

Government stakeholders in-depth interview results analysis

“The Coastal Conservation Department (CCD) is one of the main stakeholders to the Bentota tourism development projects, we understand this area will enhance the national tourism industry, tourism investments and more tourists’ receipts to Sri Lanka. According to Sri Lanka Tourism Convention Bureau (SLTCB), “tourism in Sri Lanka needs such an active development for the industry very soon. Bentota has its own unique tourist attractions. Due to this reason this project can easily develop tourism and bring tourists to Sri Lanka. The Urban Development Authority (UDA) concluded that this project is a good one for the country, but there are no sufficient infrastructures that have been developed or well-planned up to now. Sri Lanka Promotion Bureau (SLTPB) is looking to this project in following ways, “Sri Lanka is an island, so far has only been promoted general tourism market segments and its attractions. By developing Bentota as a new interface, it will give an opportunity to Sri Lanka for new tourism markets competitive with other top tourism destinations. Sri Lanka Tourism Development Authority (SLTDA) mentioned that from one angle, this project has becoming a timely introduction to the tourism industry. As per of the tourism market situation, the country’s safety and the relevancy of tourist developments are more favorable. The locations and resources are all attractions for tourism industry requiring a good planning and implementation approach.

Tourism investors’ in-depth interview result analysis

The investor - 1 mentioned that they have understood that the tourism industry of Bentota will enhance the national tourism industry, tourism investments and more tourists’ receipts to Sri Lanka. The general opinion of the investor- 11 mentioned that the tourism in Bentota needed such a mega development for the industry very soon. This area has a great potential to develop the tourism with its own and unique attractions. According to the views of prominent investor- 111 pointed out “invest in Bentota tourism sector as a timely introduction to the industry, as per of the tourism market situation, country’s safety and future demand pattern in the industry. According to investor- IV mentioned that the tourism investments in Bentota as a good contribution for the national tourism sector. But there are insufficient infrastructure developments for the investments up to now. According to the investor- V stated when looking to these tourism investments in this area is an important opportunity after the end of the civil war in the country. In addition, it is a good venture for investors and the local products and the services as well as to develop more employment opportunities return. It is important to develop more infrastructure to viable the investment opportunities more and more from local and foreign sectors”.

Conclusion

The results of the study revealed some important implications which need to be addressed in the policy level. Some stakeholders who engage in tourism industry are geared to do a mere profit generating activity with the motive of earning to their households. The