

# **Post Conflict Reconciliation as a Strategy Promote Tourism; Special Reference to ongoing Reconciliation Process in Sri Lanka (Western Province in Sri Lanka)**

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## Abstract

After ended Sri Lanka-LTTE conflict in 2009, there is an ongoing reconciliation process in Sri Lanka. And also, dynamic growth in tourism industry in Sri Lanka. Ongoing Post Conflict Reconciliation process takes the major role under this scenario. The researcher takes effort to find out the ongoing reconciliation process whether impact to promote tourism and to give recommendations to increase tourism promotion strategies.

The main objective of this study is to identify whether the post conflict reconciliation process has helped to promote the tourism industry. Other objectives are identify the post conflict reconciliation process in Sri Lanka, Study Strategies of post conflict Tourism promotion in Sri Lanka. Recognize people attitudes in village community in study area, effectiveness of reconciliation process for the growth of post conflict tourism in Sri Lanka.

This research study is comprised primary data and secondary data and has done mix method (qualitative and quantitative) research study using books, journals, reports, academic publications and web sites. Primary data collect by interviews and questionnaires to analyze the research. The target population was fifty village community in Nilaweli area and twenty Local and International tourists in this area. Structured questionnaire and open ended interviews were used to collect data. Respondents were village community, local and International tourists and hotel managers or owner who were involved in tourism sector

The research study has highlighted regional development, tourism promotion strategies, protection, Employment, freedom, integration, education, and other regional causes are affected to promote tourism. It has proved while follow the primary data which are included. In addition, it can be identified the ongoing reconciliation process has helped to promote tourism in Sri Lanka.

Keywords: Reconciliation, Promotion, Strategies, Protection, freedom, Integration

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