



Sustainability in Tourism Through Government Regulations

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Government regulations for the purpose of this paper is considered as Government action initiated from time to time with a view to regulate the sustainability in Tourism by way of formulating legislative measures, Tourism plans and introducing institutional coordination.

The concept of "Sustainability in Tourism" for the purpose of this paper has been adapted to denote, the management of Tourism resources and related activities in such a way to fulfil the economic, social and aesthetic needs of the host community and that of the visitor while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems.

When the present Government came to power in 1994 tourism was placed in the hands of a well experienced Minister who has been the Chairman of the Ceylon Tourist Board (CTB) in the initial stages of Tourism development in the country and who has had closer associations with the World Tourism Organization. In 1996 Tourism was very rightly declared as a thrust Industry and a Tourism Policy was formulated in 1999. Tourism today is the fourth foreign exchange generating economic activity next to traditional exports, Garment Industry and the Middle East Employment.

Bringing Tourism & Civil Aviation Industries under one Ministry was a significant landmark, which took place under the leadership of the present Government. With the introduction of new destinations by the Sri Lankan Airlines and the increased new services commenced by foreign scheduled and charter carriers effectively supported the industry during the year 1999 thus enabling the country to have 436,440 arrivals placing the highest ever record compared to previous years. This was a 14.5% increase over the year 1998.

It is interesting to note that the tourist flow to the country is characterized by seasonal fluctuations as follows:

Main season November / March / April with peak arrivals in December
 Secondary peak in July / August
 Shoulder period in September / October
 Low season in May / June

According to CTB statistics average length of stay of a Tourist has been in the range of 10-11 nights. The purpose of visits have been primarily pleasure, leisure and business. Germany, France, UK, Italy, Netherlands, Scandinavia, Japan, India & Australia are the main markets.

Domestic Tourism:

A distinguishing characteristic of the Tourism industry today is the progressively emerging domestic Tourism sector. Unlike in the past one day excursions or involving one night away from home has been the usual pattern. The master plan survey reveals the following interesting information regarding the domestic tourist nights. (Table 1)

Table 1

DOMESTIC TOURIST NIGHTS IN REGISTERED TOURIST HOTELS BY REGION.

	1982	1988	1991
Colombo City	6,593	74,139	110,130
Greater Colombo	5,769	67,473	61,159
West & South Coast	19,421	67,417	80,703
East Coast	6,959		57
Hill Country	2,731	18,089	25,087
Kandy	7,567	46,754	46,452
Other Ancient Cities	17,418	24,271	40,036
North	4,292		
Total	70,750	298,143	383,624

AN OVERVIEW OF THE TOURISM INDUSTRY

Tourism in its current perspective emerged as purely a public sector initiative somewhere in 1965 at a time the private sector was not forthcoming to venture into high investments demanded by the Tourism Industry. Observing the potentials, the Industry has to support the economy by way of foreign exchange creation, employment generation, foreign investment, infrastructure development etc, Government took the initiative to develop Tourism in a planned way. As a first step towards this direction necessary legislation was introduced by formulating the Ceylon Tourist Board Act No 10 of 1966. Given the legislative framework Ceylon Tourist Board was set up in the same year with the mandate of Tourism Development and promotion Locally and Internationally. With the realization that the Tourism related economic activities emerged the progressively through the private sector initiative need to be controlled, supervised, monitored and regulated the Tourism Development Act No 14 of 1968 was formulated entrusting Ceylon Tourist Board with more regulatory powers to manage Tourism related properties and activities.

Towards the latter part of 1968 Government was seen transforming its character to be more of a facilitator and a catalyst while at the same time encouraging and guiding the private sector investment in the hotel, travel and ancillary services. Infrastructure facilities required for the Tourism Industry was forthwith set in motion by the Government. Simultaneously Ceylon Hotels Corporation took the lead role in maintaining holiday resorts and tourism related ancillary services. The first Tourism master plan was drawn up covering the period from 1967-1976 which spelled out tourism planning, Zoning of development, socio cultural aspects and promotion of Hotel services. The plan also identified four market areas as potential producers

of Tourist traffic to Sri Lanka i.e. North America, Western Europe, Asia & the Pacific.

The well-planned Government policy and the legal framework that followed consolidated the structures responsible for tourism development in the country gradually modelling a stable private sector driven Industry. Tourist arrivals although stagnated at around 20,000 during the five years prior to 1967 marked a swift upward trend in 1970 with a total of 46,000 arrivals. Sri Lanka had been popularly known in the Western Europe especially in Germany, Switzerland and Scandinavian countries as a sun and beach holiday destination.

Due to the civil disturbances that arose in 1971 and to the resulted political instability in the country Tourism was seen loosing its energy for some time. However the open economic policy adopted by the Government that came into power in 1977 gave a new impulse for the revival of the Industry. The liberalization of the trade and the financial policies adopted swiftly supported the reopening of the gates for tourism and business travel. Making the dreams a reality in 1981 tourist arrivals reached 371,000 the highest ever-recorded figure. The earnings shot up to US\$ 132 million.

Quite unexpectedly industry suffered a set back once again in the post 1981 period due to internal ethnic disturbances which came to a climax in 1983 making Colombo city nearly a battle field. Adverse publicity given through foreign media hit the industry severely.

Having reached normalcy and the advent of a new leadership in 1988 the Government resolved that the country should have a Tourism Master Plan to overcome the difficult situations that arose intermittently due to ethnic disturbances in the North. Accordingly a ten-year strategic master plan was formulated for both domestic & Foreign Tourism Development with the active support of the UNDP and the World Tourism Organization.

The actual Domestic Tourist nights are no doubt much more than this since such Tourists find accommodation mostly in pilgrim rests, private homes and unregistered guest houses, which are not usually covered by formal statistics.

The purpose of travel is leisure and pilgrimage in particular while business and adventure travel are in general. Places of religious worship, Archeological sites, National parks, Beaches are the main attractions. Domestic Tourism sector has a significant impact on the sustainable Tourism development in the country.

ISSUES AFFECTING SUSTAINABILITY IN TOURISM

There is hardly anything in a country other than its bio-diversity on which Tourism thrives and relies heavily for existence. Therefore one cannot talk of sustainable Tourism without reference to the issues affecting the bio-diversity.

Sri Lanka is proud to inherit a long perfect history dating back to over 2000 years on the subject of bio-diversity. Our ancestors consciously and intelligently realized, although such technical terms were not available to them, the paramount importance of preserving the bio-diversity which was part and partial of life, for their very existence and that of the future generation. History records the earliest wildlife sanctuary that was established by king Devanampiyatissa in 240 BC. The administrative structure maintained a position called "Kele Korala" (Forest Officer) who was entrusted with the responsibility of protecting the crown forest. The traditional village itself comprised of a forest cover and a tank (Wewa) followed by a stretch of paddy fields. Forest and water were their life support, which were so interconnected. The forest with its rich bio-diversity was well preserved and maintained as the catchment area of the tank which stored water for cultivation during the dry season.

Even today several large and small such tanks are a common feature in the dry zone, in the Northern part of the country where the monarchs established their Kingdom in good old days.

The exploitation of natural resources was on a fast track with the population growth and the resultant demand could not be matched by the supply. Negligence on the part of preservation and development of resources and their productive use also to a greater extent attributed to a situation where exploitation is now leading towards a total degradation of the bio-diversity which otherwise replenishes what is being exploited by the human beings.

Apart from that Tourism being an industry dependent heavily on the environment seems to have contributed in numerous ways for the degradation of the bio-diversity on which it depends.

Beach Erosion and the Degradation of Coastal Bio-Diversity.

Historically the core of Tourist attraction in Sri Lanka has been the sandy beaches and the sunny weather. This is indicative from the

Tourist arrivals to Sri Lanka from France, UK, Germany, Italy etc. during winter season. Owing to this there has been a tendency in the initial stages for the private sector entrepreneurs who ventured into tourism related businesses to establish mega Hotels along the coastal belt. Negombo and Hikkaduwa both of which are Sri Lanka's old resorts are a case in point.

The high concentration of such a number of Hotels along the beach one after the other have created issues of grave concern affecting the sustainable growth of the industry. Sea Beach erosion although a natural phenomenon taking place in a small scale has been aggravated in some parts of the coastal region due to mega structures being constructed unduly closer to the seabed. As a result the coastal mangrove vegetation got disrupted which otherwise stands as a buffer against erosion. Breakwaters and steep walls constructed as temporary protective measures have aggravated the situation than preserving the beach. It is heartening to note that in some cases the sandy beach the pulling factor for tourists are now no more there. No doubt coral mining, sand mining, and undue exploitation of mangroves for the sake of firewood have also been positive contributory factors for acute beach erosion.

Beach and Seawater Pollution

Beach pollution is found quite often along the coastal line due primarily to over visitation by both domestic and foreign tourists. The position is worst in locations where local Government institutions are not effective enough in clearing garbage on a regular basis. Beach is freely used as a dumping ground for food leftovers, poliothene, plastic bottles etc. even by the ordinary citizens living around the area.

Adding fuel to this situation is the seawater pollution due to sewage disposal by certain Hoteliers where perhaps in house recycling technologies are not available. Siphoning of sewage into the sea is considered much cost effective without considering the damage it causes to the coastal bio-diversity and the environment.

Beach Boys, Touts and Vendors

In some of the beach fronts along the coastal belt where concentration of Hotels, restaurants and guesthouses is comparatively higher the operations of beach boys have posed a threat for the growth of the industry. These boys are mostly school dropouts, unemployed but quite intelligent. Some are well conversed with a foreign language to communicate with the incoming tourists. While some of these boys get on well with the tourists as tour guides and facilitators for shopping and site seeing visits, some indulge in nefarious activities such as looting, pestering for money or valuables thus creating resentment in the tourists. Vendors selling various curios to the tourists become a nuisance at times pestering for sale of items not wanted by the tourists.

Child Sex Tourism

Child sex tourism promoted by certain elements has created lot of unpleasantness in the ordinary citizens of the country. Several instances where propaganda has been carried out through internet

branding Sri Lanka as a cheap sex tourism destination were detected. No doubt such propaganda has adverse effects on the sustainable growth of the Tourism industry. It is the considered view of the concerned citizens of the country that sex tourism if allowed to pervade unattended in exchange of the gains from the Tourism industry the resulting long term social problem affecting the future generation of the country is unimaginable. Several paedophiles were detected in the recent past and were brought before courts and filed legal action. However law enforcement seems to have no noticeable impact so far on this criminal activity.

Dumping of Garbage

Partly due to lack of proper central planning garbage has created an issue affecting the environment and finally the sustainability of the industry. Especially in city centres and in the vicinity of mega Hotels, tourist resorts and places of especial interest heaps of garbage dumped here and there is a common sight. This has been highlighted by the tourists themselves through local print media. Some Hoteliers pay scant attention to this important matter and satisfy themselves once the garbage is taken out of their boundaries. Contractors employed by them to clear garbage dump the collection in some location not easily noticed by the general public and the authorities concerned. From the point of view of the Hoteliers this is a deficiency on the part of the local authorities who are charged with the responsibility of clearing garbage.

Garbage discarded by the irresponsible visitors around the nature parks and Wildlife sanctuaries has resulted in another serious problem where several deaths of wildlife animals were traced during the recent past reported to have swallowed poliothene along with food leftovers.

Collection of garbage over and above the absorption capacity of the Eco system perhaps is a result of increasing over visitation.

Exceeding the Carrying Capacity

Although the tourist arrivals to Sri Lanka has not still reached the half a million mark the country experiences a severe over saturation at certain archeological sites, places of scenic beauty, places of religious worship. Probably due to lack of pro-active planning there are some city centers such as Negombo, Bentota, Hikkaduwa, Beruwala situated along the coastal belt which have reached over saturation levels. This is by way of concentration of too many hotel structures, guesthouses, tourist shops, ancillary facilities etc. Over saturation brings with it invariably several social and environmental problems.

Trade - Standards of the Industry

Tourism is a service oriented industry with less tangible goods being produced and sold. Therefore maintaining pre-determined standards at various service delivery points to secure expected quality levels although rather difficult is very necessary. Quality of services

cannot be taken for granted since several instances have been traced where the trade has failed to keep up the standards prescribed by the Ceylon Tourist Board. This is particularly grave in nature as regards the cleanliness of the business environments, quality of food served and the ancillary facilities provided to the guests.

GOVERNMENT REGULARITY FRAMEWORK FOR SUSTAINABILITY IN TOURISM

Legislative Enactments

Sri Lanka has inherited a fairly strong culture with deep-rooted values, ethos, traditions and behavior patterns significantly nourished by Buddhist philosophies. Perhaps due to this phenomenon in the early stages of development, Tourism was absorbed by the Civil society very cautiously leaving no room for external forces to come into conflict with the native culture, protected by them from generation to generation. Partly influenced by the feelings of the people from the inception ruling Governments have been proactive enough to formulate a regular framework for Tourism to grow within certain parameters.

This is prominently indicative from the Enactments and Regulations that have been formulated by the Government from time to time. Tourist Development Act No 14 of 1968 the first recorded legal instrument relevant in this context empowers the Ceylon Tourist Board to exercise regulatory, supervisory and controlling powers over the basic Tourism development activities. The powers vested with the Board to acquire lands for Tourist development purposes is a classic example. Board with the powers assigned to it initiated action in early stages to vest several lands in scenic locations along the coastal belt and towards the countryside without allowing such lands to be used haphazardly for various other economic activities. This is one of the very specific regulatory measures Government initiated well in advance to preserve the valuable land for planned Tourism development in the country. Ceylon Tourist Board leases such land even now for tourist development projects after careful scrutiny as to the propose it is being used and to possible effects it cause to the bio-diversity.

In areas where tourism is growing faster and Board holds majority of lands the Minister in charge of the subject of Tourism has been authorized by the Act to declare such area as a National Holiday Resort. Once an area is declared the Board becomes the Authority responsible for the administration and control of the resort. Bentota is one such Resort. The following activities have been assigned to the Board in relation to a resort:

- (a) to promote measures for public health;
- (b) to establish and maintain within such resort any public utility service, recreational facilities and cultural activities for the benefit of people residing in or visiting such resort;
- (c) to undertake and promote any development

for the comfort, convenience or welfare of those residing within, or visiting, such resorts and to provide all such amenities as the Board may deem necessary; and

- (d) to levy such fees and charges as may be necessary for services and amenities provided by the Board.

Taking a step further the Minister has been authorized to constitute a Resort Authority in a National Holiday Resort with more powers for the Board to excise. It says that the Board may from time to time by order assign or delegate to a Resort Authority any of the powers, functions or duties conferred or imposed on the Board under this Act or any other written law.

The Authority while excising the powers of the Board is empowered to formulate development plans taking into account the emerging new trends within such area.

The section 74(l) of the Act provides for the formulation of regulations to promote the safety and recreational value of public travel and scenic beauty. Accordingly in 1969 comprehensive regulations for the protection of places of scenic highways were formulated under the Tourist Development Act No. 14 of 1968. The powers vested with the competent Authority under these regulations for the protection of scenic beauty of highways are as follows:

"The competent authority may, by general or special order, direct that any advertisement which is not a prohibited advertisement, and which has been erected or displayed within six hundred and sixty feet of the centre of a protected highway and is visible from such highway, shall conform to the standards laid down in such order. Such standards shall contain provisions concerning the lighting, size, number, spacing of letters, signs, symbols and devices, and such other requirements as that authority may consider appropriate to give effect to such order"

Kadugannawa Road stretch leading to Kandy which was crowded sometime back with vendors selling fruits and other food items to passes by was dealt with under these regulations to protect its scenic beauty. Regulations have also been formulated for the protection of scenic places to prevent haphazard tourism activities emerging around them. Regulations provide for the declaration of such scenic places as "Scenic Reserves" by defining their metes and bounds. Legal action could be initiated against those who violate the regulations by carrying out illegal businesses.

Minister of Tourism & Civil Aviation Hon. Dharmasiri Senanayake appointed recently a task force committee to identify places of scenic beauty and scenic Highways in various Provinces. The Committee has compiled information pertaining to several places of scenic beauty and scenic highways which would be declared through Gazette notification soon under the provisions of the Regulations.

In 1987 with an amendment to the Act No. 14 of 1968 regulations were made enabling the Minister to declare an area centred round a Tourist attraction as a Tourist Development Area. The past experience and the usual trend has been to observe putting up of various haphazard structures

creating environmental pollution and degradation of the bio-diversity in and around such tourist attractions such as Zoo parks, Wildlife sanctuaries, Water falls, Archeological sites etc. Once such an area is declared it is not possible to,

- (a) construct or erect any building or structure ; or
- (b) re-erect, alter or convert any existing building or structure ; or
- (c) set up and or carry on any establishment or business,

for the purpose of providing any tourist facilities and services unless prior approval is obtained from the Ceylon Tourist Board. Thus the Board gets powers and functions to control the Tourist development activities in the area. Likewise Pinnawala where the Elephant Orphanage is situated and the new Zoo is to be established was declared as a Tourist Development Area.

Regulations made under the Tourist Development Act

With the augmentation of the Tourist industry specially after 1985 setting up of Guest Houses, Restaurants, Eating Houses by the private sector entrepreneurs engage in tourist businesses without formal approval being obtained from the Tourist Board was speeded up. Unplanned haphazard and low quality establishments and the substandard unhygienic services generated by them necessitated the Board to formulate regulations with a view to thwart possible serious repercussions on the industry. In the year 1999 regulations were made afresh under the Tourist Development Act No 14 of 1968 debarring the setting up of Hotel structures in an unplanned manner.

(Quote) On and after such date as may be appointed in that behalf by the Board, no premises shall be used for the purpose of carrying on the business of a tourist hotel, unless-

- (a) Such premises and the person who seek to carry on such business are registered tourist hotel and a registered proprietor respectively ; and
- (b) Within sixty days of the registration under paragraph (a), a licence is obtained by the registered proprietor from the Competent Authority, for the purpose of carrying on such business.

Requirements and conditions to be complied with for the purpose of registration of any premises as a tourist hotel have been extensively specified in the regulations. Setting standards for the basic requirements needed for a Hotel such as location and building, locality and environment, structural safety, capacity, etc. helps maintain the predetermined quality levels.

Regulations were broadened requiring every Hotel to be registered and licensed by the Board prior to classification. Previously classification was possible even without such Hotel being registered and licensed by the Board. In order to maintain uniformity in the law enforcement it

was resolved that Registration and licensing of a Hotel must be made compulsory prior to classification.

Since it was not formally in operation regulations were expanded to cover the registration and licensing of Tourism related services such as catering services, water sports, diving centres, gem & jewellery shops, spice garden shops, tourist guesthouses, speciality restaurants etc.

The objective was to maintain the standards and the quality of services all of which are essential ingredients of sustainability in tourism. Each and every such establishment now needs minimum requirements for registration as specified in the notification published in this regard.

Tourist Guest Houses were given a grading as A grade, B grade and C grade and each grading requires the fulfillment of certain standards prior to the grading being conferred.

The comprehensive registration and licensing procedure introduced likewise facilitates to a greater extent the timely regulation of tourist services scattered throughout the country which is really necessary for the sustainable growth of the Industry.

Tourism Development Plans

Formulation of tourist development plans form part of the regulatory mechanism adopted by the successive Governments of this country specially during the times the industry suffered draw backs either due to internal security situation or due to Global economic recession. It is indeed appreciative to note the timely and well considered measures taken by the Government to maintain the sustainability of the Industry having correctly observed the strength it possesses to remedy most of the economic ills that prevailed.

Thus the first Tourism Plan covering the period from 1967-1976 was formulated in 1967 by a team of Experts based in Hawaii on an invitation extended by the Chairman, CTB on behalf of the Government.

The objectives of the plan as listed thereof are as follows:

- ◆ To provide optimum growth of international travel and tourism to and within Ceylon.
- ◆ To develop a tourism industry plant that best utilizes the attractions and opportunities of all of Ceylon with respect to the requirements and potentials of international tourism.
- ◆ To provide a program for promotion of those travel markets which will provide the greatest sustained economic benefits to Ceylon.
- ◆ To provide additional facilities for local travel and recreation for residents of Ceylon and increase opportunities for social interchange between visitors and local residents.
- ◆ To assist in the economic development of Ceylon through the establishment of new employment, extensions of manufacturing industries, savings in foreign currency and increased foreign exchange earnings.

◆ To accomplish these objectives in a manner which will preserve and enhance the social, cultural and historic aspects of Ceylon.

Done as far back as 1967 by the time the country was beginning to realize the potential for growth as a prospective Tourist destination, plan has covered virtually every important aspect of Tourism for its sustainable growth in a planned manner. Plan very appropriately mentions that since both the Government and the private sector had not realized or accepted the importance of Travel and Tourism for the economic growth of the country there was no direction or purpose, no real plan and no apparent drive by those connected with the Industry.

Plan discusses the Tourism projections and analyses in detail the existed arrival figures from potential markets from 1961-1966 by Regions.

Plan indicates several vital reasons for countries failure to obtain the market share as deserved. Out of several factors plan identifies the lack of accommodation facilities of international standards as the major cause. Under a separate chapter on "Accommodation Analysis" plan discusses the Hotel accommodation facilities that were available during the period. Country had only 11,00 hotel guestrooms then, of which 500 were in Colombo city. According to the analysis done by the plan even those available rooms were of very low standard. It is indicated that Ceylon would not enjoy a satisfactory flow of visitors into the country until there was a new major Hotel facility operated on international standards.

Having observed the existed situation plan proposes the location of Hotels in each major potential Resort site. In doing so plan has taken due cognizance of the tourist attractions in various locations. Zoning of sites for mega Hotels in Colombo city has been taken into consideration as a separate component.

Apart from that plan had proposed "A Public Works Programme" for the construction of feeder roads, sewage disposal system, power supply, landscaping, water supply etc. all of which are vital aspects of a sustainable tourism development plan.

Plan discusses the role of the Government which should provide where necessary infrastructure facilities, tax reliefs, finance, land etc. for the growth of the industry.

Tourism Master Plan

Second 10 year tourism master plan was formulated in 1993 immediately after the country was recovering from a difficult internal security situation.

The master plan was undertaken by the UNDP as part of its country programme with the World Tourism Organization. The objective of the Government at the time was to formulate a master plan for a planned approach in order to tourism to optimize benefits that could be accrued from the Industry. The plan comprises a long term strategic plan for the period from 1992-2001 and a five year development programme from 1992-1996. Final objective there again was the sustainable growth of the Industry given the fragile socio-economic situation and the severe international market competition.

It is significant to note that special reference has been made by the plan for environmental and socio cultural aspects of tourism both of which were gaining momentum in the tourism development process during the period under consideration.

The key assumptions underlying the tourism master plan (1992 - 2001) include:

- ◆ an optimum target of 874,000 international tourist arrivals by air in 2001, 175% increase over the 317,700 arrivals attracted in 1991;
- ◆ a doubling in real terms (i.e. excluding inflation) of the average daily tourist expenditure from 43 to US\$ 86 by 2001;
- ◆ a 350% increase in real terms in foreign exchange receipts from US\$ 156 million in 1991 to US\$ 706 million in 2001, 70% of which is retained within the country and stimulates economic growth in order sectors;
- ◆ a doubling of hotel rooms from 9,679 rooms in 1992 to 18,953 rooms in 2001 with an emphasis on high and medium quality hotels;
- ◆ a 155% increase in the number of people employed as a result of tourism, from almost 54,000 in 1990 to over 136,000 in 2001.
- ◆ a real increase of over 500% in the net contribution of tourism to the Government's budget from 983 million rupees in 1990 to 6,171 million rupees in 2001.

Product Development recommendations reflect the objectives to:

- ◆ upgrade the existing attractions and product;
- ◆ diversify the product range and expand and expand its capacity;
- ◆ develop new circuits and product packages inland, including new tourist areas.

A very positive contribution has been made by the master plan in formulating a tourism policy for the country. Several important issues including image building in the international market, development of Domestic Tourism, Marketing strategies, socio cultural compatibility of Tourism services, economic linkages of Tourism, private sector participation have been extensively dealt, by the master plan thus facilitating the policy formulation exercise

The Tourism Policy

The most vibrant Government regulatory framework was formulated in the year 1999 by declaring a Tourism policy for the sustainable growth of the Industry. It is stated that the Government is conscious and mindful of the potential adverse effects that uncontrolled and haphazard development of tourism can have on the society and the physical environment. Quite accurately following the guidelines provided by the master plan the policy declaration emphasizes that the tourism development would be undertaken on a planned and sustainable basis and at a moderate rate as recommended in the Tourism Master Plan (1992-2001), by taking into consideration the socio-cultural and environmental absorption capacity. The Plan envisages a target of 875,000 tourist arrivals by the year 2001 and around one million by the year 2002.

Considering the private sector as the engine of growth policy announces that the Government would provide, as and when it considers necessary, a package of fiscal, monetary and other incentives to encourage and mobilize the private sector, both domestic and foreign, to invest in tourism projects and to undertake their operations. The government has already provided a package of such incentives to enable the industry to get through the difficult period caused as a result of terrorist activities.

The environmental considerations most vital for sustainable tourism development in the country have been well taken into account by the policy statement which announces that Tourism development will be according to the comprehensive environmental standards stipulated by the Central Environmental Authority and other relevant Governmental agencies such as Coast Conservation Department, Wildlife Department, Immigration Department etc.

The importance of integrity in decision making by various Agencies whose developmental efforts affect the environment has been given due recognition in the policy statement.

Manpower development has been considered a vital necessity for industry's successful operation. This is noteworthy since Tourism being a hospitality industry needs well trained personnel at various delivery points.

It is stated that the Tourism policy would be merged with the Aviation policy which is a landmark resolution in the history of Tourism since both the Tourism & Aviation are interdependent for their sustainable growth.

Law Enforcement through Institutional Coordination

Various mechanisms developed in order to maintain the most essential Institutional Coordination among the Governmental Agencies provide a fairly systematic regulatory framework for the sustainable growth of the Industry. The Central Environmental Authority (CEA) has formulated an "Advisory Council" under the provisions of the CEA Act which is represented by an officer of the Ministry of Tourism & Civil Aviation. Environmental Council is a advisory body established with the objective of providing guidelines on the proposed development projects including Tourism where adverse environmental issues are envisaged.

Coast conservation Advisory Committee formulated under the provisions of the Coast Conservation Act is a similar body which is represented by the Ministry of Tourism & Civil Aviation. Important policy decisions pertaining to Development projects having a direct bearing on the coastal bio-diversity are resolved by this Committee.

Likewise the National Child Protection Authority has a panel represented inter alia by the Ministry of Tourism & Civil Aviation. Issues relating to child protection including incidences of child sex Tourism are scrutinized for legal action and where relevant for the issuing of working guidelines to relevant Institutions. Since sustainable

growth of the industry needs to be achieved through collective efforts Government Institutional Coordination in similar ways is very much supportive of the industry which sets in place a solid regulatory framework to operate.

EFFECTIVENESS OF THE EXISTING GOVERNMENT REGULATIONS

The existing Government Regulations although seemingly comprehensive to cover many important aspects of sustainability of Tourism conceives doubts as to their effectiveness in the enforcement and adequacy to tackle issues in their correct perspective. With the past experience law enforcement process seems to have been influenced by several socio economic & political factors arising out of the country's population, resource availability, resource distribution pattern and power politics.

Taking the example of beach boys for instance, the police has legal powers to disperse the loiters, whether beach boys, touts or any others who create harassment to the ordinary citizens or tourists who are enjoying the beach. However experience shows that once the police arrests such elements the end result has been for them to seek political patronage in order to escape from Police custody. It is true that some beach boys being the only bread winners are hard pressed for money to maintain their families. The most easily available job therefore, is to become an illegal guide to the Tourist on the beach which earns a few dollars at the end of the day. When the number of boys increases rivalry crops up among them leading to criminal activities. Beach boys resort to cause mental and physical harassment to certain tourists. There have been reported incidents where such tourists having been targets of the boys due to various transactions among them had to be transferred to other hotels for safety reasons until they leave the country. It has been ascertained that Police action is not an end in itself but only a means to a desired end. Although finding alternative employment for the youth loitering in the

beach is the appropriate solution to the problem tourism alone cannot do that. Beach boys and touts are posing a threat to the industry for its sustainability as it has been confirmed by the travel Agents and Hoteliers for which law enforcement would not be the best answer.

Highlights of increasing environment and air pollution arising from discarded garbage, polythene material, food leftovers have been a usual theme in daily media. Environment pollution taking place in and around places of scenic beauty, nature parks, places of Religious worship, specially owing to the behavior of domestic Tourists has an adverse effect on the sustainable growth of the Industry and on the bio diversity. However the existing law arising out of the central Environmental Act in this regard seems to have not been effectively enforced by the respective authorities.

Likewise in cases of child sex Tourism although the law provides for legal action against the offenders, due to cumbersome court procedure implementation at times becomes ineffective. In certain cases leading evidence to prove the case seems to have practical implications thus finally making law enforcement to have only a marginal impact to thwart future occurrences.

On the contrary to these instances there are several success stories very much supportive of the sustainable growth of tourism without having to effect law enforcement but primarily resulting from the genuine commitment and interest of those who are involved. The best example is the Kandalama Hotel which in its totality an Eco friendly programme rather than merely a hotel project. The Hotel has been constructed amidst the thick jungle, however without the least damage to the immediate topography, bio-diversity and the natural environment. The project has generated spill over benefits by way of improving the living standards of the people in the surrounding area, further preserving the forest cover with the varieties of flora & fauna in it and educating the school

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NOS. OF VISITORS TO CEYLON
CALENDAR YEAR

	1961	1962	1963	1964	1965	1966
Western Europe	8,007	7,070	7,125	8,084	8,015	7,000
Asia-Except India	2,817	2,760	2,173	2,529	2,349	2,485
North America	4,841	4,541	4,021	3,511	3,265	3,277
South Pacific	1,189	1,080	936	827	752	856
Eastern Europe	343	273	345	489	356	291
West Asia	195	160	154	215	180	180
Africa	168	132	216	242	116	166
Latin America and Caribbean	164	90	133	105	85	80
Total - Excluding India	17,724	16,106	15,103	16,002	15,118	15,325
India	10,053	10,291	3,337	2,870	4,663	3,644
Total-Excluding India	27,777	26,397	18,440	18,872	19,781	18,969
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Source: Ceylon Tourist Board.