

The Impact of Sri Lanka's Post-Pandemic Visa Policy on the Revival of its Tourism Sector

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Abstract

Tourism plays a pivotal role in the economic and development landscape of Sri Lanka serving as a significant contributor to the country's GDP. The industry was adversely affected by the COVID-19 pandemic resulting in adverse economic consequences. At present, the country's tourism sector is making efforts to regain its prominence. Alongside the recovery of the tourism industry, Sri Lanka has implemented several post pandemic visa policy changes. The research centers on identifying a decline in long-term tourist stays in the island-nation, a phenomenon with far reaching implications for Sri Lanka's economy even if the government announces the profitability of the new visa regulations. By examining the primary source markets for Sri Lanka's tourism in both pre and post pandemic context, this study delves into how the altered visa system has impacted the duration of tourist's visit. The study conducts a comparative analysis to compare the disparities between the duration of tourist stay in the country before and after the pandemic outbreak. This study demonstrates that the period of tourist stay has declined in the post-pandemic era. It further illustrates that the changes of visa policy in the post COVID-19 context is a significant cause for such decline. The research uses both primary and secondary data in gathering information. The objective of the study is to demonstrate how the renewed visa regulations have affected Sri Lanka's tourism, hotel sector and overall economy and presents recommendations for reforms in the renewed visa process.

Keywords: *Post-pandemic, Tourism, Sri Lanka, Visa Process*

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