Urban Tourism: Designing a Tourism Space in the Post-war City Context for Sustainability

Cavitha Balachandran[1,*]

[1] Department of Geography, University of Jaffna, Sri Lanka.

*Correspondence: cavicavitha@gmail.com

Abstract: Tourism is viewed as a tool for poverty alleviation, economic diversification and regeneration, multilateral integration and peace, post-conflict stability, and socio-economic recovery in many post-conflict nations. Urban tourism is one of the forms that has emphasized the importance of supporting urban sustainability while considering all of the city's dynamic change processes, such as natural resource protection, culture, architecture, and environmental management. The purpose of this study is to assess the issues and challenges that confront urban tourism development and to make recommendations for developing sustainable urban tourism in Jaffna City. This study incorporated both primary and secondary data. Direct field observation, structured questionnaire surveys, focus group discussions, and key informant interviews were used to collect the necessary primary data. Secondary data was gathered from authorized statistical reports. The collected data was analyzed using descriptive statistical methods, and a SWOT analysis was performed to determine Jaffna's strengths, weaknesses, opportunities, and threats to sustainable urban tourism development. The maps for the study were created using the ArcGIS 10.4 software. According to the study's findings, ineffective green environmental protection systems, inadequate infrastructure facilities, a lack of industrial professionalism, cultural barriers to tourism promotion, ineffective marketing promotional strategies, a lack of institutional coordination, and a lack of tourist product diversification are the factors posing challenges to Jaffna city's sustainable urban tourism development. Based on the strengths, weaknesses, opportunities, and threats of Jaffna's urban tourism development, this study provided recommendations for sustainable tourism development that will assist different stakeholders in rethinking Jaffna's urban tourism in a sustainable manner.

Keyword: Jaffna city; Post-war; Sustainability; Tourism space; Urban tourism.

1.0 Introduction

Tourism is one of the world's largest and fastest-growing industries (Neto, 2003; Perera, 2017). Tourism that occurs in an urban space with inherent characteristics characterized by a non-agricultural based economy is referred to as "urban tourism" (United Nations World Tourism Organization [UNWTO], 2020), which is a driving force in the development of many cities in terms of generating direct and indirect employment opportunities, increasing household income and quality of life, improving municipal infrastructure facilities, environmental resource preservation and conservation, and fostering cultural collaboration (Giriwati et al., 2013; Al-Saad & Ababneh, 2017; Perera, 2017). The United Nations' 11th Sustainable Development Goal [SDG] emphasized the theme of "making cities and human settlements inclusive, safe, resilient, and sustainable," and the concept of urban tourism has attracted the attention of governments, planners, policymakers, researchers, and scholars over the last decades in order to achieve the SDG of "promote sustained, inclusive, and sustainable economic growth, productive employment, and decent work for all" (Al-Saad & Ababneh, 2017; UNWTO, 2020).

Tourism is a significant foreign exchange earner for the Sri Lankan economy. Tourism generated 711,961 million rupees (USD 4,380.6 million) in 2018 and 646,362 million rupees (USD 3,606.9 million) in 2019, making it the third largest foreign exchange earner after worker remittances and textiles and garments (Sri Lanka Tourism Development Authority [SLTDA], 2021). According to the SLTDA, 1,913,702 tourists visited Sri Lanka in 2019, primarily from India, the United Kingdom, China, Germany, and France. Sri Lanka has the potential to develop various types of tourism, including MICE (meetings, incentives, conferences, and events) tourism, health tourism, eco-tourism, coastal tourism, adventure tourism, leisure tourism, agro-tourism, cruise and marine tourism, geo-tourism, village and urban tourism, and recreational tourism (Perera, 2017; SLTDA, 2021).

Sri Lankan tourism has maintained a two-digit growth rate in both international tourist arrivals and tourism revenues since the end of the three-decade civil war (Dissanayake & Samaratunga, 2021). This growth has been drastically reduced in 2019 as a result of the Easter Sunday attack, which resulted in a loss of USD 1.5 billion in tourism revenue (Silva, 2019; Samaratunga, 2020). Due to the efforts of the Sri Lankan government, the tourism industry recovered quickly, and the index arrivals were high—1.9 million tourists arrived in the latter part of 2019 and 507,704 tourists arrived in 2020 (Dissanayake & Samaratunga, 2021; SLTDA, 2021). Subsequently, the COVID-19 pandemic, as well as the economic and political crises, have stifled Sri Lanka's tourism growth.

The Sri Lankan government is developing strategies to attract 6 million tourists and generate $10 billion in revenue from the tourism industry by 2025 (Dissanayake & Samaratunga, 2021). To help rebuild the country's economy, the government reopened its borders to international tourists on January 21, 2021, and the Sri Lanka Tourism Promotion Bureau (SLTPB) has established a "Safe and Secure" bubble, mandating pre-departure PCR tests for tourists, restricting their stay to designated high-end hotels and beach resorts, and allowing access to select tourist spots in order to keep visitors from mixing with the local community (SLTDA, 2021). Three decades of civil war had hampered the regional development of the entire Jaffna peninsula, and tourism had been prioritized in development plans as an element of the region's rapid development in the post-war context. Many international organizations, including the International Monetary Fund (IMF), World Bank (WB), United Nations Development Programme (UNDP), UNWTO, and the European Union (EU), perceive tourism as a tool for poverty reduction, economic diversification and regeneration, multilateral integration and peace, post-conflict stability, and socio-economic recovery in the post-conflict scenario (Novelli et al., 2012; Dissanayake & Samaratunga, 2021).

During the last decade, the concept of tourism has drawn many scholars and researchers to Jaffna. Mathivathany and Sasitharan (2012) investigated the potential for regional tourism development, while Dilogini and Hensmann (2014) concentrated on tourism marketing. Sivarajah and Yogarajah (2019) used geo-spatial analysis to identify tourism development potential; Sivesan (2020) emphasized the concept of sustainable tourism development; Ranesinghe (2017) investigated cultural and heritage tourism development potentials and their sustainability issues; Aloysius et al. (2020) concentrated on ecotourism challenges and opportunities; and Vipulan et al. (2020) emphasized tourism policies. Even though many scholars have approached the concept of tourism development in various ways, the literature on the topic in the context of urban tourism has not been sufficiently developed. Furthermore, there is a basic gap in knowledge and literature that integrates the three dimensions of sustainable tourism: environmental, economic, and social. As a result, the purpose of this study is to fill a knowledge gap by assessing the issues and challenges that confront urban tourism development and making recommendations for developing sustainable urban tourism in Jaffna.

The context of the urban environment for tourism

Urban tourism development is essential for the protection of natural, environmental, and cultural heritage, the preservation of social and cultural values, the enhancement of the quality of life of city dwellers, and economic development (Koodsela, 2019). The development of urban tourism is multifaceted, and urban residents, planners, policymakers, and other stakeholders must be aware of the complexities of urban tourism and its multifunctional nature (Koodsela, 2019). Urban tourism emphasized the need to support urban sustainability while taking into account the challenges of all of the city's dynamic change processes: natural resource protection, culture, architecture, environmental management, and physical management.

The component that draws tourists to a specific city is known as the destination. Understanding demand allows urban design components for tourism to be classified as primary, secondary, and transportation. The other components of local community and experience supply the demand for tourism components (Giriwati et al., 2013). Attractions, accommodations, local community, and links by transportation component and being connected to other regions make the city accessible. Table 1 depicts the components of urban tourism. Uniqueness is a branding strategy; urban designers should incorporate uniqueness into a city to inspire tourists to travel and influence their decision to choose a desired destination.

Table 1: Elements of the Urban Tourism

Primary elements		Secondary elements
Activity place **Cultural facilities** • Concert halls • Cinemas • Exhibitions • Museums and art galleries • Theatres **Sports facilities** • Indoor and outdoor **Amusement facilities** • Bingo halls • Casinos • Festivals • Night clubs • Organized events	**Leisure setting** **Physical characteristics** • Ancient monuments & statues • Ecclesiastical buildings • Harbours • Historical street patterns • Interesting buildings • Parks & green areas • Water, canals & river fronts **Socio cultural features** • Folklore • Friendliness • Language • Liveliness and ambience of the place • Local customs and costumes • Security	• Hotel and catering facilities • Markets • Shopping facilities **Additional elements** • Accessibility and parking facilities • Tourist facilities : Information offices, sign posts, guides, maps and leaflets

Source: Ariani, 2018

Tourism and environment consciousness and emergence for social sustainability

Tourism sustainability is multidimensional, with three distinct sustainability dimensions: environmental, social, and economic sustainability. The plan for sustainable tourism development has three dimensions: 1) economically, by increasing service and resource recovery; 2) environmentally, by recycling, avoiding environmental degradation, and reducing the amount of land removed from agricultural use; and 3) socially, by increasing employment and assisting the traditional population to attract tourism (Koodsela, 2019). The principles of sustainable tourism development are depicted in Figure 1.

Six elements have been identified as important to sustainable urban tourism by European initiatives. Monitoring physical heritage in the context of living, developing cities, allowing maximum access to available infrastructure, tourist sites, parks, and other green spaces, strengthening the cultural and social viability of the local community, balancing the interests of residents and visitors, economic viability, minimizing adverse ecological impacts on sites from transportation, and unsustainable consumption patterns are all part of them (Dodds & Joppe, 2003).

Urban areas are popular tourist destinations that attract both citizens and tourists. Urban areas typically provide places for people, places for daily activity, and specific spaces for social interaction and recreational space that contribute to social sustainability while not being environmentally hazardous. Aside from the ecological, economic, and cultural dimensions, social sustainability is an essential component of a sustainable city and sustainable tourism in a city environment (Giriwati et al., 2013).
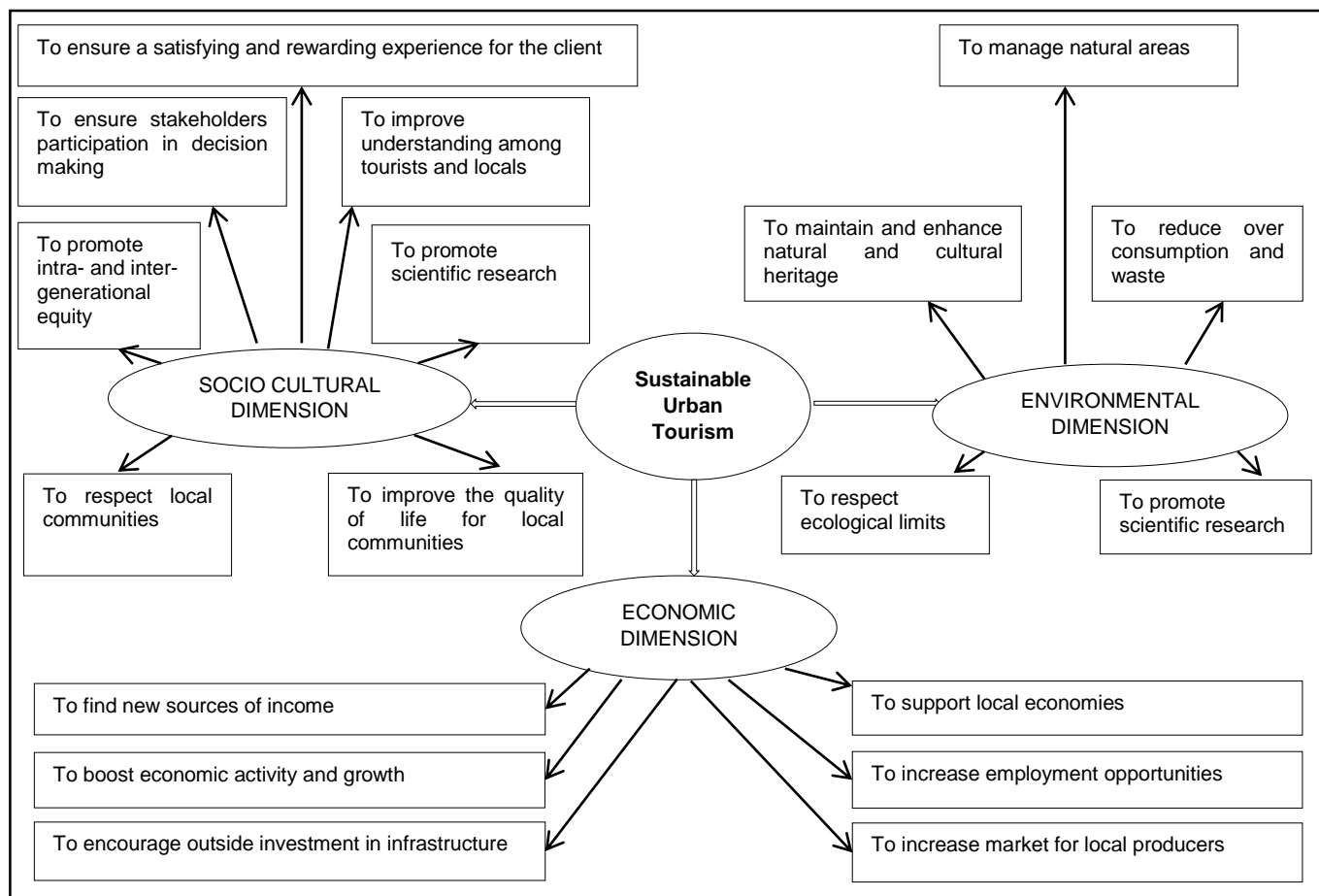
Figure 1: Principles of Sustainable Urban Tourism Development (Source: Zamfir & Corbos, 2015; Koodsela, 2019)

2.0 Study Area

The Jaffna Municipality area in Northern Sri Lanka has been chosen as the study area (Figure 2). It has a total area of 20.26 square kilometres and is bounded on the west and south by Jaffna Lagoon and on the north and east by Nallur Division. There are 94358 people in the study area (Jaffna & Nallur Divisional Secretariat, 2020). Basically, this naturally sensitive region has enormous potential for developing an urban tourism industry, but it is confronted with challenges as a result of unplanned post-war urban development.
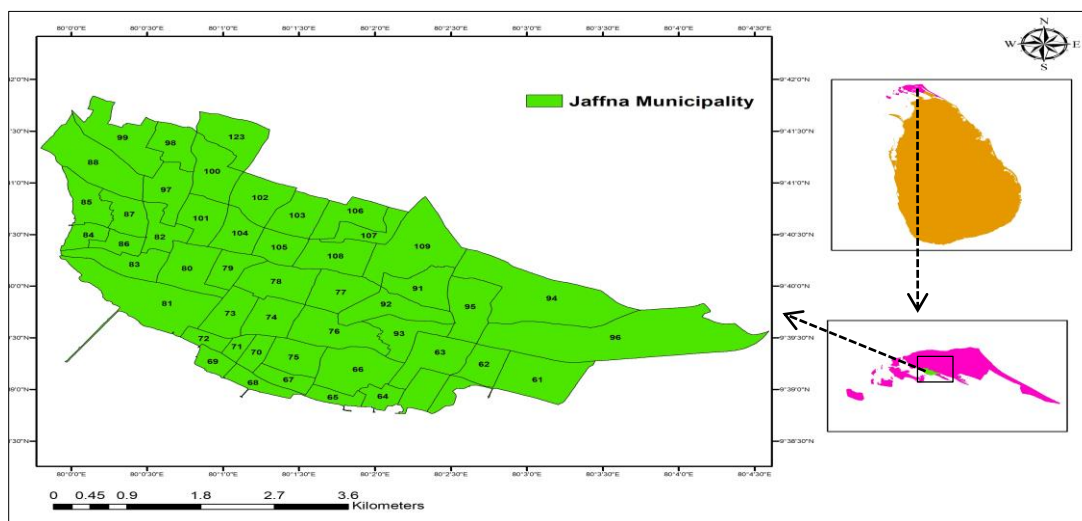

Figure 2: Study Area.

3.0   Materials and Methodology

This research used both primary and secondary data. Direct field observation (DFO), structured questionnaire survey (SQS), key informant interviews (KIIs), and focus group discussions (FGDs) were used to collect primary data for this study. The DFO was conducted from August 2021 to January 2022 to comprehend the existing condition of tourism sites. A SQS was conducted from February to April 2022 with 100 tourists chosen using a purposive sampling method to investigate their perceptions of existing tourism sites, facilities, and issues. Key informant interviews were conducted with various stakeholders, including two tour operators, two SLTDA officers, two Jaffna Municipal Council (JMC) administrative officers, two media people, two hoteliers, and ten tourists, both local and foreign. Each interview lasted 15 to 30 minutes and included questions about post-war urban tourism development opportunities and challenges, as well as future development plans, strategies, and policies. Secondary data was obtained by document analysis of relevant documents, such as the annual reports of the SLTDA and the Jaffna district's five-year development plan. The collected data was analyzed spatially, quantitatively, and qualitatively, and the findings were illustrated with tables and figures. The methodological framework of the study is depicted in Figure 3.
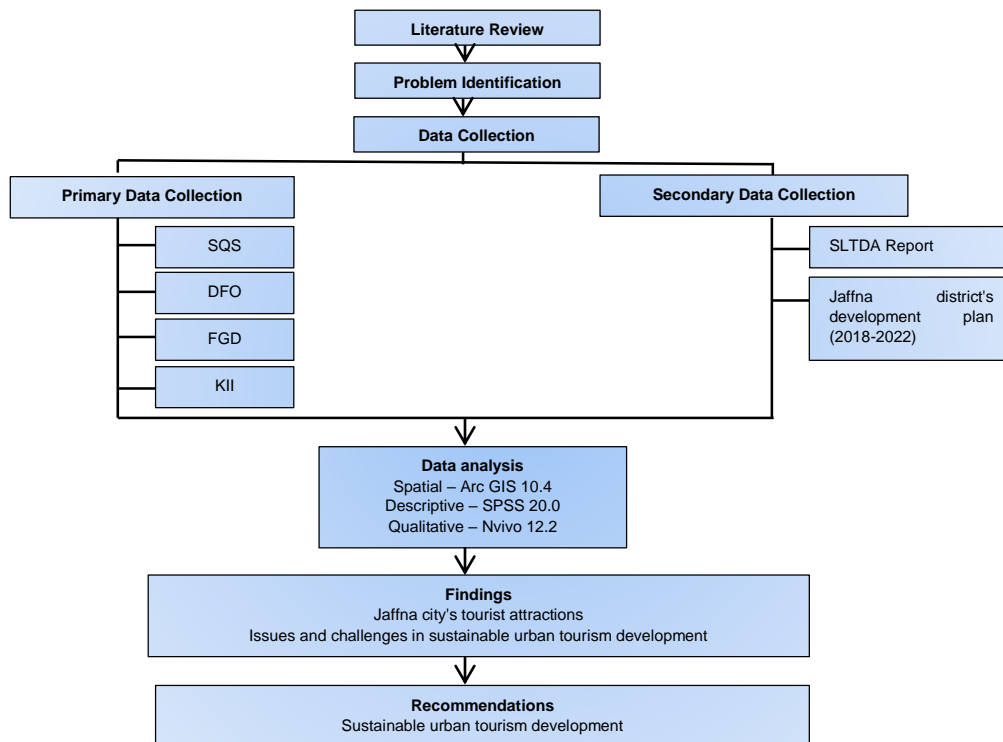

Figure 3: Methodological Framework

4.0   Results and Discussion

4.1 Urban tourism sites in Jaffna city

The tourism sector development plan is based on the sector's vision statement: "to be recognized as the most unique and attractive tourist destination in Sri Lanka." Ensuring sustainable tourism is one of the components of Jaffna district's five-year district development plan (2018-2022), which focuses on income generation, the green environment, employment, and social integration. The availability of attractions is crucial to the success of a tourism destination (Dissanayake & Samaratunga, 2021). Jaffna city has a plethora of natural and cultural tourism potentials, though the majority of them are underdeveloped and underutilized (Mathivathany & Sasitharan, 2012; Dissanayake & Samaratunga, 2021). Table 2 shows that there are many destinations in Jaffna that have the potential to develop urban tourism.

Table 2: Jaffna City's Tourist Attractions

Sites of Archaeology, History, Culture, and Heritage Tourism (Examples)
Sangiliyan Thoppu; Yamuna Eri; Manthiri Manai; Statue of Sangili, the last Jaffna regional king Sangili; Jaffna clock tower; Statues of ancient kings of Pandara Vanniyan, Ellalan and Pararajasekaran; Jaffna fort; Villoontri spring; Navalar house wall and Navalar cultural hall, Jaffna archaeological museum; Jaffna Dutch old Kacheri building; Old park; Alupanthi harbour; Six pillar choultry; Old building of Navalar Maha Vidyalayam; Jaffna cultural centre
Spiritual Sites (Examples)
Nallur Kandaswamy Temple, Saddanathar Temple, Jaffna Muniyappar Temple, Villoontri Temple, Veeramakali Amman Temple, Kailasa Pillayar Temple, Vannai Vaitheeswaran Temple , Kathiresan Temple, Perumal Temple, Sri Naga Buddhist Temple, St. James Church, St.Johns Church, St. Antony's Church, St. Mary's Cathedral, OLR Church, Eliloor Annai Velankanni Church, St Peter's Methodist Church, Our Lady of Miracle's Church, Grand Bazzar Mohitheen Jumma Mosque, Jaffna New Grand Mosque
Sites for Leisure Tourism (Examples)
• Urban parks: Fort surroundings, Pannai market area, Lagoon front park, Sankiliyan Park, Subramanium Park, Old Park, Green Park, Oddumadam lagoon park
• Neighbourhood parks: Rasavinthoddam, Russell Square, Gurunagar Beach Road Square, Passaiyoor Beach Road Park
• Communal space: Nayanmarkaddu Pond, Pullu Pond, Aariya Pond, Theverir Pond

• Marine drive: Pannai Causeway
Eco Tourism Sites (Examples)
• Southern Coastal Belt of Jaffna City, Fauna and Flora in Natural (Coastal) and Man-Made (Pond) Wetland Eco System, Panoramic View of Sunrise and Sun Set along the Coastal Belt   • Ariyalai beach   • Sandy Areas in Nedunkulam and Ariyalai   • Passaiyoor Harbour
Institutional Sites (Examples)
JMC, Nallur Divisional Secretariat , Jaffna District Secretariat, Jaffna Divisional Secretariat, Ceylon Electricity Board, District Survey Office, Sri Lanka Export Development Board, Northern Province Palmyra Development Board, NHDA, Geological Survey and Mines Bureau, Valuation Department, ED, Secretariat of the Governor of the Northern Province, Election Commission, Courts complex, Jaffna Police Station, Jaffna Town Hall, Inland Revenue Department, Jaffna Post Office, Department of Labour, UDA, Sri Lanka Telecom, District Veterinary Investigation Center, Regional Assistant Commissioner Officer, National Water Supply and Drainage Board, Irrigation Department, Water Resource Board, Department of Fisheries and Aquatic Resources, and Provincial Department of Health Services, Jaffna Zonal Education Office, Department of Agrarian Development Office , Department of Building , Road Development Authority (RDA), Ice factory, Net factory, Food processing sites, Sea cucumber hatchery and farm.
Sporting Sites (Examples)
• Thuraiyappa Stadium   • Marine Sports in Coastal Site   • Indoor and Outdoor Games
Educational / Research and Development Sites (Examples)
Jaffna Public Library, University of Jaffna, Open University, University College of Jaffna, Advanced Technological Institute
Theatres (Examples)
Raja Theatre, Selva Cinema, Cargills Cinema, Regal Cinema
Shopping Sites/ Markets (Examples)
• Markets: Pannai Fish Market, Navanthurai Market, Columbuthurai Market, Passaiyoor Market, Reclamation Market, Small Bazzar Market, Jaffna Market   • Cluster of Shops A) Hospital Road - Hospitals, Pharmacies, Laboratory Services B) Kasthuriyar Road - Jewellery Shops, Textiles C) Stanley Road - Hardware Shops D) Power House Road - Textile Shops E) Stanley Road, Hospital Road - Financial Institutions F) Hospital Road, KKS Road - Wholesale and Retail Grocery Shops, Book Shops   • Super Markets - Cargills Food City, Annai Nakai Food City, TCT Food City, Northway Family Mart
Transport destinations (Examples)
Jaffna Railway Station, Jaffna Central Bus Stand
Food and Accommodation Sites (Examples)
• Jet Wing Jaffna, North Gate Hotel, Fox Resorts Jaffna: 04 Star Hotels   • Jaffna Heritage Hotel, Valampuri Hotel, Green Grass Hotel & Restaurant, Thinnai Hotel, Gnams Hotel, US Hotel & Restaurant , Tilko City Hotel : 03 Star Hotels   • Hotel Lux Etoiles, D' Villa Garden House: 02 Star Hotels   • Palm Leaves Hotel, Tony's Garden House Inn: 01 Star Hotel   • Homestay System   • Restaurants : Mangoes, Bright Inn, Bravo, Cosy, Eat Well

Source: Developed by researcher, 2022

i. Archaeological, historical, cultural, heritage and spiritual tourism sites of Jaffna city

Poothathamby Arch, Sangiliyan Thoppu, Yamuna Eri, Manthiri Manai, and the statue of King Sangili are located in Sangiliyan Thoppu division, approximately 2.8 km from Jaffna City, where the remaining ruins of Nallur Rajadhani are located. Yamuna Eri was constructed during the reign of King Cinkai Ariyan Cekaracacekaran (I) (reigned 1215-1240), with walls on three sides shaped like the Tamil letter "g" and the pond's rim made of limestone blocks and bricks (Jaffna Royal Family, 2022). The outer part of the pond is approximately 70 feet (ft) long, 65 ft wide, and 15 ft deep, while the raised stone platform presenting itself in the center of the pond is approximately 55 ft long and 30 ft wide. The lone arch of Sangiliyan Thoppu/Cankillian Thoppu is thought to be the entrance to the palace of the last regional king Sangili or the headquarters of Poothathamby Mudeliyar (Government Gazette, No. 9886, 16th of July 1948). Manthiri Manai is one of Jaffna's archaeologically protected monuments, with a mix of European and Dravidian architecture styles. An ornamental gateway, a large arched porch, and a tower flank the entrance. This structure has two levels with wooden carving decorations on the inner walls, and the staircase leads down to an underground room and secret tunnels (Jaffna Royal Family, 2022).

The Jaffna fort, built and expanded during the colonial era, is the second-largest Dutch fort in Sri Lanka. It is situated on the outskirts of Jaffna Lagoon on the Marine Road of the Fort division, which has a centuries-old heritage in Jaffna's center. This archaeological monument has been directly attacked as a result of three decades of civil war, and a portion of its seaside rampart has been severely damaged. Outside the moat is the outer rampart, which has five tunnels built into it, each in a twin formation, and the tunnels are in good condition despite the lack of doors. The Queen's Palace is in better condition than the others, despite the fact that its superstructure has been destroyed and invasion plants have taken root in it. The short parapet wall, built in Dutch architecture, is located in front of the building, and there is access to the rampart behind the building via an ornate trellis balustrade. The Dutch church, the limestone walls, the old prison, the hospital, and the ruins of ancillary buildings all represent Dutch architecture and colonial rule (Department of Archaeology, Sri Lanka, 2021). Due to its living heritage, a similar fort in Galle is a UNESCO World Cultural Heritage Site, and the Jaffna Dutch fort could regain its glories with proper preservation. The Jaffna Fort preservation project is funded by the Netherland government, makes a significant contribution to the preservation of the ruins of this historical maritime fort for tourism purposes.

The Chundikuli North division contains historical landmarks such as Jaffna Old Park, the British-era Queens' Pond, and the old Jaffna Kacheri building. On a 27-acre site, British government agent Auckland Dyke built Old Park, a residence and expansive park. This park was planted with giant mahogany, ironwood, nedun, mango, and tamarind trees, and the revenue was used to maintain the park. The only structure

that survived the civil war in Dyke Garden is Queens Pond, which has been designated an archaeological monument. Another protected archaeological site nearby the park is the ruins of the massive old Jaffna kachcheri building built by the Dutch.

The archaeological museum, Navalar house wall, and Navalar cultural hall are all located in Athiyady division. The museum houses numerous collections, including coins, statues, and artifacts of Buddhist and Hindu religious significance made of metal, wood, and stone. The museum's collections range from the ancient to the colonial eras, and the archaeological excavations at Kandarodai are kept in the museum.

The Jaffna clock tower, one of the city's landmarks, was built to commemorate the visit of Albert Edward, Prince of Wales, in 1875. Following the civil war, the renovated tower was reopened in 2002 with the assistance of the British government by British High Commissioner Linda Duffield.

Six Pillars Choultry is located in the New Moor Street division on Manipay Road, 3.5 km from the Jaffna central bus stand. This choultry is built on a 70 cm high platform with six pillars supporting the roof and is accessible from all sides. A deep well, a water tank, a stone pillar (avurancikal), and a good store (cumaitanki) are also located near the large shady tree. Hundreds of religious tourism destinations are located in Jaffna, which has the potential to provide tourists with educational, cultural, and spiritual values.

Jaffna is a traditional and cultural urban space; therefore, it is crucial to demonstrate and preserve our distinct traditions and cultures. The Jaffna art gallery (Kalaithuthu), the Sri Lanka archive of contemporary art, architecture, and design, and the Jaffna archaeological museum, which acquires, preserves, studies, exhibits, and disseminates heritage knowledge to various stakeholders, are all located in Jaffna. The Jaffna Cultural Center, Weerasingam Hall, Kailasapathy Auditorium, and Navalar Cultural Hall all include an auditorium with a stage for theatre performances or film screenings, a library, halls for academic activities, workshops, and exhibitions that promote cultural values among members of their community. Figures 4 and 5 depict Jaffna's archaeological, historical, cultural, heritage, and spiritual tourism sites.
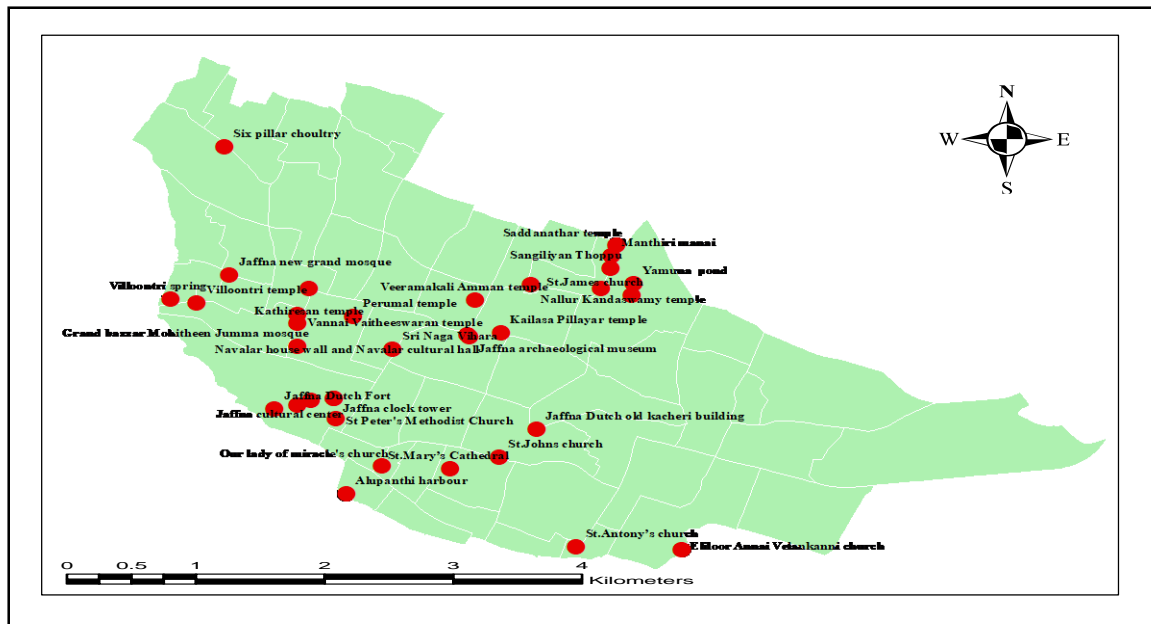

Figure 4: Archaeological, Historical, Cultural, Heritage and Spiritual Tourism Sites of Jaffna City (Source: Created by researcher based on Google Earth, 2022)

Figure 5: Historical Landscapes in the Jaffna City (Source: Field observation, 2021)

ii. Leisure tourism sites

The main urban components of development projects in Jaffna are the restoration and possible adaptive reuse of selected cultural assets, enhancements to maintain urban streets within the city core, city-wide mobility enhancements on selected streets, rehabilitation of urban recreational areas, construction of public conveniences and rehabilitation of community centers, and the development of an overall urban design scheme for a selected area in the city core. The creation of urban recreational areas, which create usable public spaces in urban areas to improve the urban-friendly environment, is an important aspect of urban development. Jaffna city has a number of green spaces that are ideal for use as urban recreational parks, but there has been no strategic intervention to improve the public spaces and recreational areas of the city. Upgrading recreational areas and public spaces is expected to improve the physical aesthetic character of Jaffna City, strengthen the public realm, create opportunities for social interaction and improved quality of life, provide an accessible space for Jaffna residents, and renew the ecology and biodiversity of the natural environment. Within JMC, there are 47 parks and playgrounds, 28 of which are operational at the elementary level; the remaining 19 sites must be developed as urban recreational spaces (Mathivathany & Sasitharan, 2016). At present, Old Park is functioning significantly well, and Subramanian Park is functioning at a poor level with limited equipment, even though the fort surroundings, Pannai marker area, lagoon front part, Oddumadam lagoon park, Sankiliyan park, and neighbourhood parks, including Rasavinthoddam vacant land, Passaiyoor beach road park, Gurunagar beach road square, and Russell square, are in the stage of abandoned barren land or abandoned parks (Strategic Cities Development Project, 2020). Pullukulam, Aariyakulam, and Pannai Beach Park have recently been beautified. Aariyakulam is located in the heart of Jaffna, directly in front of Sri Naga Viharaya, which has a long tradition and historical significance. It was previously abandoned, but Jaffna Municipal Council has renovated and developed it as part of the city beautification project and turned it into a leisure park. Figure 6 depicts Aariyakulam's previous and current situations.
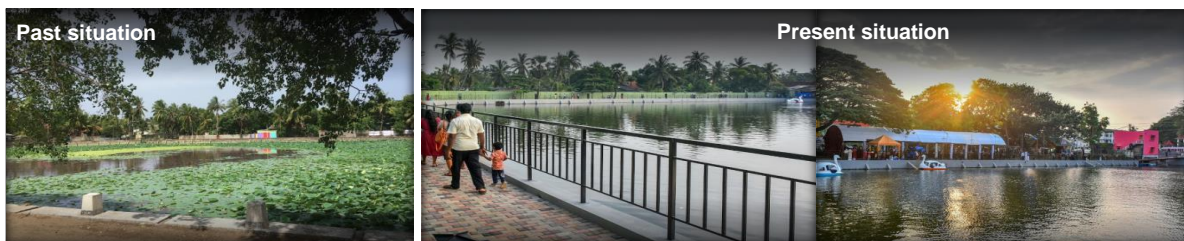

Figure 6: Past Situation and Present Situation of Aariyakulam (Source: Field observation, 2021)

Sankiliyan Park is located in the Sankiliyan Thoppu division, about 2 km east of Nallur Temple, one of the most important historical and cultural landmarks on the Jaffna peninsula. This park was previously used as a public park but has since been abandoned due to a lack of proper maintenance. The land identified as Sankiliyan Park covers 1.2905 hectares (Department of Survey, 2017). Manthiri Manai, the Sankiliyan Arch, Nallur Kandaswamy Kovil, Jamuna Eri, and St. James Church are all within a 1 km radius of the Sankiliyan Park. Sankiliyan Park is home to 115 trees, representing 11 different species. Table 3 lists the trees found in Sankiliyan Park.

Figure 7: Location Map of Sankiliyan Park (Source: Google earth, 2020)

Table 3: Trees in the Sankiliyan Park

Name of Trees	Sub total
Mahogany (Swietenia macrophylla)	7
Neem (Azadirachta indica)	7
Indian butter tree (Madhuca longifolia)	1
Mango (Mangifera indica)	1
Whistling Pine (Casuarina equisetifolia)	48
Ashoka (Asoca indica)	43
Bo tree (Ficus religiosa)	1
Rain Tree(Albizia saman)	1
Royal Palm tree (Roystonea regia)	3
Temple tree (Plumeria megaphylla)	1
Cannon ball tree (Couroupita guianensis)	2
Total	115

Source: Ministry of Urban Development, Water Supply and Housing Facilities, 2020

Sankiliyan Park has the potential to be developed as a green space while preserving existing trees as part of the park, providing shade and scenic beauty. Providing location-specific facilities such as vehicle stands, urban furnishing, shade structures, toilet blocks, and waste receptacles; providing a children's recreational area and playground equipment; placing public arts and sculptures; replanting shade and ornamental trees; constructing bicycle paths between the park boundary and the public road; providing lighting via solar panels and internal park pathways; fixing signage and interpretive boards; construction of drains and other structures to manage storm water; and the removal of existing abundant hard landscaping structures all promote this space as a recreational space in a sustainable manner.

Figure 8: Sankiliyan Park View in the Current Situation (Source: Field observation, 2021)

The Passaiyoor beach road park space is located on the Jaffna beach road, which connects to the Jaffna-Pannai-Kayts road and the Jaffna-Ponnalai-Point Pedro road. The park improvement area is divided into three lots in the Passaiyoor West division. The land identified for park development is 0.803 hectares (Department of Survey, 2017), bounded to the south by the beach road, to the north by the Jaffna lagoon, and to the west and east by settlements. The RDA is close to the park. Christ Church, St. Anthony Church, Holy Cross Health Center, and St. Anthony Roman Catholic Girls' School are all within 500 meters of the site.

Figure 9: Location Map of Passaiyoor Beach Road Park (Source: Google earth, 2020)

Section one is bare land, while sections two and three have some local trees and bushes that are part of the beach ecosystem. At the moment, this park is open waste land, and the surrounding residents use it to dump their household waste. Fishermen have stored their gear on the open land lots adjacent to the park. Rather, no socio-economic activities are carried out on this land portion.

Figure 10: Passaiyoor Beach Road Park View in the Contemporary Situation (Source: Field observation, 2021)

Providing location-specific facilities such as urban furnishings, shade structures, and waste receptacles; providing a children's recreational area and playground equipment; incorporating existing trees into proposed landscaping design; replanting shade and ornamental trees (using native tree species); constructing a jogging track between the park's boundary and the beach road; providing lighting facilities via solar panels; paving internal park pathways rehabilitation of existing drains, and construction of a bus halt promote this space as a recreational space in a sustainable manner.

iii. Slum tourism

Slum tourism is a type of city tourism that involves visiting impoverished areas and focuses on disadvantaged communities, and it is an excellent form of pro-poor tourism. Tourists visit slum areas to observe and photograph the slum housing conditions, living conditions, and day-to-day activities of slum dwellers, the availability of basic infrastructure facilities, behaviors, and socio-cultural conditions, and to discuss the issues and challenges they face. It leads to economic growth, the creation of new job opportunities, an increase in the region's security level as a result of visitor commutes, an improvement in health and education as a result of financial and spiritual aid from tourists, an increase in social participation and unity among residents, an increase in communication and information, and an emphasis on culture and moral life among slum dwellers (Yeganegi & Mohammadi, 2002; Chege & Mwisukha, 2013). Settlements along the coastal belt, from Nedunkulam to Navanthurai, are severely underserved and impoverished. The general attributes that are detrimental to the safety, health, and morale of the places are dilapidation, overcrowding, faulty building arrangement and design, narrowness of streets, lack of ventilation, light, sanitation, and infrastructure facilities. Figure 11 depicts the living conditions in Jaffna's coastal, underserved settlements.

Figure 11: Living Conditions of Coastal Underserved Settlements of the Jaffna City. (Source: Field observation, 2021)

iv. Urban eco-tourism/ natural tourism/ coastal tourism

Ecotourism has the potential to develop in urban areas (Wu et al., 2010). The Blackstone Corporation (1996) proposed urban eco-tourism first, and it was identified as one of the sustainable ways to travel in urban areas. It is simply nature travel and conservation in a city setting, with a focus on restoring and conserving natural and cultural heritage such as natural landscapes, biodiversity, and indigenous cultures; maximizing local benefits; engaging the local community as owners, investors, hosts, and guides; educating visitors and residents on environmental issues, heritage resources, and sustainability; and reducing our ecological footprint (Wu et al., 2010). According to the Toronto Green Tourism Association (2006), urban green tourism is travel and exploration in and around a city that provides visitors and residents with a better understanding of the city's natural and cultural resources (Wu et al., 2010). Urban ecotourism provides a viable combination of environmental and cultural protection, increased local awareness of the importance of preserving natural and cultural environments, and local economic development (Joppe & Dodds, 1998). Figure 12 depicts the three major domains of urban ecotourism.
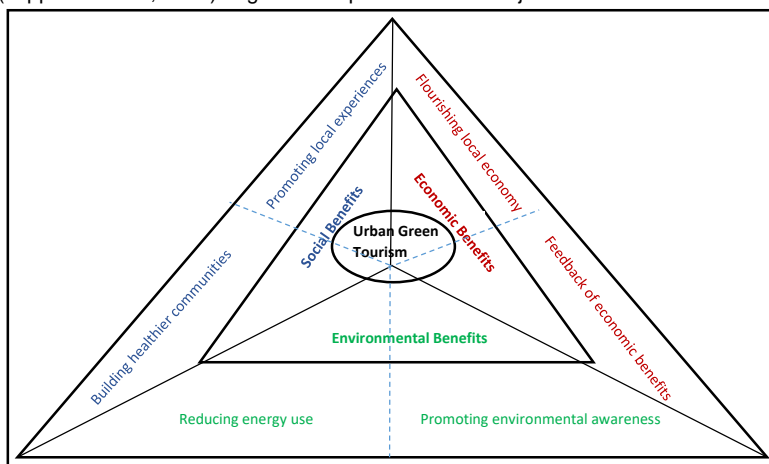

Figure 12: Three Domains of Urban Eco-Tourism (Source: Jegdic & Gradinac, 2016)

Jaffna City's southern side has a long coastal belt that is part of the Jaffna Lagoon. Jaffna Lagoon is a 160-square-mile body of water that stretches from Fort Hammenhill in the east to Elephant Pass in the west, separating the Jaffna peninsula from the main land and a few neighboring islands. In the Jaffna lagoon, the bays of Punnalai, Kallundai, Velichaveedu, Ariyalai, and Kachchai can be identified. The lagoon contains small marshy islands such as Kuruchchadditivu in Kallundai Bay, Chirutivu in Velichaveedu Bay, Poovarasantivu, Kannativu, and Mantivu in Ariyalai Bay. The Pannai causeway connects the Jaffna peninsula to the nearby islands. The Jaffna lagoon and its coastal environment have a long history of fishing and have the potential to develop ecotourism. The city's long coastal belt and diverse geomorphological features, fauna, and flora have the potential to attract tourists to its coastal side. Rather, groundwater aquifers and limestone lithology add value to natural tourism. Figure 13 depicts Jaffna's potential natural resources for eco-tourism development.

Figure 13: The Potential Natural Resources for Eco-Tourism Development of Jaffna City (Source: Field observation, 2021)

4.2 Issues and challenges for sustainable urban tourism development
The following issues and challenges were identified through the study that hinders the development of urban tourism in Jaffna Municipality.

i. Ineffective green environmental protection system.
        One of the most important dimensions of sustainable tourism development is environmental sustainability. According to 30% of respondents, environmental rules and regulations were not followed by accommodation providers and recreational promoters, and they were not enforced by local authorities. According to 30% of respondents, a lack of public awareness about the green environment is a barrier to preserving the green environment, and mangroves on the coastal side have been destroyed for the purpose of coastal encroachment. 20% of respondents stated that the growth of underserved settlements along the coastal belt, as well as the emergence of a large number of unauthorized buildings, is impeding sustainable urban tourism development. Settlements along the coastal belt, from Nedunkulam to Navanthurai, are severely underserved and impoverished. Most basic amenities are either missing or inadequate in these densely populated areas, and shelters fail to meet building codes, particularly in terms of lighting, ventilation, side space toilet facilities, and access to roads. People in the area are primarily fishermen or informal sector workers who are hesitant to leave due to occupational compulsions. Over time, house extensions and encroachments on all roads, drains, coastal sides, and open spaces have occurred, and the entire area has developed into an imminent threat to health and sanitation. Due to a lack of space in their homes, residents occupy both sides of the narrow roads, obstructing traffic movements. 10% of respondents stated that the city's current poor garbage disposal system is a barrier to sustainable urban tourism development. The main streets and gutters in the city center are kept in good condition, despite the fact that the coastal areas are heavily polluted by a thick layer of garbage and plastic waste, as shown in Figure 14. Residential areas lack a proper system for collecting or recycling solid wastes, and they improperly dump them into drains, canals, and the sea, affecting the city's environmental and economic systems and failing to attract tourists to the sites. According to the remaining respondents, hygienic and sanitary conveniences are critical for tourist sites, but the insufficient number of sanitary services and poor quality of public toilets and water supply in Jaffna City's tourism spots do not attract a significant number of tourists.

Figure 14: Threatened Human Activities for the Green Environmental System (Source: Field observation, 2021)

ii. Inadequate infrastructure facilities
        To attract tourists to key destinations, basic physical infrastructure facilities are required that facilitate convenience, ease of mobility, and improve safety and aesthetic appeal. Jaffna City has inter- and intra-regional transportation links, but connectivity needs to be developed more effectively and efficiently. At the moment, there is no highway system to Jaffna, and it takes more than 8 hours to travel from Colombo by motor vehicle; railway transport frequently experiences delays due to poor infrastructure; and Jaffna international airport facilities are limited.
        In Jaffna, there is a conflict between the natural environment and the modern built environment (Kabilan, 2017). The functionality of the natural water system has been jeopardized due to overuse and mismanagement of ponds, catchments, and drainage in terms of rapid development initiatives following the post-war context in Jaffna city center space. Commercial property owners began to expand and build buildings over drainage canals; residential property owners constructed boundary walls without considering the natural drainage system, closed the canals, and interrupted natural water flow, causing flooding issues within the Jaffna city space; and institutional agencies did not consider elevation and changed natural flow when constructing sub-canals and road renovations, causing water stagnation. According to 40% of respondents, the conflict between the natural environment and the modern built-up environment has an impact on the tourism development of Jaffna city. 40% of respondents stated that the development of unauthorized buildings occupied both sides of the roads on the city's southern outskirts, obstructing traffic movements and limiting tourist mobility to the coastal side.
        The hotel industry's survival is dependent on the accessibility, quality, charges, and safety of its accommodations. 60% of respondents said there is a scarcity of five-star hotels, eco-friendly accommodations such as green hotels or cottages, and the home-stay concept. 40% of respondents stated that the majority of Jaffna's luxury hotels are designed to attract foreign tourists with higher spending power, whereas domestic tourists have lower spending power than international travelers. The easy availability of information such as tourist destinations, street maps, lodging guidelines, and cuisine guidelines is a major factor in determining the flow of tourists. 70% of respondents said there is no information center in Jaffna's public spaces, and only a few hotels and travel agencies have up-to-date tourist information on their websites.

iii. Lack of industrial professionalism
        60% of respondents stated that there is a scarcity of trained and skilled employees in the tourism sector because most trained and skilled professionals seek jobs overseas or in Colombo, where wages are higher than in Jaffna. 40% of respondents stated that there are a significant number of initiatives being carried out in Jaffna to supply human resources to the tourism sector, particularly tourism-related modules being incorporated into the curriculum of different disciplines of arts and management studies at the University of Jaffna; the Advances Technological Institute offers a three-year Higher National Diploma Course in Hospitality Management; the Tourism and Hospitality Training Centre; and the National Vocational Training Authority conduct hospitality management training programs, despite the fact that they are insufficient to meet demand and there is a shortage of human resources in the tourism industry labour market.

iv. Cultural barriers for promoting tourism
        According to 70% of respondents, the tourism industry has a negative image among the older generation and the more conservative population. The behaviour, attitudes, and mind-set of the local population act as a barrier to the development of the tourism industry.

v. Ineffective marketing promotional strategies
The main institution in charge of promotion activities is the SLTPB, and according to the Tourism Act No. 38 of 2005, 70% of annual tourism funding is allocated to promotional activities. 75% of respondents said there is no systematic unit in Jaffna to manage marketing promotion, and 30% said destination promotion activities are in their early stages.

vi. Lack of institutional coordination

According to 60% of respondents, there is a lack of integration between provincial and central government institutions when carrying out tourism-related activities. According to 30% of respondents, most tourism development plans are implemented from the top down, with local communities and community-based organizations not involved in the planning, designing, and decision-making processes. According to 10% of respondents, a lack of assimilation between tourists and the local community causes conflicts and creates negative perceptions about tourism-related activities among the local community.

vii. Lack of tourist product diversification

Jaffna City's tourism destinations are rich in natural and cultural resources. Diversification of tourism products through resource utilization is regarded as an effective strategy for promoting the capacity of the tourism destination, maintaining the influx of tourists annually, and reaping the benefits of the tourism industry. According to 50% of respondents, there is no proper mechanism in place to diversify the tourism product in various destinations.

SWOT analysis is a strategic planning and marketing strategy used for regional evaluation. In fact, it is a tool that is commonly used to compare the results of external pressure analysis to internal capacities and then analyze the strengths, weaknesses, opportunities, and threats. The information is divided into two parts by the analysis.

1. Internal factors: The region's strong and weak points
2. External factors: The external environment provides opportunities and threats.

Table 4: SWOT Analysis for Sustainable Urban Tourism Industry of Jaffna City.

Strengths
Good geographical positioning and tourism sites are close to each other.
Unique bio-geophysical diversity with seasonal rhythms.
Natural landscapes: a long coastal belt with different morphological features; the Jaffna Lagoon; limestone lithology; a groundwater aquifer.
Natural and artificial wetland eco-systems with diverse fauna and flora.
Each tourism object reflects the beauty of nature.
Less prone to natural disasters.
Cultural uniqueness that can add value to supporting tourism programs.
The history of Jaffna adds value to supporting educational programs based on local wisdom.
Sites of historical importance.
Availability of transportation facilities to get to the location of a tourism object.
Proximity to Jaffna Central Business District.
Competitive human resources: an abundant young labour force supply.
Vintage arts and crafts, unique traditional handicrafts, and handlooms.
Local cuisine: palmyrah food products and sea foods.
Exclusive shopping facilities.
Festivals.
Local people are very hospitable and tourist friendly.
Safety and security.
Weaknesses
Limited routine arts and culture events.
Limited financial supports for tourism object development and inadequate funding for conservation of natural and cultural heritages.
Poor infrastructure and a weak investment base in the area of tourism.
Limited recreational and sports facilities.
Still not showing a good personality of the local community in serving tourists.
Residents dispose of their household waste and livestock waste into the wetland eco-system and abandoned historical sites.
Coastal area is utilized by the local community for fishing purposes.
Emergence and growth of underserved settlements - extension of houses and encroachments towards roads, drains, the sea, and open spaces.
Lack of cleanliness and unappealing ambience in the region.
Inadequate maintenance of tourism spots and the absence of plans and guidelines for tourist places.
Lack of trained, experienced workforce.
Environmental pollution and traffic jam.
Lack of active promotion of Jaffna city as a tourist destination, tourism marketing, and the supply chain are not well developed.
Lack of an integrated channel strategy.
Lack of parking facilities and information offices in the tourist spots.
Poor online strategy.
The policy, strategy, and guidelines developed are not implemented at the desired pace.
Lack of knowledge on developing sustainable tourism products.
Absence of community representation in tourism decision-making.
Shorter length of stay at destination due to inadequate management of tourist spots and hotels.
Opportunities
Development of existing and new tourism spots
Development of selective forms of tourism within the city: eco-tourism, cultural, leisure, MICE, novel tourism activities, pilgrimage, and festival tourism.

Conservation of the natural eco-system and developing efforts to minimize adverse environmental impacts
Possibility of achieving greater recognisability in traditional tourist-generating markets
Creating a brand of city tourism
Creation of synergy between culture and tourism
Raising the general quality of the facilities
Investment in knowledge
Increased interest in domestic tourism and recreation among city people
Develop explicit marketing strategies to sell the tourist product to both locals and foreigners.
The government's increased attention to planning and investment in the tourism sector and favourable government policies to promote the tourism industry
Public-private partnership
Create jobs and grow small and medium businesses - employment generation and direct benefit for the local community - through developing community-level entrepreneurship.
Improvement of small and medium-scale industries; provide training in handicraft production
The concept of urban tourism has been supported by digitalization-based promotion media.
Support from the provincial and national governments.
Inter and intra-regional development.
Increase incentives for private sector investment.
Establishment of institutions related to the tourism industry.
Threats
COVID-19 pandemic and travel restrictions.
Economic and financial crisis.
Inappropriate usage of funding on development.
Excessive natural resource extraction to meet the demand of tourists.
Environmental damage due to production and processing activities by multinational companies.
Conversion and degradation of natural landscapes and land use changes through executing mega urban tourism projects.
Low awareness of the importance of maintaining the quality of the environment results in damage to the environment.
Lack of public awareness about the benefits of developing sustainable urban tourism.
The local community's income is still dependent on the availability of natural resources, and they exploit natural resources near tourist attractions.
Creation of competitive tourism destinations.
Destruction of natural and historical sites.
Tourist cultural influence on regional culture.
Political instability and other externalities.

Source: Developed by researcher, 2022

4.3 Recommendations to develop urban tourism of Jaffna city in the post war context
This study proposes recommendations centred on the thrust areas of income generation, green environment, employment, and social integration, all of which will contribute to Jaffna's sustainable tourism.

Table 5: Recommendations to Develop Urban Tourism of Jaffna City in the Post War Context

Improve the urban environment	• Development of thematic city parks and heritage tourism. • Implementation of the Garden City Concept. • Reduction of illegal construction. • Improved solid waste management system. • Implementation of environmental laws and regulations.
Improve the professionalism of the tourism industry	• Improved skill development and awareness in the field of sustainable tourism. • Increased a wider range of accommodation options – homestay, guest house, heritage bungalows, eco hotels, and star hotels. • Regularized homestay system. • Increased collaboration with different stakeholders – tourism professional bodies, universities, the government, and the private sector. • Improved provision of quality services by existing hotels. • Enhanced professional quality of service providers – establish a hospitality and tourism research centre to provide training facilities to stakeholders who are involved in the tourism industry.
Improve infrastructure facilities	• Provide basic facilities in tourist destinations (toilets, rest rooms, and drinking water). • Set up a tourist information center at the railway station and central bus stand. • Establish police units in the tourist destinations. • Construct an expressway between Jaffna and the international airport at Colombo. • Make sure the supply of electricity is available at all tourist destinations. • Connect Wi-Fi facilities in the tourist destinations. • Improve the local road network. • Improved recreational and sports facilities in the tourism destinations.
Enhance the inter departmental coordination	• Increased regular dialogues with stakeholder groups. • Availability of a holistic tourism governance model for sustainable tourism. • Availability of a proper legal framework for the sector.

Increasing the variety of tourist products	• Develop various tourism activities by identifying potential resources – eco tourism, nautical tourism, spiritual tourism, medical tourism, MICE tourism. • Develop as eco-friendly tourism destinations – utilize renewable energy resources, eco-friendly travel products • Develop the tourism packages by travel agents and tourism promoters – a day, week end, weekly, fortnight, monthly • Implementation of community based tourism development plans • Promotion of heritage tourism industries – handicrafts • Implementing well designed tourism promotional strategies for urban tourism development • Displaying instructions board, street guide boards and street maps in tourism destination in three languages – Tamil, Sinhala and English • Enhance the quality of shopping complexes and restaurants • Adopt strategies to maintain Jaffna fort as a significant cultural heritage site, the strategies such as establish a mini auditorium at fort, setup small Dutch museum, arrange boating facilities in the moat, setup Dutch heritage restaurants and accommodations, construct rest rooms, toilets and provide drinking water supply, setup parking facilities, put stalls to sell handicrafts and trained tourist guides to demonstrate the history of the fort • Promoting authentic food centres or increases the number of high quality, local food experiences. • Establish partnership with arts and craft industry to align tourism towards growth opportunities – setup an art gallery, prepare tour plans to visit the cottage industry places and buy the local products, setup a market for handicrafts.
Reduced cultural barriers for tourism promotion	• Create an awareness about sustainable tourism development • Promote community based tourism initiatives • Train the local community in tourism management • Encourage social interaction between community and tourists • Encourage tourists to learn about the area's traditional and cultural heritage
Improved marketing promotion and strategies	• Implement market research programmes • Setup virtual tourism marketing • Introduce new package and promote new products • Launch an advertising campaign • Develop a destination social responsibility program • Introduce historical tours
Increased public – private partnerships	• Collaboration between tourism practitioners and academics • Encourage entrepreneurs to invest in tourism-related businesses
Availability of mechanism for integration of tourist and community	• Empowerment of women • Promoting community based tourism

Source: Developed by researcher, 2022

The concept of a sustainable tourism management framework is divided into three major components (Giriwati et al., 2013).
1. Quality of life (involvement of local communities, improving the economy and business, minimizing the social impact)
2. Quality of experience (uniqueness, imagination, interpretation, and curiosity)
3. Quality of resources (natural and cultural resource management and preservation)

Regarding this point of view, Jaffna City offers social, cultural, physical, and aesthetic aspects where both citizen and tourist activity can be accommodated. In terms of both supply and demand, tourism is concentrated in a limited geographic area rather than being scattered throughout the city. The visitor makes use of urban attractions and infrastructure, as well as economic factors that are unrelated to tourism but associated with it (Giriwati et al., 2013). Jaffna City is a popular tourist site with a high level of citizen activity and tourism. They provide locations for individuals to engage in daily activities, socialize, and enjoy recreational activities.

5.0 Conclusion

Urban tourism as a novel way to improve urban well-being is essential in terms of a set of goals in social sustainability, which is an important part of city life. While numerous urban problems and environmental degradation exist in Jaffna City, one way to improve other aspects of sustainability is to improve community welfare through economic development while also promoting social development via urban tourism. In order to achieve long-term urban tourism in a city, market factors, demographic shifts, and political issues must all be considered and addressed. Despite the vastness of the obstacles, urban tourism planning may contribute significantly to a mix of public and private measures aimed at achieving sustainability.

The important aspects that urban tourism should provide are: enabling the tourist to develop a better understanding of the city, its people, and its history; providing places for tourists to explore the city, as well as places that help tourists summarize their city experience; placing the tourist in a state of mind that matches their desires as a tourist within a city; allowing the visitor to engage with the people of the city in an environment where both tourists' and locals' requirements and mind states are compatible; allowing tourists to experience a more unique sense of place than is possible in a "internationalized" city center; and offering a setting in which they can wander and explore more freely.

Another essential accomplishment of tourism city urban development is to provide a unique tourist experience with tourism facilities while minimizing environmental impacts. In contrast, the unique qualities of a city don't guarantee the success of the tourism business without an appropriate supply of tourism components. These tourism facilities meet the basic necessities of visitors, such as shelter, food, and mobility,

which contribute to a positive and memorable experience. Finally, affordable urban design and planning play a critical role in developing distinctive suppliers for urban tourism that provide individuals with unique experiences.

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