

Tourism Planning and Development: The Case of Sri Lanka

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Abstract

This paper examines the planning measures adopted by the Sri Lankan government towards the development of tourism sector since its inception in 1967, and the nature of tourism development followed. The first few pages are set apart to describe the status of tourism that prevailed before the planning era. The rest of the paper describes the planning procedures adopted for tourism development, and the development scenario since the introduction of the first tourism plan in 1967. Volume of tourist traffic to the island, foreign exchange earnings from tourism, expansion of the accommodation sector, and the number of direct and indirect employment opportunities generated through the development of international tourism have been employed as development indicators for the present study. This paper is entirely based on secondary data obtained from The Ceylon Tourist Board, and Central Bank of Ceylon.