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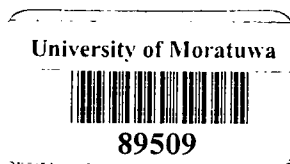
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This Dissertation was submitted to the  
Department of Civil Engineering of the University of Moratuwa  
in partial fulfillment of the requirement for the  
Degree of Master of Business Administration.



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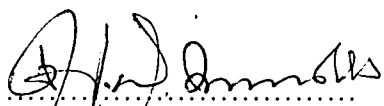


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Supervisor

*Dedicated to:*

*My loving wife*

***Chamindry***



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## ABSTRACT

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The potential of Tourism in Sri Lanka was first recognized in the mid 1960's by the then Minister. The industry future was great to the extent that it could have been the largest foreign exchange contributor to the national economy. The growth of the industry was phenomenal but encountered many pitfalls due to the unplanned modifications to the existing infrastructure which was never developed adequately to accommodate the expansion of tourism.

In order to develop the infrastructure many obstacles have and are being encountered. The research conducted has identified the existing and future barriers confronting the development of a planned and sustainable infrastructure in the Southern Province. Research conducted amongst tourists and industry personnel have revealed many deficiencies or inadequacies in the infrastructure that is the cause of the retardation and stagnation of tourism among other things. However most other factors that deter tourists from visiting Sri Lanka could possibly have been surmounted if the infrastructure was firmly in place to support the pace and volume of arrivals.



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Infrastructure deficiencies have proved a root cause of the stagnating tourism industry and these have been analysed with data retrieved through research conducted within the Southern Province. Samples were selected from customers and service providers in drawing conclusions. Statistical data obtained through the research project clearly indicates the relevance of infrastructure as an essential pre requisite for a sustainable and success driven tourism industry in the Southern Province.

The evolution and history of tourism is sighted in this document to draw attention to the importance of the industry as a key ingredient for economic progress and prosperity, although focused on the Southern Province, for the entirety of Sri Lanka.

The Southern Province of Sri Lanka is blessed with some of the most magnificent tourist attractions, some awaiting to be exploited to add to the glorious beauty of a paradise that would be more than a mere attraction but rather a temptation to visit.

## ACKNOWLEDGEMENT

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***Kassapa Saparamadu***



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