

## **ABSTRACT**

The tourist industry is one of the largest umbrella industries, comprising thousands of sub-industries. Surfing tourism is an emerging world tourism trend. The Covid-19 pandemic has altered the situation on a global scale. Almost all industries fell due to the Covid-19 pandemic, with tourism suffering the most. As a result, the surf industry suffered for a long time. With the Covid-19 new normal conditions, the surf tourist business is struggling to adapt to the Covid-19 new normal condition. This research aims to study the challenges of surf tourism in the Hikkaduwa area under Covid-19's new normal conditions, special reference on service providers' perspectives. The research study was carried out with the primary objectives of identifying the problems in surf tourism under covid-19 new normal conditions in Hikkaduwa and identifying the potential to develop surf tourism under covid-19 new normal conditions Hikkaduwa. The research was conducted using a qualitative approach, and data were obtained from 14 respondents using the purposive sampling method during semi structured interviews. The data was manually evaluated using the content analysis method. The study's findings revealed significant challenges under the covid-19 new normal state in the Hikkaduwa area, as well as the potential to develop surf tourism in the Hikkaduwa area. Through government involvement and a sustainable approach to developing surf tourism in the Hikkaduwa area, It will be able to ensure surf tourism service providers and surf tourism well-being.

Keywords: Surf tourism, Covid-19 new normal condition, Challenges, Service providers, Potential