

Analyzing the Economic Growth of Sri Lanka after the Post Pandemic Era with Special Reference to Tourism Industry

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Abstract

The tourist sector is one of Sri Lanka's most significant sources of revenue. But due to the absence of tourists visiting Sri Lanka because of the pandemic's effects, the economy significantly deteriorated during that time. All Sri Lankans' lives were drastically altered because of this economic disaster. The significance of this is to lay the foundation needed to develop Sri Lanka's economic prosperity. The authorities responsible for the tourism sector have, however, put into practices several strategies, including improving digital presence and online marketing, adopting health and safety protocols and certification schemes, offering financial relief and stimulus packages, supporting the unofficial sector and community-based tourism, and strengthening institutional capacity and coordination. Additionally, it is evident that the tourism sector is rebounding significantly thanks to non-authority sources' efforts for revenue generation, employment opportunities, infrastructure development, and cultural exchange. As a direct result of the expanding tourism sector, Sri Lanka's economy is also expanding to some extent. Research literature, Articles, Web sites, Journals are used as secondary data in this research. Several countries such as United Arab Emirates, Greece, Egypt and also South Asian countries such as Vietnam and Thailand have focused on developing their tourism industries in the post-pandemic era to stimulate economic growth and recovery. This study highlights Sri Lanka's economic recovery post-pandemic due to the collapse of the tourism sector. However, current measures are insufficient. But suggests implementing politically required measures could boost the economy and potentially revive other nations' tourism sectors.

Keywords: *Economy, Post-pandemic, Sri Lanka, Tourism*

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