

23.53% of the total tourist arrivals to the country are from the countries in South Asia. Here, promoting its tourism industry among the immediate neighborhood remains highly significant for a number of reasons.

Firstly, intra-regional tourism brings stability to the tourism industry. Second aspect is that intra-regional tourism adds diversity to the tourism of a country. In the case of Cambodia and Sri Lanka, while both countries are reaching out to Europe and America, tourists from their own regions have able to bring both stability and diversity to their tourism industries.

For small states, their ability to influence the international system remains very low. However, through greater level of regional cooperation, countries like Sri Lanka and Cambodia can have a say in their regions. Therefore, these small states can use tourism industry to enhance their relationships within the regions.

## Conclusion

Considering the facts and figures, it should be noted that for small states in particular, intra-regional tourism remains highly significant. Given by the definition of small states, their ability to influence the international system through the tangible elements of power remains almost impossible. In this regard, tourism plays a significant role in terms of attracting and influencing the region as well as the international community. Therefore, it remains vital for small states to have significant leverage in the immediate neighborhood, and tourism industry plays a significant role in this regard.

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