase or decrease in the number of tourists arriving from a particular country during each month. The figures should be sent as feedback data for such monitoring.

One of the deplorable circumstances that tourists try to escape from in their own countries is industrial pollution. The pace at which environmental pollution is proceeding in our own country may soon make it unattractive to tourists, unless a more vigorous environment pollution policy is implemented.

Tourism in this country will fail to be sustained if it brings with it the seeds of its own destruction. Every effort should be made to discourage tourists who come here for enjoyment of sex and drugs.
V. DISCUSSION, INFERENCES AND SUGGESTIONS

Tourism has become an important component in the economic structure of Sri Lanka. In ranking on foreign exchange earnings, it ranks fifth and has been in top ranking for the past several years. In addition, tourism has generated substantial economic benefits. For example, the people employed in the industry is reported to be around 75,000. Developing tourism in Sri Lanka involves the exploitation of two of its assets - the environment and the cultural heritage. Publicity on these concerns has been convincing and persuasive, making it imperative that these assets be maintained in good state and improved to enhance their quality. Both these assets are in a way 'fragile' and would demand very careful handling. The environment, in particular, is easily perishable, as proved in Hikkaduwa. On the whole, the country itself can contribute to the decline of the industry by neglecting its tourism assets.

Tourism management in Sri Lanka has to contend with conflicts between tourism and culture on the one hand and tourism and environment on the other. Hikkaduwa combines both culture and environment as vulnerable qualities. When stated as such and looked at objectively, it would remain as a general statement of fact. But the reality is that the social impact of moral degradation induced by tourism is strongly felt by the country. By comparison, environmental damage, though substantial, is not beyond repair. Statistics on tourist arrivals and accommodation refer to approximately 20 per cent who stay in ungraded accommodations. The inference is that most of them go to Hikkaduwa and take the cheap rooms in the guest houses there. One community identified for study is the Hikkaduwa coastal resort and its immediate neighbourhood. Narigama, the coastal village that extends southward along the coast from the coral hotel area, is highly patronized by economy tourists. The presence of a large number of tourists from Western countries living their uninhibited lifestyle in small houses and, most of the time, outside the houses along public highways makes a strange impression on people who pass through the place. The tourists are often seen in their swimsuits because the houses they stay in are almost on the beach; these
houses are also on either side of the main road. The fact that the temperature in the area is on average 30 degrees or above makes it more comfortable to be bare-bodied.

Tourists staying in small lodgings necessarily surrender privacy. By circumstance and also arrangement, an environment which promotes and approves behaviour outside the Sri Lankan norm has been built there. The sight of tourist couples, a tourist woman with a local young man, a tourist man with his circle of boyfriend, or a growing circle with confirmed 'enlistment' is only a part of the routine scenario enacted there, according to researchers.

How this happened initially has to be understood by the way Hikkaduwa, the economy tourist location, was allowed to develop unplanned, uncontrolled, unrestricted and apparently with no proper knowledge of the authorities. It was not a case of development of a tourist site but a growth of a huge tourist tenement. The authorities concerned are many; they are the Tourist Board, Coast Conservation Department, Environment Authority and the local provincial authorities.

In many locations along the south and the west coast of Sri Lanka, including especially Hikkaduwa, nature has provided the ingredients - sun, sea and sand - which greatly attract tourists. This same area also happens to be severely impoverished economically. People there depend on fishing and coconut coir work for their livelihood. The former task is performed by men; the latter, by women. Fishing is seasonal and even in the best of seasons produces little income to the fisherman. Coir work has a bad market exploitation, for the worker gets very little for the long hours of labour. Land availability is limited and generally cannot be agriculturally developed. Most of the residents are landless and poverty has prevented them from getting a good education, despite the availability of schools in the area. The description of the place with sun, sea and sand must therefore be completed with the addition of poverty, lack of education and exploitation of vulnerability. It is in this socio-economic context that tourism has descended on Hikkaduwa.
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For a community eking out an existence, tourism was in fact, a minor economic explosion. Unexpectedly, tourists came there looking for rooms in villagers' modest dwellings. They also wanted to take their old push bicycle on hire for half a day and would ask villagers to help them to buy sundry items from the fair, such as fruit. The community got gradually drawn into a small scale business of services and goods supply in quite a respectable way. As tourist numbers increased and business expanded, exploiters from among tourists, the community and other unknown places made their appearance on the scene. They looked for sex partners, homosexual companions, child prostitutes, pornography collaborators, and the like. Accompanying these vices were also alcohol and drugs. A sociological study conducted in 1985 presented highly disturbing information which made many groups talk about the social implications of tourism. The country was made aware of the damage done and the dangers awaiting. The reaction of the country in general would have somewhat alleviated the deterioration, leaving some Hikkaduwa residents feeling more optimistic. Nevertheless, social corruption induced by tourism is still a fact of life in Hikkaduwa.

Tourism cannot escape the washback of its social impact. In Sri Lanka, where there is a highly sensitive population, deviations from accepted norms can produce strong reactions. How a society looks at its own behaviour is a function of its education, internal communication efficiency (within the community) and mostly its traditional values. Sri Lankan society would not sacrifice many of its assets in the area of social values for money. The analogy made by an interviewee in Hikkaduwa that the tourism industry there is a curate's egg is a comment charitable to tourism. The good part of tourism is its economic benefit; the bad part, social degradation. If values must be sacrificed, there is a need to take note of such a comment. This generally represents the dispassionate reaction of the unbiased segment of the community - an objective spectator observation. But how long could the good part hold its own against the bad, which is more pervasive and powerful? The comment that the situation was worse some time back should not induce complacency, as there is no evidence of a correction deliberately applied there. Hikkaduwa, in particular Narigama, was highlighted as the worst affected location. Boys being made available for homosexual relations,
adolescent boys and young men being kept as sex partners by elderly tourist women, tourist couples swapping partners with local couples, drugs and drug trafficking are only a part of the sordid picture. Many reports of victims in sex episodes with tourists started circulating and carried a wave of information from the coastal resorts. The information is based not just on an odd occurrence but on widespread incidence of abhorrent sex behaviour connected with tourists and tourist places. In Nariyama, a feeling of disgust was evoked by the community. Reactions were seen in the form of criticism at public meetings, newspaper reports and journal articles. They came from everywhere, with Hikkaduwa as the target. But the slowing down of social degradation did take place, resulting from the attitude of censure the community was beginning to display.

Environmental deterioration in Hikkaduwa is clearly visible despite the facade of the hotel buildings. The sea beach immediately behind the hotels as seen by our researchers does not match the superlative descriptions in publicity literature, although the writing is not so much exaggerated. The descriptions written some time back refer to a beach that certainly existed before the tourism influx. What remains now is a narrow strip of a beach that has been encroached upon by buildings. That the beach is palm fringed is no longer true. The coconut palms have been removed in the building operations. Similarly, the beach plants which made beautiful hedges are gone. It is also not easy for a person to get to the beach from the road; as the beach is barricaded by buildings. Even worse, the beach can only be seen from a few points from the road. Despite the long beach, quests cannot take walks along it because the buildings, in the more developed area especially, serve as obstacles. The sub-standard buildings used as tourist guest houses seem to be winning the battle against nature's beauty. The sea which invites people to swim may not be good for swimming anymore, since sewage from the hotels are dumped in the sea. Oil discharge from boats also pollute the sea. But the worst damage is inflicted on the most treasured asset of Hikkaduwa, its beautiful corals. Once offered as a prime attraction, these corals are for the most part dead. On the whole, the overall deterioration of the physical environment is significant. It should be noted that the providers,
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and not the users or the tourists, carry the prime onus of responsibility. This
again refers to the unplanned development of the tourist site.

In Sri Lanka the State has a tourist promotion job, whereby the
Ministry of Tourism and Ceylon Tourist Board are directly responsible.
These bodies encourage investment in the hotel industry and also regulates
some important services of the industry. However, the industry itself, is
managed by the private sector, especially in the areas of accommodation and
tavel. It was mentioned earlier that the private sector has its own investment
and management culture. As ensuring against short run profits from
investment and accepting the prescription of profit maximizing, the private
sector tend to ignore the need to preserve environmental assets despite their
value for the industry. For instance, the big hotels at Hikkaduwa which have
the sewage dumped in the sea might find it difficult to adjust their budgets to
provide more efficient and environment-friendly disposal systems. For the
state, social and welfare consideractions are as important as the economic
ones. It is thus necessary for the Government to apply regulatory measures,
which are challenging to apply because problems have accumulated in
Hikkaduwa. It is also complex because a large number of guest houses lies
outside the graded accommodation. There are many government ministries,
departments, organizations, non-governmental organizations and the private
sector that could collaborate on this task.

More than half the number of tourists visiting Sri Lanka visit the
cultural sites. The Cultural Triangle with its six sites provides a new format
to an otherwise ordinary sequence of places. Excavations, restorations and
renovations in many of these places bring up some new aspect from time to
time. From a tourism industry point of view, some questions related to
enhancing the attraction of the place, the satisfaction derived by the visitors,
the quality of the publicity literature, and the manner in which viewing
facilities need to be raised.

A culturally important place is greatly reduced in value if offered to
the visitor under circumstances of insecurity from touts, and unhygienic
surroundings of filthy streets and dirty drains. Observations about
Discussion, inferences and suggestions

Anuradhapura by the field study team shed light to the sub-standard environment in some parts of Anuradhapura where a stench emanates from the street. The tourism industry in its improvement efforts will do well to take up this matter of presentation and viewing facilities. Some specifications for pure water and good air should not be tourism dictated, for they have great general applicability. If neglected, the early group to be affected could be the tourists.

The director of a travel firm which made travel arrangements for a conference this year, in which about 400 foreign delegates took part, was invited by the study team to talk about the local travel arrangements for the participants. The travel agency had made three travel offers, that included the coastal resorts, the cultural sites and the round trip. The purpose of the discussion was to find out what the cultural sites offered the visitors and how the visitors experienced the visits. An important statement made was that most who visited the cultural sites would want to come back to Sigiriya if they could. For them, Sigiriya was the type of place which invited visitors to actively participate in the tour. From the point of entry to the site and all the way to the frescoes and summit, the visitors were eagerly engaged in finding out, talking about and appreciating the place. Some of them did locate some places on their own by use of reference maps built on the background literature provided to them. Information pamphlets are usually run of the mill. And Sigiriya presents unique things to the visitors, such as the famous rock, mirror wall and graffiti, as well as the pleasure garden, architecturally employed water and many more items in the sprawling acres. This is the home of Kashyapa the King, a man of special secular characteristics who could organize the resources for non-religious enterprises. Altogether, these items fascinate a visitor. Therefore, visitors want to come back to walk around or climb the steps and participate in a relaxed cultural tour. The participatory aspects of Sigiriya warrant it a tourist-friendly area. In this context, Sigiriya's exemplar qualities could be used for the improvement of other historical cities that are tourist sites, particularly Anuradhapura.

The team studying the Cultural Triangle area has repeatedly referred to the presence of touts there as a menace and has cited instances of
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tourists being badly harassed by touts. For a tourist in an unknown country and in strange surroundings, a tout would appear to be a security risk. If touts operate in a ring, the possibility of their resorting to low thuggery against interference cannot be ruled out. In fact, there are references to a ring of touts in Anuradhapura and one in Kandy. Unauthorized agents and middlemen are an inevitable evil in businesses where human beings negotiate matters. This is no argument to justify their presence but only to indicate that the presence of touts is not an uncommon occurrence. The tourism industry needs to study this problem and propose remedial measures. The industry employs a cadre of lecturers, lecturer guides, and so on to assist the tourist in many ways. They belong to a system formally responsible for providing information in breadth and in depth, and informally for providing care, concern and friendship in a human setting. If and when that system becomes inadequate, a second system is bound to grow. This logical assumption finds some support in certain views expressed by a few tourists. They referred to a group of unauthorized guides in Minintale (near Anuradhapura), who the tourists thought were of great assistance. The good qualities of the group were disciplined behaviour, religious devotion and not soliciting tips from the tourists. The description matches very well a voluntary organization of lay devotees helping visitors with information and the formalities of the place. The need for tourists to refer to them arose from the fact that they were not authorized guides. Improving the escort service and eliminating the tout operations require further study and thinking. Perhaps the establishment of an escort service of broader boundaries could be envisioned.

The Ceylon Tourist Board may have to assume a more assertive role in improving the state of tourism in Sri Lanka. There is a major coordinating function to be undertaken in hand by the Board. If Hikkaduwa is considered a place of attention for repair operations, the Coast Conservation Department, the Environment Authority, Provincial Local Authority, Police Department, Education Department, Child Care Services Department and Health Department should be at hand for various jobs. This is possible if a Board Office is established in the resort area with provisions for other departments to share the office. Peoples’ organizations and vigilante groups
Discussion, inferences and suggestions

should be invited to visit there informally on any day and for a citizens' forum
should be established to take place every three months. The suggestion of a
branch office is not to ask the Board to flaunt its official authority and
strength to hoteliers and others, but to enter into dialogue with people the
Board will listen to attentively and discuss plans and design activities which
will necessarily include rehabilitation measures. Rehabilitation measures
should be found in a positive tourism policy which should also include a rich
agenda of cultural items.

The poet Sri Rahula’s Totagamuwa an old seat of learning where
foreigners too were students, the island Hermitage of Dodanduwa of the
German priests, the healing rituals in Hikkaduwa suburbs, the puppet groups
near Ambalangoda, the nadagam and the kolam artists of the area are among
the few items from the neighbourhood to be considered. This type of
development envisages an Arts Centre in the Board Branch Office,
accompanied by facilities for performances.

For the common man, the Board is still a distant organization whose
role has yet to be made known to him. But on a programme of work, its role
and functions will become apparent. The Branch Office is developed to serve
tourists, providers the (hoteliers, guest house owners, etc.), vulnerable groups
- (children and women), and the general public. A well-planned positive
programme in Hikkaduwa will contribute much to the rehabilitation effort in
Hikkaduwa; it will also prevent negative trends in other beach resorts, such
as Unawatuna. Even more important, it will set in motion a people's
participatory effort in tourism development.
VI. RECOMMENDATIONS

1. Authentic information; including information about new sites and development prospects, projected economic benefits, anticipated social implications and plans for sustaining established sites, should be made available to the public by the Ceylon Tourist Board.

2. The Tourist Board should establish a mechanism through which views from the public are received. This recommendation along with the first recommendation should add a new dimension of information and communication to the activities of the Board on the belief of inviting people to participate in tourism development.

3. Social impact surveys should be conducted in selected areas from time to time. Preferably, non-governmental organizations and related government departments, such as Coast Conservation, Environment Authority, Health - Community Medicine and Education, should be invited to take part in these surveys.

4. Education Programmes more relevant to the secondary level student should be developed by the provincial departments to emphasize the cultural aspects of growing up. These will deal with influences exerted by tourism and also include building up a greater knowledge base to understand tourism, tourists and their countries.

5. The Ceylon Tourist Board should supplement the Tourism Master Plan with a well-developed Cultural Plan that includes specific action programmes for selected sites.

6. The Environment Authority, Coast Conservation Department, and other relevant state organizations should be urged by the Board to enforce environmental protection laws and thereby ensure prevention and rehabilitation.
7. Publicity literature for tourists should be rewritten and published to focus attention on sites and their new attractions, and also to include information appeals and warnings related to appropriate behaviour in Sri Lanka.

8. The Department of Health, in particular the Community Medicine section, should be requested to study health problems in beach resort sites, plan and implement education programmes, and also assist in health rehabilitation schemes.

9. Programmes should be geared towards inviting the more understanding tourist to the country by emphasizing the cultural events, international conventions, symposia, sports events as well as by processing products with such appeal.

10. The Ceylon Tourist Board should consider establishing branch offices in selected tourist sites.
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