

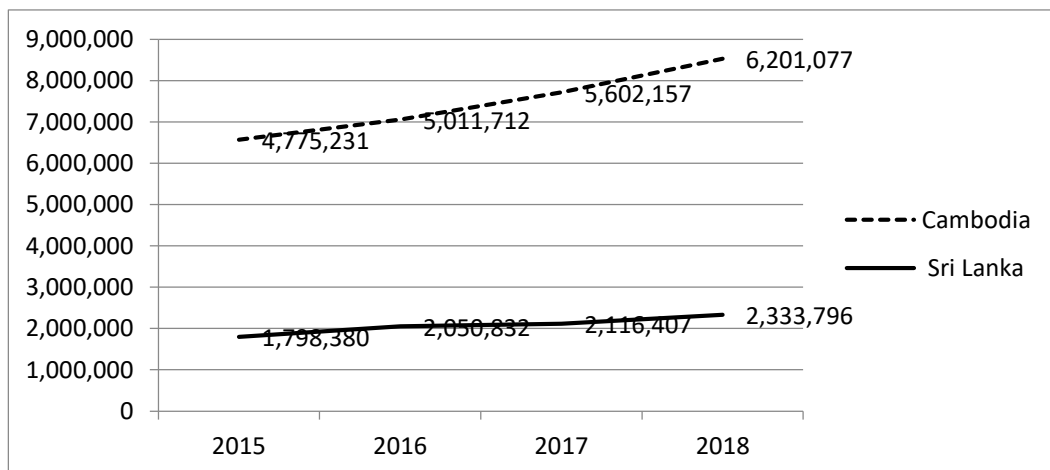
## Methodology

This study is a comparative case study of the tourism industry of Cambodia and Sri Lanka. This is predominantly a qualitative research based on both primary and secondary data. Quantitative aspects too have been used to attain the research objectives. This research can also be identified as a desk study and the main sources of data collection include, books, journal articles, annual reports, websites, etc.

## Discussion

As noted in earlier, tourism has always been an integral part of the economies of both Sri Lanka and Cambodia. Over the years, the number of international tourists visiting both countries have increased significantly.

Figure 01: International Tourist Arrivals to Cambodia and Sri Lanka by Country of Residence 2015-2018



Source: Ministry of Tourism, Cambodia and Tourism Development Authority, Sri Lanka

Here what is important to understand is the greater level of significance given by both Sri Lanka and Cambodia in promoting its tourism industry within their own regions (Table 01 and Table 02).