

AN ANALYSIS ON INFLUENCE OF ECONOMIC, ENVIRONMENTAL AND SOCIO-CULTURAL FACTORS IN SUSTAINABLE TOURISM DEVELOPMENT

H.B. Anees¹, K.M. Mubarak², M. S. Ishar Ali³

¹District Secretariat, Ampara, hb.aneess@gmail.com

²South Eastern University of Sri Lanka,

³Trincomalee Campus, Eastern University, Sri Lanka

Abstract

Tourism development paves the way for increased volumes of foreign currency inflows, infrastructure development, employment generation, regional development, economic multiplier effects and introduction of new management and educational experience. Such increases actively affect economic, environment and socio-cultural sectors of society. Sri Lanka's Eastern Province is an emerging destination for both local and foreign tourists. Despite limits in existing tourism products, the destination has an enormous potential for growth. In order to harness that great potential, rethinking of sustainable tourism and innovative ways are mandatory requirements. It is a sine qua non to strike a balance between these mandatory requirements and environmental, economic and socio-cultural aspects of tourism development. The present study is an analysis of direct and indirect economic, environmental and socio-cultural factors influencing sustainable tourism development in the Eastern Province. In collecting data, a structured questionnaire was referred to 293 respondents. Data from the questionnaires were coded and analyzed using SPSS. The analysis indicated that tourists' recognition of the Eastern Province as an authentic travel destination is interweaved into its environmental, economic and socio-cultural factors. It pointed out that improving positive public perception towards tourism industry is vital for its sustainable development. Findings of the analysis place a great emphasis on relevant authorities to take urgent and adequate steps to reduce the negative impacts, to increase government and stakeholder participation, community awareness, awareness among tourists about cultural values in place since time immemorial in the region.

Keywords: Sustainable tourism, economic, environment, socio-cultural development

1.0 Introduction

As a result of its convenient location and distinct culture, Sri Lanka has attracted visitors for generations (Fernando, 2017), an island nation off the southern coast of India, is a compact tourist destination, thanks to its abundance of natural beauty, including tropical forests, high biodiversity, and diversified landscapes and cultural and historical legacy. There are numerous different ethnic groups, religious traditions, and languages all living together in Sri Lanka (Kamble & Bouchon, 2011). Including Kumana/East Yala National Park in the south and the newly designated tourism zone (nearly totally undeveloped) of Kuchchaveli in the north, Sri Lanka's Eastern Province encompasses the whole island's eastern coastline. A province that is both lengthy and slim.

Tourism that is ecologically acceptable over the long term, financially viable, and fair from a social and ethical point of view for local communities is what is meant by the policy of sustainable tourism development, which is becoming an increasingly popular approach that the state is now taking into consideration. The idea of sustainable tourism growth entails achieving a healthy equilibrium between economic, social, and cultural development without putting unnecessary strain on the local ecosystem. This, in turn, makes it possible for tourism to grow to the same or a greater level (Allen et al., 1988).

The rise in foreign visitors to Sri Lanka has contributed to the increase in foreign tourists to the Eastern Province, however the proportion traveling to the East is still limited. Domestic tourism is also a significant market for the East (Mufeeth et al., 2021). There are a number of reasons that visitors are drawn to the region. One of the biggest motivators for domestic tourists is a curiosity to see a part of the country that for so long had been inaccessible (Pathmananda, 2018). Many hear that the East is like an older, quainter, more nostalgic version of Sri Lanka. This is true to a certain extent among foreign visitors as well, but the main draw for international visitors is the beaches north of Batticaloa and the surfing in and around Arugam Bay.

Despite the curiosity to see the region and its stunningly beautiful beaches, there is still very little in the way of developed, established tourism infrastructure or business, nor is there a reliable and comprehensive source of information on the area. When visitors are planning a trip to Sri Lanka, the Eastern Province does not feature prominently and there is a general lack of good information and travel resources about the region (Pathmananda, 2018). Furthermore, with the lack of developed tourism activities, inbound tour operators are hesitant to include the East in their package offerings to the international tourism market. This lack of information and knowledge about the region gives the East a reputation of not having much to offer in terms of tourism attractions. Furthermore, because tourism is such a nascent sector for the area, residents don't realize that they have viable tourism assets, further exacerbating the issue. Having been isolated for so long, residents of the eastern province have had little to no firsthand experience with tourism either as consumers or providers (Kumar, 2018).

Empirical studies need to be conducted in order to build a strategic integrated framework that is capable of identifying and integrating the tourist resources and the nature of the benefits that are to be received from activities related to tourism. This will allow for the problems to be resolved. A significant problem is that there is insufficient scientific knowledge regarding the factors that influence the growth of sustainable tourism in the Eastern Province. It is not possible to easily or completely adapt successful international experiences of tourism development to the context of Sri Lanka because different communities are surrounded by different contexts and environments, which in turn bring about different outcomes of tourism. However, successful international experiences of tourism development provide valuable blueprints and knowledge.

The objective of the study is to analyze the factors influencing on sustainable tourism development in Eastern Province. In connection with the research questions, the general objective of this study is to analyze the direct and indirect economic, environmental and socio-cultural factors influencing on sustainable tourism development in Eastern Province.

2.0 Literature Review

2.1 Sustainable tourism

In the tourism business, the idea of sustainable tourism has a broader scope to assure the sector's continuity. The World Trade Organization (2005) provided the following explanation of sustainable tourism. Guidelines for the development of sustainable tourism as well as

management techniques are applicable to all different kinds of tourism and all different kinds of destinations, including mass tourism and the many different specialized tourism segments. The concepts of sustainability apply to the environmental, economic, and socio-cultural components of tourist development. In order to ensure the sector's continued viability over the long term, an appropriate equilibrium needs to be formed between these three dimensions.

Sustainable tourism development requires not just the informed engagement of all relevant stakeholders, but also the kind of robust political leadership that can encourage broad engagement. Sustainable tourism is a process that requires constant attention, including the use of suitable preventative and/or corrective measures whenever necessary through careful monitoring of impacts (Muhamad & Anugrah, 2018).

2.2 Dimensions of Sustainable Tourism Development and its impacts

It is clear that sustainable tourism development encompasses/stands on three main pillars: economic, socio-cultural, and ecological/environmental. Every one of these three aspects deserves consideration and is intricately connected to the others. In light of the fact that the tourist business is becoming increasingly acknowledged for its economic, sociocultural, and environmental values (Murphy, 1994).

Economic impacts: The World Travel and Tourism Council (WTTC) has been attempting to quantify the economic and employment impact of travel and tourism for close to 30 years, with the goal of drawing attention to the significance of the industry to the overall economy of the world. The annual research conducted in 2019 covers 185 countries and economies as well as 25 regions of the world. It reveals that the sector was responsible for 10.3% of the global GDP, total international tourism exports of USD 1.7 trillion, and 330 million jobs, which accounted for 10.4% of total employment in 2019.

Environmental Impact: Depending on how it is organized and administered, tourism can either have a favorable or harmful effect on the surrounding ecosystem. In some instances, the beneficial effects of tourism on the natural and constructed environments have been acknowledged (Nikolova & Hens 1998; Henkens et al. 2007). The aim of tourism as well as the financial contribution of tourism have been instrumental in the protection and preservation of many of the world's natural parks and natural reserves. Conservation of archaeological and historical monuments, in addition to the architectural character: Tourism interests are typically the primary motivation to conserve various public properties all over the world. Enhancement of the Landscape and Improvement of the Environment. Tourism can give the intensives needed to clean up the environment and improve the landscape. It is possible to successfully persuade people to safeguard the environment by raising environmental awareness (Northcote & Macbeth, 2006). In spite of the good effects that tourism has on the environment, the stresses that tourism places on the ecosystem are significant as well, particularly in the case of uncontrolled traditional tourist.

Socio-cultural impacts: The socio-cultural effects that tourism can have on the communities that are visited can either be positive or negative (Nikolova & Hens, 1998).

Conservation of cultural heritage: It is common knowledge that tourism may play an important role in fostering the protection of cultural traditions and artifacts. Some examples of this include the preservation of archaeological and historical sites as well as the architectural style that is characteristic of a particular area; the preservation and revitalization of both tangible cultures (traditional arts, handicrafts, customs, and traditional dress); and intangible elements (folk music; drama); and direct and indirect financial contribution to the maintenance of museums, theaters, and cultural facilities in local communities (Northcote & Macbeth, 2006).

Renewal of cultural pride: Residents' pride in their own culture might be bolstered when tourists show an interest in the region's heritage. There are situations in which tourism in a particular place can play an important role in the preservation of the cultural identities of indigenous people and members of minority groups (Northcote & Macbeth, 2006).

Cross-cultural exchange: It is generally accepted that tourism may contribute to peace by fostering cultural interchange between visitors and the people who live in the area. The better we understand one another's cultures, the fewer disputes we'll have and the more respect and harmony we'll have (Nikolova & Hens, 1998).

Cultural impacts: In many instances, tourism can lead to cultural destruction in host communities, which can even result in a loss of social identity as a direct result of the domination of foreign cultures brought by tourists. Conflicts of culture can also arise when hosts and guests come from different cultural backgrounds, adhere to different ethical standards, speak different languages, and behave in different ways. For instance, in Egypt, tourists have on occasion been the target of terrorist attacks; this phenomenon might be interpreted as an illustration of a clash of cultures (IFTO – International Federation of Tour Operation – 1993).

Social impacts: An increase in the number of tourists and the development that results from that increase can place significant strain on the communities that are already there. When tourist facilities are constructed on property that has traditionally been used for other purposes. There are a multitude of examples in which local residents have lost their land for the purpose of staying on it or farming, and eventually, they have lost access to local land and natural resources as a result of tourism development, which has caused them to lose their jobs as well (Satani, 2004). Because of tourism and conservation efforts, Maasai people are prevented from accessing their traditional grazing grounds, which is contrary to their traditional way of life (Northcote & Macbeth, 2006). This also means that their means of subsistence are at jeopardy. Because of this, the proposal has been met with vehement opposition from the residents of the area (website: Tourism Concern, 2013). This kind of relocation is a focus of one of Tourism Concern's initiatives, among their many others. This organization has been giving it their all for over twenty years now in an attempt to favorably meddle with this occurrence; yet, it seems that a good consequence is still beyond their efforts. Additionally, the growth of tourism is a contributing factor in a variety of social issues, including criminal activity, alcoholism, drug abuse, and prostitution (Satani, 2004). The United Nations estimates that between 13 and 19 million children are working in the tourism industry around the world today, and that more than one million of our own children are subjected to sexual misconduct by visitors each and every year (website: responsibletravel.com, 2012).

3.0 Research Methodology

3.1 Conceptual Framework

A set of theories and models collected from the literature that serve as the foundation for a positivistic research study is known as the theoretical framework. This framework is also sometimes referred to as the research model or the conceptual framework (Hussey & Hussey, 1997). In order to conduct a comprehensive literature review, the majority of studies on the subject of sustainable tourism development have been conducted on the basis of three pillars or dimensions, namely economic, environmental, and socio-cultural sustainability. The term "sustainability principles" refers to the environmental, economic, and socio-cultural factors

that should be considered while developing a location for tourism (UNEP and UNWTO, 2005). The researchers made the decision to carry out the research that was entitled "A Study of Factors Influencing on Sustainable Tourism Development in Eastern Province - Sri Lanka" after considering the aforementioned three pillars and twelve targets.

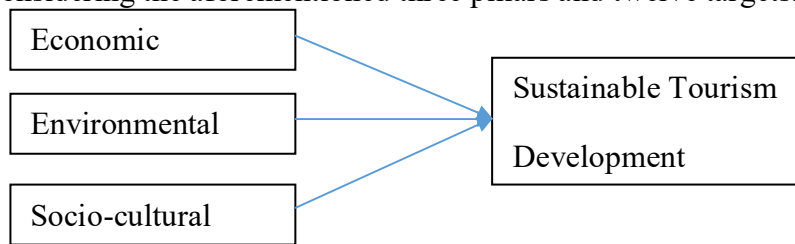


Figure 3.1: Conceptual framework

3.2 Hypotheses Development

The hypothesis provides a solution to the issue, which must be confirmed by empirical research and is founded on some rationale (Kabir, 2018). A hypothesis is a rationally conjectured relationship between two or more variables expressed in the form of a testable statement. One way to define a hypothesis is as a statement that can be tested. On the basis of the established network of associations contained within the theoretical framework that was developed for the research project, hypotheses regarding potential relationships are developed. It is anticipated that, by putting the hypotheses to the test and establishing the conjectured relationships, it will be possible to come up with answers to the issues that have arisen (Uma Sekaran, 2003).

Following hypotheses were developed to test the relationship between variables in this research;

H₁: There is a positive relationship between economic sustainability and sustainable tourism development in Eastern Province.

H₂: There is a positive relationship between environmental sustainability and sustainable tourism development in Eastern Province.

H₃: There is a positive relationship between socio cultural sustainability and sustainable tourism development in Eastern Province.

4.0 Methodology

A research methodology is a set of models, procedures, and techniques that are used to find the answers to a research question (Panneerselvam, 2012). The first type is secondary data, which looked at the opinions of experts on how to make tourism development more sustainable. The research methods used in this study were based on excerpts from relevant literature. The excerpts helped us figure out how to answer the research questions.

The second kind of data is called "primary data," and it comes from work done in the field. The process of collecting primary data is broken down into research design, target population, sampling and research instruments, data collection, validity and reliability, data analysis, and data interpretation.

4.1 Measurement and Scaling

The researchers decided that the Likert scale would be the most appropriate form of scaling to use for the questionnaire survey. According to Page-Bucci (2003), the Likert scale is the way of scaling that is currently employed the most frequently in the field of social sciences since it has a tendency to be more trustworthy than other scales that have the same amount of

items. The one questionnaire was developed to enable the researchers to get responses for all three research objectives at the same time, hence it was designed by the researchers.

4.2 Questionnaire Design

The researchers designed a self-administered and pre tested questionnaire for the primary data collection. The questionnaire was divided into three parts: the first section asked the respondents to indicate their demographical data; the second section related with independent variables; and the final portion connected with the dependent variable. The second half of the questions was generated based on Indicators of Sustainable Development for Tourism Destinations, which includes forty one indicators for independent variables. Each question represents a different indicator, and the questions were created based on those indicators. The last section of the questionnaire was designed in accordance with the twelve goals of the sustainable tourism development as dependent variables. This section consisted of a total of twelve questions, one for each goal, and each question was titled accordingly. The questionnaire was prepared in three languages: Sinhala, Tamil, and English. The Sinhalese, Tamils, and Muslims who make up the Eastern Province all speak their respective languages with one another despite the fact that they coexist peacefully.

4.3 Composition of the Sample

The researchers came to the conclusion that the method of non-probability sampling known as convenience or availability sampling is the method that is the most relevant to the study. The term "convenience sampling" refers to a method of sampling that entails selecting sample elements that are most easily accessible to participate in the study and that are able to supply the necessary information (Bhattacharya, 2003). The researchers was constrained in terms of both budget and time, which prevented them from conducting a survey of the entire population of Eastern Province, which had a population of 1.677 million in 2017, according to statistics from Eastern Province. As a result, it is impractical to conduct a survey of the entire population of Eastern Province. Due to the fact that there are more than one million people living in the Eastern Province, the researchers established the size of the sample to be 384 in accordance with the proposal made by Uma Sekaran (2003).

The researchers chose a sample size to ensure that the data collected covered all of the research questions; however, due to the global prevailing situation, the sample could only be collected from 293 respondents. Despite this setback, the researchers was successful in covering all of the research questions with the data collected.

4.4 Method of Data Analysis

The researchers began the process of doing statistical analysis on the data after first transforming the raw data into a format that could be used for that purpose. A collection of univariate data that is displayed in the form of percentages, frequencies, and tables in order to provide an understanding of the data that is solely descriptive. During the data analysis, the researchers sorted and ordered the unprocessed data that was collected from the respondents by means of the questionnaires. This allowed the researchers to derive information that was of use from the data. The information gleaned from the surveys was first coded, then entered into Microsoft Excel, and finally imported into SPSS for further examination. When conducting research in the scientific field, factor analysis is typically done to establish whether or not a concept is legitimate. The method examines the questions asked within a dimension (or category) to assess whether or not they are aligned with what is being measured. The researchers, working within the framework of the factor analysis approach, conducted regression analysis to measure the hypothesis.

5.0 Data Presentation and Analysis

5.1 Descriptive Statistics for Demographic Factors

The research analyzed some background variables of respondents such as type of respondents, gender, age, residence, business period, and several employees to get some insights into the sample. All 293 respondents are related to the Eastern Province tourism industry. The largest type of respondents are general public and the second largest is hotel owners who proportionated 29% and 19.8% respectively. Out of 293 respondents, 13.3% of the respondents were females and 86.7% of them were males. The majority of the respondents' age was above 40 years and weighted 37.5% of the total and 51.9% of respondents are living in the Ampara district.

Further, in the business running period and number of employees in their business questions are filled by tourism entrepreneurs only. Most of the businesses are running below three years which is explained by 8.9% of total entrepreneurs and 17.7% of the entrepreneurs have less than five employees

5.2 Reliability Analysis for Inter-item Consistency

According to the results of the reliability study, the coefficient for each of the 53 questions on the questionnaire had Cronbach's alpha values that were greater than 0.60 in all of the variables. This suggests that there is an internal consistency between the items, and the level of reliability associated with the internal consistency was higher than expected and satisfactory. As a result, variables can be developed in relation to the respective items that are contained in the questionnaire.

Table 5.1: Reliability Analysis

Variables	Cronbach's Alpha	No. Of. Items
Economic Sustainability	0.645	12
Environmental Sustainability	0.738	14
Socio-Cultural-Sustainability	0.812	15
Sustainable-Tourism-Development	0.820	12

5.3 Correlation Analysis

The correlation analysis was used to determine the nature of the link that exists between the variables. The Pearson's correlation method is utilized here.

Table 5.2: Pearson Correlation Analysis

		Economic	Environme nt	Socio - Culture	Sustainable Development
Economic	Pearson Correlation	1			
	Sig. (2-tailed)				
	N	293			
Environment	Pearson Correlation	.704**	1		
	Sig. (2-tailed)	.000			
	N	293	293		
Socio - Culture	Pearson Correlation	.672**	.629**	1	
	Sig. (2-tailed)	.000	.000		
	N	293	293	293	
Sustainable Development	Pearson Correlation	.791**	.868**	.737**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	293	293	293	293

The correlation analysis results indicated that all the independent variables such as economic, environment and socio - culture factors have positively correlated with sustainable tourism development of Eastern Province ($p < 0.05$) at a 1% significant level. Correlations of all variables are displayed in the above Table 5.2. According to the correlation analysis, all the probabilities are highly significant between the sustainable tourism development (Dependent Variable) and independent variables. Coefficients of correlation between them are positive. The value of economic, environment and socio – culture factors is more than 0.7 which means that the above factors are having a strong positive association with a sustainable tourism development of Eastern Province.

5.4 Regression analysis

The regression analysis was conducted to reveal how different factors such as economic environment and socio-culture factors affect the sustainable tourism development of Eastern Province. Several independent variables may contain information about the variables that are trying to predict or understand. In such cases, it may be worth formulating a model that allows considering the relation of the variable of interest with the set of independent variables. Since several independent variables are included in a regression equation, the model is called a Multiple Regression model (Aczel et.al.,2006). In multiple regressions, The *F* test tells us whether a relationship exists between *Y* and at least one of the *X_i*, and the *k* ensuing t-tests tell us which of the *X_i* variables are important and should be included in the regression equation.

The researchers analyzed the effect of independent variables on the sustainable tourism development of Eastern Province by applying a multiple regression model. The result of the model summary is given below by table 5.3.

Table 5.3: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.779 ^a	.608	.607	.41228	1.662

- a. Predictors: (Constant), Independent Variable (Economic, Environment and Socio-Culture)
- b. Dependent Variable: Dependent Variable (Sustainable tourism development)

Multiple correlations “R” is 0.779. This says that there is a strong joint association between the economic, environment and socio-culture factors and sustainable tourism development of Eastern Province. The coefficient of determination R-square is 0.608. This indicates that 60.8% of the sustainable tourism development of Eastern Province (dependent variable) has been covered by the economic, environment and socio-culture factors. Adjusted R-square is also representing that 60.7% of the dependent variable has been covered by the independent variable. Durbin-Watson statistic is 1.662 which is close to 2 and it seems between 1.5 and 2.5. Therefore, residuals are independent, and the model is appropriate.

Table 5.4: ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	65.786	1	65.786	450.589	.000 ^b
	Residual	42.463	291	.146		
	Total	108.249	292			

- a. Predictors: (Constant), Independent Variable (Economic, Environment and Socio-Culture)
- b. Dependent Variable: Dependent Variable (Sustainable tourism development)

In regression analysis ANOVA probability of F test statistic is highly significant at 5% significant level (Table 5.4). This means that model is jointly significant. Therefore, economic, environment and socio-culture factors jointly influence the sustainable tourism development of Eastern Province. Individual effects on these factors are given in Table 5.5.

Table 5.5: Coefficients of Correlation

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.580	.108		5.367	.000
Economic	.309	.044	.258	7.103	.000
Environment	.609	.038	.548	15.858	.000
Socio-culture	.229	.035	.219	6.602	.000

a. Dependent Variable: Sustainable Tourism Development in Eastern Province

The probabilities of all three factors are highly significant with positive beta values. This says that they influence positively on the sustainable tourism development of Eastern Province. Accordingly, to the standardized Coefficients of Beta highest value is represented by environmental factors. Therefore, environmental factors are the most influencing factor and the least influencing factor is socio-culture. As the Diagnostic tests for regression results, the researchers tested several assumptions. These assumptions have been tested as diagnostic tests to decide the validity of regression results. In the model summary, the D-W test is at the accepted level and residuals are independent.

Hence, the following Model fit regression equation is derived. $Y = 0.580 + 0.309 X_1 + 0.609X_2 + 0.229 X_3$, where,

$Y = Sustainable\ Tourism$, $X_1 = Economic\ Sustainability$, $X_2 = Environmental\ Sustainability$
 $X_3 = Socio-cultural\ Sustainability$

5.5 Hypotheses Testing

A hypotheses test is used to investigate the nature of the connection that exists between the variables. After the data had been analyzed, the hypotheses were put to the test in order to determine whether or not the statement was valid in light of the data that had been analyzed. The hypotheses were evaluated, and each result was explained in turn. Establishing a significance level, represented by the symbol, and rejecting the null hypothesis (H₀) when the p-value is lower than the significance level is one of the most prevalent strategies used in statistical hypothesis testing. When this policy is followed, one may be certain that the highest possible likelihood of a type I mistake is (the policy states that when the P-value is lower than, the null hypothesis should be rejected) (Aczel et. al., 2006). In this section, the hypotheses were evaluated at a degree of confidence of 5% ($\alpha = 0.05$). According to the analysis of data, it is evidenced that H₁, H₂ and H₃ are accepted

6.0 Conclusion and Recommendations

6.1 Discussion of Findings and Conclusions

This study investigated the Sustainable Tourism Development in Eastern Province of Sri Lanka. This study used its base as the Eastern Province. It has included the 293 respondents. Quantitative data analysis method was used for data analysis. The Data analysis was made utilizing (SPSS 23.0) and Qualitative data analysis method was used thematic. The following statistical tools were utilized: Descriptive analysis, Pearson's Correlation Coefficient Analysis.

This research analyzed the factors contributing towards sustainable tourism development in Eastern Province. The authenticity of a destination mainly depends on the environmental, economic and socio-cultural factor and these essential factors should have positive attitudes and perception towards tourism industry, in order to develop sustainable tourism industry there should be a positive interaction with factors to get maximum benefits. There are both positive and negative impacts of tourism factors should accept the changes, these factors play a vital role in sustainable tourism development.

The study objectives are analyzing the economic, environmental and Socio-Cultural factor impacts in sustainable tourism practices. Both positive and negative impacts are encountered in three aspects. Economically it creates job opportunities and generate income in multiple ways. Tourism becomes the main source of economy after the development at the same time cost of living and land value increase which negatively affect the province. Socially with the development of sustainable tourism quality life of local residents increase in an effective manner, but some illegal activities take place in Eastern Province, still it believes more positive social impacts encountered and these are willing to support for tourism development. At last, it analyzes the environmental Factor, environment factor is protected with the development of tourism industry. With the development of tourism industry government and other organizations protects the environment in an effective way which accelerate sustainable tourism development. On the negative side the amount of pollution has increased, overcrowding traffic congestion, land and water pollution adversely affects tourism industry which leads to the withdrawal of resident support towards sustainable tourism development.

At present these factors are supporting towards sustainable tourism development, still it needs to be developed. Perceived benefits are greater than cost, proper authorities should take adequate steps to reduce negative impacts, government and stakeholder participation should increase in an effective manner.

6.2 Recommendations and suggestions

As mentioned above to make high participation awareness is highly influencing, there should be proper ways of educating the people about the tourism industry with its benefits and the importance of the community involvement towards the industry, if the residents have clear knowledge about tourism, they will actively participate in tourism development. This is an important aspect to be considered to avoid the cultural clashes among the tourists and local community, therefore it a responsibility of the tour operators to provide a proper guideline to the tourists. The effective participation of government positively influences tourism industry in Eastern Province if there is an effective mechanism to monitor tourism negative impacts tourism will effectively engage in sustainable tourism development. Disciplinary actions needed to be taken in order to avoid and reduce unethical behaviors such as theft, crimes, misbehaviors to the host community tourism organizations and government should initiate disciplinary actions towards the issues.

6.3 Organize the tourism activities in order to minimize negative impacts

As Eastern Province is an emerging tourist destination, there is no well-organized structure to incorporate all the activities with minimum adverse effects. Negative impacts affect tourism industry if the tourism activities organized in a positive way it will be actively participate in tourism development and illegal activities may reduce which helps to accelerate Sustainable tourism.

6.4 Suggestions for Future Researchers

The findings in this research Factor impact to the sustainable tourism field in Eastern Province. However, if it is possible to carry out a research along the same industry with wider access by using the findings of this research also, it will be very vital for the progress of the sustainable tourism industry. From the results, many other interesting areas that can be further research raised such as contradictory factors towards sustainability and Economic, Socio Culture and Environment factors lead on sustainable tourism development.

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