
ANALYSIS OF POTENTIAL AND PROSPECTS OF TOURISM DEVELOPMENT IN POVERTY ALLEVIATION IN SOUTHERN PROVINCE OF SRI LANKA

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ABSTRACT

This study analysis the possible contribution of tourism in poverty alleviation of southern province in Sri Lanka. According to the lonely plant Sri Lanka named as the world best destination in 2019. Tourism is rapid expansion services industry which is considering as a tool of poverty alleviation. This industry significantly affects for both reach and poor economics. Sri Lanka has great future with tourism which can provide more direct and indirect employment opportunity and business. This study use descriptive research design and data were collected through questionnaire, interview and observation methods, while qualitative and quantitative data analysis approach was applied. The study revealed that tourism is mainly contribute the reducing poverty by providing more formal and informal job opportunities than other industry also many other opportunities as improving local business, infrastructure, social facility like vis. At the same time there are many challengers are evidenced from this study such as lack of education and training facilities, inefficiency of local authority and lack of support from the key stakeholders. Finally, recognizing the strategic activities for poverty alleviation of this area is with a multi-level contribution of each decisive actors/stakeholders of the industry is a must. In addition, increasing awareness related tourism activities, introduce new creative market segments, reducing the seasonal gaps, proper interaction and coordination between stakeholders, increase efficiency of the local authorities and analysing the potential product and services are the other recommendations for pro-poor tourism development in the area.

Keywords: Poverty Alleviation, Tourism, Challengers

INTRODUCTION

Tourism is one of the fast growing sectors around the world and it provides massive opportunities for people. According the world tourism report 2018 it contributes 10.4% for global gross domestic production and provide 313 million jobs or 9.9% total employment in 2017. Developing country use tourism as possible alternative income generating source. Tourism is main foreign exchange earning sources for developing country which is essential for economic development and it contributes towards generating huge employment opportunity. Now most of the developing country have been recognized that tourism as important and potential sector for develop national economy. The World Tourism Organization is persuaded that the power of tourism one of the most energetic activities of our time-can be more effectively harnessed to address the problems of poverty more directly (UNWTO, 2002).

According the research has done by Shah (2000) explained In general, tourism has become a significant industry in both poor and rich economies because of its important impacts on economic, livelihoods and socio-cultural development. According to the Asian Development Bank, poverty can be described as a “deprivation of essential assets and opportunities to which every human is entitled”

According UNWTO 2018 annual research key factors of tourism industry in Sri Lanka, total contribution for gross domestic production was 11.6% in 2017 and is forecast to rise by 12.3% of gross domestic production in 2028. At present the Government of Sri Lanka has been activating village-based tourism as an instrument of multidimensional poverty. The Government of Sri Lanka claims that “village-based tourism will be pursued with a view to create spin offs for the rural community” (Ministry of Finance & Planning, 2006: 112). Rural community focal development strategy is necessary to develop Sri Lanka due to two reasons. Firstly, majority of population belongs to rural area. The poverty headcount index for 2016 was 4.1 and it has decreased from 6.7 in 2012/13. From 2002 to 2016, the long-term overall poverty index has shown a downward trend. In 2016 approximately 843,913 individuals were in poverty. For the previous survey year 2012/13 it was 1.3 million. This represents a 0.5 million decline from 2012/13 to 2016. The total poor households were 3.1 percent of the total households and it was approximately 169,392 households in 2016 (Department of Census & Statistics in Sri Lanka, 2016). Even though poverty has declined to a greater extent at national level in the last few decades, poverty disparities still exists across the provinces and districts. According to 2016 survey Poverty head count index of Southern province was 3.0 and number of poor people were 74769.

According to some of popular journals and magazines including National Geographic Traveler Magazine (2012), World travel Market Industrial Report (2011), Lonely Planet Survey (2018). Despite such tourism resources and the intervention of the government towards tourism industry, the contribution of the tourism to the economy of Sri Lanka is relatively low. Then if country can properly make the plan for poverty alleviation tourism is main and fast solution for this. Foreign exchange earning in Sri Lanka is not growing rapidly which not potential level of Sri Lanka. If country can implement on proper policy development on tourism poverty reduction requires strategies on a variety of complementary fronts and scales, but a prerequisite of significant progress is pro-poor growth which benefits the poor. Tourism can be one source of such growth.

Problem Statement

This study mainly forces in how can tourism contribute in to reduce poverty alleviation and challengers and potential in Sri Lanka. As all known tourism is driven and important instrument for poverty alleviation in majority of developing countries which provide major direct and indirect benefits and development opportunities. According to UNWTO 2017 tourism make 10 of 1 job of the world. Still most of Sri Lankans do not engage properly with the tourism industry to achieve appropriate benefit.

There is a prerequisite to study how tourism activities engaged in Sri Lanka contribute to poverty alleviation. The slogan of poverty alleviation has been given special attention by

international organ like United Nation Organization which is the organization established the sustainable development goals. The organization reported that poverty eradication as their first goals. Sustainable tourism being recognized as a major development activity for poverty alleviation. Most of the Sri Lankan community attached directly and indirectly with tourism activities but still county have potential to develop and engage to tourism industry to increase their stand of living and reduction of poverty.

The UNWTO emphasizes poverty alleviation in the local communities through tourism (UNWTO, 2007). This study aims to evaluate the roles and contribution of tourism activities on poverty alleviation for the Sri Lankan communities. Bolwell and Weinz (2008) state that if tourism's potential to improve the livelihoods of poor people is to be fulfilled, and then we need to understand and measure how much tourism benefits reach the poor.

This study is to examine whether tourism has the potential to be a great economic stimulator for poverty alleviation of Southern Province in Sri Lanka

Research Objectives

- To examine the contribution of tourism activities on poverty alleviation in Sri Lanka.
- To analysis challenges facing tourism development initiatives in poverty alleviation in Sri Lanka.
- To indicate the possible strategies and activities that can reduce level of poverty through tourism development of the province.

2. LITERATURE REVIEW

Capacity of Tourism on Poverty Alleviation

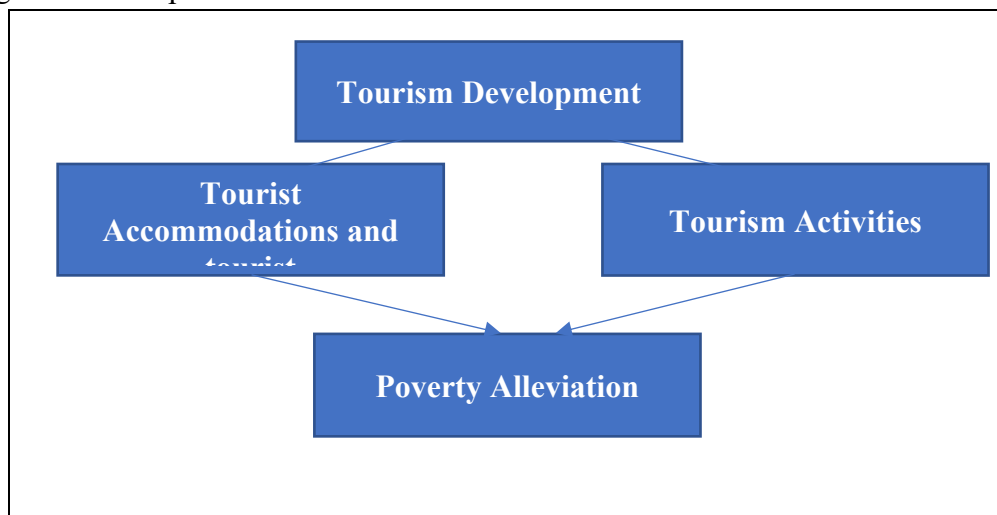
Tourism is mainly support to the economy to reduce the poverty. Many researchers have been provided evidence for that. Contribution of tourism is clearly identified in developing country and it is dynamic and flexible fast growing industry world wild. Tourism is mainly help to economy directly and indirectly. According to UNWTO (2002) power of tourism on the most dynamic activities of people time can be more effectively harnessed to address the problems of poverty more directly. Luke and River (2011) explained that tourism provides an important opportunity for the developing countries to battle poverty, expand their economies and pursue pro-poor inclusive growth strategies. Hall (2007) prove that poverty alleviation through tourism depends on the development of tourism industry in particular destination. Ashley (2007) described the magnitude of employment through the tourism sector by providing some commentary on how tourism creates employment. UNWTO (2017) Explain that the economic impact of tourism can be brief as: a powerful economic force providing employment, foreign exchange and tax revenue and visitors are generators of economic impact for a country, a region, a city or a destination area: directly from their spending and indirectly from the tourism multiplier effect.

Provocation Tourism is facing in Poverty Alleviation

Busdell and Eagles (2007) significant barrier that block local communities to utilize tourism opportunities. Also lack of decision-making and planning skills concerning the possible consequences tourism, coupled with limited ability to control tourism development, unpredictable political climates, and long-term funding uncertainty (Nawaz and Mubarak, 2015). To ensure that tourism activities produce the expected result in economic growth and

poverty alleviation the tourism stakeholders should take special action. Governments need to facilitate the development of linkages so as economic opportunities for local populations would not lose). Similarly, Sofield (2003) argued that Governments need to ensure that local people are empowered with appropriate knowledge, skills and access to networks, so they are not sidelined from active involvement in tourism (Mubarak, 2019). Busdell and Eagles (2007) argued that lack of formal education and foreign language skills, is a significant barrier that block local communities to utilize tourism opportunities. Also lack of decision-making and planning skills concerning the possible consequences of tourism, coupled with limited ability to control tourism development, unpredictable political climates, and long-term funding uncertainty (Ishar and Mubarak, 2017). To ensure that tourism activities produce the expected result in economic growth and poverty alleviation the tourism stakeholders should take special action.

Figure I: Conceptual Framework



Source: Bakari (2015)

3. METHODOLOGY

Among nine Provinces the researcher selects only one Southern Province to narrow down a very broad field of research into one easily researchable topic. The researcher has selected southern Province as the research site due to the availability of huge tourism destinations. This study use descriptive research design and data were collected through questionnaire, interview and observation methods, while qualitative and quantitative data analysis approach was applied.

4. RESULTS AND DISCUSSION

Tourism contribution for poverty alleviation

According UNWTO (2017), tourism developed and managed in a sustainable manner can make a significant contribution to poverty alleviation especially in rural areas where most of the poor live with few development options. 89% people were agreed that tourism is contribution to poverty alleviation and livelihood development. Reason, such as tourism create

number of formal and informal jobs, help to improve social amenities, generate foreign exchange improve local business and other induces effects.

Table 4: 1: Contribution of Tourism to poverty alleviation

Contribution of Tourism to poverty alleviation	Mean
More formal and informal job opportunity	4.32
Generate more foreign income	4.11
Improve local business	4.25
Improve foreign language skill	3.20
Improvement of infrastructure	4.02
Improving social Facilities	4.07

Tourism create more formal and informal job opportunities than other industry.it interpret from mean value 4.32. Tourism is people-oriented services industry then it is more sensitive with human.in Sri Lanka still around 40% woman are joining with the job market then tourism is the one of lucrative market for them to joining with the labour force. 4.11 mean value confirm that tourism is generate more foreign income.it shows that people can earn from tourism and finally it will help to the poverty reduction.

Tourism is to improve local business (mean=4.25) directly and indirectly. Increasing number tourist mean people have to supply more product and services the obviously they should have to improve local business. People are not strongly agreed with improving foreign language skill but according to group discussion could identify that resident have day to day life communication ability with foreign tourist. According to them resident's should motivate learning new language. Improving infrastructure facilities is strongly agreed (mean=4.02) factors of resident. mean value 4.07 were for improving social facility factor it shows that improving communication facility, health centre, shops, water, electricity and other facility due to tourism.

Challenges of Poverty Alleviation through Tourism development

Challenges which encounter participation in the tourism related activities and poverty alleviation to local communities can be categorized into three categories relating to the respondents' answers from questionnaire and interview. There are challenges at the local level and government level.

Table: 2: Challengers of tourism development

Challengers	Mean
Lack of knowledge about investment	4.47
Lack of skill labour	4.01
Lack of education and training	3.24
Lack of entrepreneurship	4.54
Lack of credit	3.87
Inefficiency of local authority	4.04
Lack of awareness about community based tourism	4.23
Seasonality of Jobs	3.54
Lack of local incentives to locals	4.12

Lack of transparency sharing benefits of tourism	3.34
Lack of support from stakeholders	4.57
Political instability	4.89

Resident do not have proper knowledge above the investment (mean 4.47) and entrepreneurship skill (mean=4.54). Unskilled labour is major problem for this industry it can interpret mean value 4.01. Lack of education and training (3.24) also problem for the people. credit facility (3.87) given by financial institute is very low and rules and regulation is very high, Lack of transparency sharing benefits of tourism (3.34) with total population in the area due to information asymmetric problem. At the same time Lack of local incentives to locals (4.12) is big problem for people to joining the industry. Majority of resident do not have awareness about community-based tourism (4.23). Inefficiency of local authority (4.04) o e of major problem for people in this area. Lack of support from stakeholders (4.57) due to poor communication among the relevant parties. Political stability (4.89) were major challenge for the tourism development.

Strategic Approaches and Measures for Alleviation of Poverty through Tourism Development

There are many strategies to reduction poverty through tourism development under following factors it can identify accurately.

Table 3: Strategic activities for alleviation of poverty

Factors	Mean
Increasing Awareness related tourism activities	4.56
Provide proper Training, education facility and new technology	4.34
Proper Interaction and coordination between stakeholders	4.21
Analyzing the potential product and services	4.09
Increase efficiency of the local authorities	4.86
Introduce new creative market agents the seasonality	4.01
Enhance community-based tourism	3.98
Arrange proper credit facility and provide incentives	4.15
Political stability	4.87

Community Members are strongly agreed with Increasing Awareness related tourism activities (4.56). Provide proper Training, education facility and new technology (4.34) highly required factors of the people. Proper Interaction and coordination between stakeholders (4.21) need to improve tourism in this area. Analysing the potential product and services (4.09) can increase the local business. Increase efficiency of the local authorities (4.86) is highly sensitive with the development of tourism. Introduce new creative market agents the seasonality (4.01) is make continues employments among residents. Enhancing community-based tourism (3.98) make people iteration with tourism. Arrange proper credit facility and provide incentives (4.15)

is increases more investment and entrepreneurs. Political stability was one of the main strategies.

Regression Analysis

Contribution tourism on poverty reduction and challenger of poverty alleviation

This relationship was measured using the following hypothesis,

There is a significant relationship between contribution tourism on poverty reduction and challenger of poverty alleviation. The table 4 below provides the model-fit results of the 'Enter' simple regression test using the above independent variable and Challengers of poverty alleviations as the dependent variable.

Table 4: Model Summary- contribution tourism on poverty reduction and challenger of poverty alleviation

Model	R	R Square	Adjusted R Square	Change Statistics			Durbin-Watson
				R Square Change	F Change	Sig. Change	
1	.814 ^a	.623	.619	.623	278.935	.000	1.985

a. Predictors: (Constant), contribution on poverty reduction

b. Dependent Variable: challengers of poverty alleviation

Above model shows a significant ($p < 0.05$) F value. The R^2 for this model is 0.623, which indicates that 62.3% of the variations in Challengers of poverty alleviation are explained by the regression. There is a significant relationship between contribution tourism on poverty reduction and challenger of poverty alleviation. The Durbin- Watson statistic for this model is 1.985 which are near 2. A rule of thumb is that test statistic values in the range of 1.5 to 2.5 are relatively normal. According to the statistic two observations the residual terms should be uncorrelated. This assumption can be tested by using Durbin- Watson test. The normal standard is that if this value is close to 2 then the assumption has almost certainly been met. Hence the residuals of this model are independent.

CONCLUSIONS AND RECOMMENDATIONS

Overall findings of the study conclude that the female participation in tourism industry were low and age distributions limited to young crowd. Education level of the people were not in satisfactory level. According to the interviews most of the people were not happy with the unnecessary political involvement and *favour* in to tourism industry. tourism is people-oriented services industry then it is more sensitive with human then it makes more informal and formal job opportunities. Increasing number tourist mean people have to supply more product and services the obviously they should have to improve local business. People are not strongly agree with Improving foreign language skill but according to group discussion could identify that resident have day to day life communication ability with foreign tourist. According the result in this area improving communication facility, health centre, shops, water, electricity and other facility due to tourism.

On the basis of research findings, there were many challenges to be addressed for community-based tourism development for poverty alleviation in this area. For an instance, residents do not have proper knowledge about the investment and entrepreneurship skill, unskilled labour, lack of education and training, lack of credit, Lack of transparency sharing benefits of tourism, Lack of local incentives to locals, lack of awareness about community based tourism and inefficiency of local authority, Lack of support from stakeholders. Political instability were main obstacles for this area. as well as technological improvement is necessary for this area.

There were some strategic activities that can also be highlighted through the findings of this study, the majority of people are strongly agreed with following factors. (1) Increasing Awareness related tourism activities, (2) Providing proper Training and education facility, (3) Proper Interaction and coordination between stakeholders, (4) Analysing the potential product and services, (5) Increase efficiency of the local authorities, (6) Introducing new creative market segments (7) the reducing gaps in seasonality and (8) Arranging proper credit and other financial facilities and providing other financial incentives.

Government and other related authorities have main responsibility to development of tourism which are support to poverty alleviations. in national level government need to implement poverty reduction strategies which can recognize and support for poor people who have potential to develop their ability. The financial sectors should be aware of this and be connected in tourism-related infrastructure and poverty reduction. Responsive and effective legislation must be something that can really encourage and support pro poor tourism development. And to do so this requires that national level decision-makers and government officials as well as are very conscious of the essential other things which related between tourism development and poverty reduction. government should develop kind of incentive program and new procedures to facilitate and support the pro poor tourism. Ministry of tourism should develop tourism products by national planning and implementation; and to ensure the development of tourist attractions also important. Information Technology in Tourism is the age of globalization and there is no doubt the need of Information Technology especially in service industry.

There are also some specific activities to be implemented to pro-poor tourism development.

- Encourage private public partnership and cooperation
- Need to implement new policy for pro poor tourism project and improve the market
- Develop the tourism network for regional areas.
- Special policy development for tourism investors and need to diversify their investment portfolios
- Increasing training program for low skill community and provide chance for the locals to be employed in high cadres with high pay
- Improvement of micro finance in regional area
- Enhance awareness and facility to start the small and medium scale industry
- Changing community perception and tourism education regarding sustainable tourism
- Promotion of the inter-provincial tourism together to market Southern Province with community development

- Develop the target for emerging tourism market like cultural, home stay, health & wellness tourism, creative tourism and so on

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