

SECTION F: SOCIAL SCIENCES

F - 01

AN ANALYSIS OF TRENDS IN INTERNATIONAL TOURIST ARRIVALS TO SRI LANKA DURING 1966 TO 1983

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International tourism is presently the second largest industry in the world next to the trade in petroleum. In Sri Lanka, international tourism was initiated on an organised basis with the enactment of the Ceylon Tourist Board Act in 1966. Since that time the tourist industry had registered a trend of continuous growth averaging an annual growth of 20 per cent.

This paper analyses the growth of international tourist arrivals from the different market regions for the period 1966 to 1983 together with the growth of the tourism infrastructure. The paper also attempts to identify the factors that determine the nature of the composition of tourist arrivals during the different growth periods. Special emphasis is laid on the period 1980-1983 where the arrivals from the traditional generating market of Western Europe began to register a decreasing trend.