

## **Residents' Perception on Post War Tourism Development Activities in Northern Sri Lanka**

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The strategic contribution of the tourism sector towards the recovery and development of post war destinations is relatively very high. Northern Sri Lanka was severely affected by thirty years of ethnic war and has immensely invested its resources for diverse tourism components moving forward as a most sought travel destination while reaping many benefits. However, this transition has put the community under much pressure and their day-to-day life was significantly affected. Conforming the capacity of tourism development to change resident's traditions and way of living. As the northern community was notably going through very sensitive vibrations over years, the impact of fast growing tourism waves on their human life should be carefully managed in order to avoid long term social issues in the area. This study extended to identify the potentials and tourism development in Jaffna. A sample of fourteen local residents was drawn using purposive sampling. Primary data were collected by using structured interviews. Based on the information given, the researcher has developed the research. The researcher has used the thematic analysis method to analyze the data using Microsoft Excel 2010 software. Finally based on the findings of the study, the researcher draw five main conclusions: (1)Peace is play vital role on the development of the Jaffna's tourism industry after the civil war.(2)Culture of the Jaffna, poor tourism planning, lack of the community engagement are seen as a major challenges to the development of the tourism in Jaffna. (3) Jaffna residents have stronger cultural perception and they strongly demanded cultural protection. (4)Tourism related infrastructure development in Jaffna is very low when compared with other districts. (5)Land of Jaffna is more polluted by the local tourists than the foreign tourists through the tourism activities. Based on the findings of the research some recommendations have been made that could help to formulate appropriate policy and strategy.

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