

Potentials and Pitfalls for Post War Tourism Development in Mullaitivu Area

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Its mandate to consider the post war reconciliation and development of the people where the war was took place, by using the sustainable manner. As Sri Lanka had experienced to increase GDP by poor tourism during the past three decade war we have the potentials to reach the millennium goals in all aspects including the tourism industry. Since end of the civil war of Sri Lanka the movements of both international and domestic visitors are increased based on few purposes. The tourism is played a significant role in the region. The result of increased arrivals of Diaspora, Domestic and international to the region, Sri Lankan economy and GDP too increased, though the northern part is not in adequate level. Therefore this research focused on potentials and pitfalls for post war tourism development in Mullaitivu district of the Northern Province. The sequential mixed method (qualitative & quantitative) was adopted to carry out this study therefore data gathering was conducted with five likers scale questionnaire with 50 international tourists those who have been in Mullaithevu, structured interviews with 10 stakeholders from the research area for primary data and data analysis is used by descriptive and thematic analysis. The finding of this study highlighted with following aspect on tourism; present situation of tourism in Mullaitivu, identify both potentials and pitfalls for post war tourism development in the district. Based on the above finding this study depicts exact scenario of tourism development in Mullaitivu and how efficiently use the potentials and to overcome barriers for tourism development offered. Furthermore research says about the potential and considers the barriers that need to be decline. This research has positive destination attributes which needs to develop further and stakeholder participation needs to accelerate to develop tourism industry in Mullaitivu district. The research also refers about the current reflection of the people on tourism and their involvement in to the industry.

Keywords: Tourism, Potentials, pitfalls, War, Region and development