



The challenges and related trends faced by tourism-related employees; based on tourism area around Gregory Lake in Nuwara Eliya

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Abstract

Tourism is one of the world's leading industries in the present scenario. This is due to the attractiveness of the tourism industry and its ability to generate a large number of jobs, from the large to the micro-level. Accordingly, it is a labor-intensive industry in countries such as Sri Lanka with high unemployment. But when examining the current situation of tourism in Sri Lanka, it is clear that although the growth of tourism these employees face many challenges. Accordingly, the research problem is to study the challenges and related trends faced by tourism-related employees. The main objective of this program is to identify the challenges faced by the employees related to tourism. The study area is the Gregory Lake tourism area in Nuwara Eliya Central and Magastota Grama Niladhari Divisions of Nuwara Eliya Divisional Secretariat Division. A randomized sample of Fifty persons with indirect employment related to tourism in this area was selected as the sample for this research. Primary data were collected through questionnaires, interviews, and observations, and secondary data were collected from corporate reports. Descriptive statistical methods were used to analyze the data and the results we're able to identify the challenges faced by the tourism-related employees. Accordingly, the main challenge is to decline tourist arrivals and it also implies that the challenges they face can lead to a decline in their living conditions. Accordingly, there is a timely need to introduce and encourage alternative employment and income sources such as handicraft, enhancing the fisheries industry and agricultural products.

Keywords: Tourism industry, Employees, Challenges, Nuwara Eliya, Gregory Lake.

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