

SUSTAINABLE TOURISM DEVELOPMENT IN SRI LANKA

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ABSTRACT

Sustainability and conservation are trending keywords these days, but the idea of sustainable tourism has been around for a long time in Sri Lanka. Many locations adopt haphazard “green” policies with no discernible results. However, legitimate sustainable tourism programs have increased the appeal of many tourism destinations, and an increasing number of scrupulous tourists are concerned about their ecological footprints. Sri Lanka is envisioned as a destination for memorable, authentic, and diverse tourism experiences by 2025. Sri Lanka must prioritize the development of sustainable destinations and products. Sustainable tourism is a long-term aim for Sri Lanka, and its role in achieving a positive overall balance in environmental, socio-cultural, economic, and experiential impacts for tourists and locals cannot be overstated.

Key words: Sustainable detonations, Sustainable Products, Tourism, Sri Lanka, Green Policy.