

## **F-11 : Globalization, localization and eco-cultural tourism in Sri Lanka**

Nalani M Hennayake

*(Dept of Geography, Univ of Peradeniya)*

This paper examine a newly emerging phenomenon known as eco- cultural tourism, which has emerged within the broad context of environmentally sensitive development, it is a process in which the present mode of tourism will be revised to be more ecologically and culturally oriented. The major impetus for this new form of tourism is its high demand by western tourists.

Theoretically, eco-cultural tourism seems to indicate a harmonious relationship between the 2 processes of globalization and localization. Globalization occurs at 2 levels: economic and cultural. The expanding global economy encourages international tourism, but in recent years, a sense of appreciation of local culture and environment has risen as a reaction to globalization.

In the Kandalama Hotel project, conflicting cultural and environmental views have emerged. Even the Environmental Impact Assessment, which can provide opportunities to mitigate any potential conflicting interests, with respect to physical, biotic and social environments, has failed in this instance. The Kandalama Hotel Project shows that eco-cultural tourism in practice does not always demonstrate a harmonious relationship between the processes of globalization and localization.