

Potential of Entrepreneurial Tourism to Reduce Structural Violence: A Case Study based on Koggala in Galle District

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As a fast growing industry in Sri Lanka tourism has become an important sector in the Sri Lankan economy. In order to find out the potential of entrepreneurial tourism to reduce structural violence this study employed the grounded theory as the methodology. Based on the information gathered in Koggala and a few other Islands in Koggala Lake in the Galle District several core categories have emerged. Mass tourism practices, community based activities and tourism related enterprises have been the main focuses of the research during the field work. Amongst the main findings of the study was the inability for local villages in the area to access markets and provide sightseeing services to tourists with the lack of adequate transport facilities making this more difficult. In addition, due to the lack of economic prospects in the area and given the existence of structural violence villagers have often left their homes in search of jobs in the free trade zone or other areas. Based on the core categories; structural violence in mass tourism, tourism as a peace promoter, alternative development strategies for tourism and related SME development, suggestions are provided for the development of entrepreneurial tourism to reduce structural violence.

Keywords: *Structural Violence, Entrepreneurial Tourism, Grounded Theory, Community Tourism, Structural Peace*

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