



Tourism in Paradise



Autumn

Autumn is the season in the Northern Hemisphere between summer and winter, when the temperature falls and many plants go dormant; it lasts from the autumnal equinox to the winter solstice and is generally recognized to cover the months of September, October, and November. March, April, and May are the months of autumn in the Southern Hemisphere.



Tourism in Paradise

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Editorial

Seasons are reasons for tourism. Winter and summer vacations push Western tourists to fulfil their quest to escape unauthentic life. In my eastern Buddhist ontological view, seasons are the truth that we need to understand—the whole world changes. In a day, we encounter many such changes. Replica of the smile on the face of a Jamaican lady who accepts your flowers too is a sudden change like the salty white waves of the South Kingstown beach. It comes to us, kisses our souls, and goes back far away in the North Atlantic Ocean.

Change always brings a feeling of sorrow but nature, I think, does it differently. Leaves that leave the tree during the autumn become the fertilizer to rise and shine next summer. For me, four autumns are heavy to bear. Now, I must leave the tree. My departure may make space for a new branch to grow. This thought reminds me of the song I love the most sung by Harry Belafonte. I just took some verses here.

“ Down the way
Where the nights are gay
And the sun shines daily on the mountaintop
I took a trip on a sailing ship
And when I reached Jamaica, I made a stop

But I’m sad to say I’m on my way
I won’t be back for many a day
My heart is down
My head is turning around
I had to leave a little girl in Kingston town...”

The TiP is my pretty treasury. But, we have to leave the destination for another better or bitter place until realizing a justification for the truth for ourselves. Sometimes we may meet again or maybe not. But, I can have hope. I dream of reading the TiP Vol. 40 on a sailing ship in the Caribbean ocean. Till that, goodbye!

Hiran Dinusha



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Down the way
Where the nights are gay
And the sun shines daily on the mountaintop
I took a trip on a sailing ship
And when I reached Jamaica I made a stop

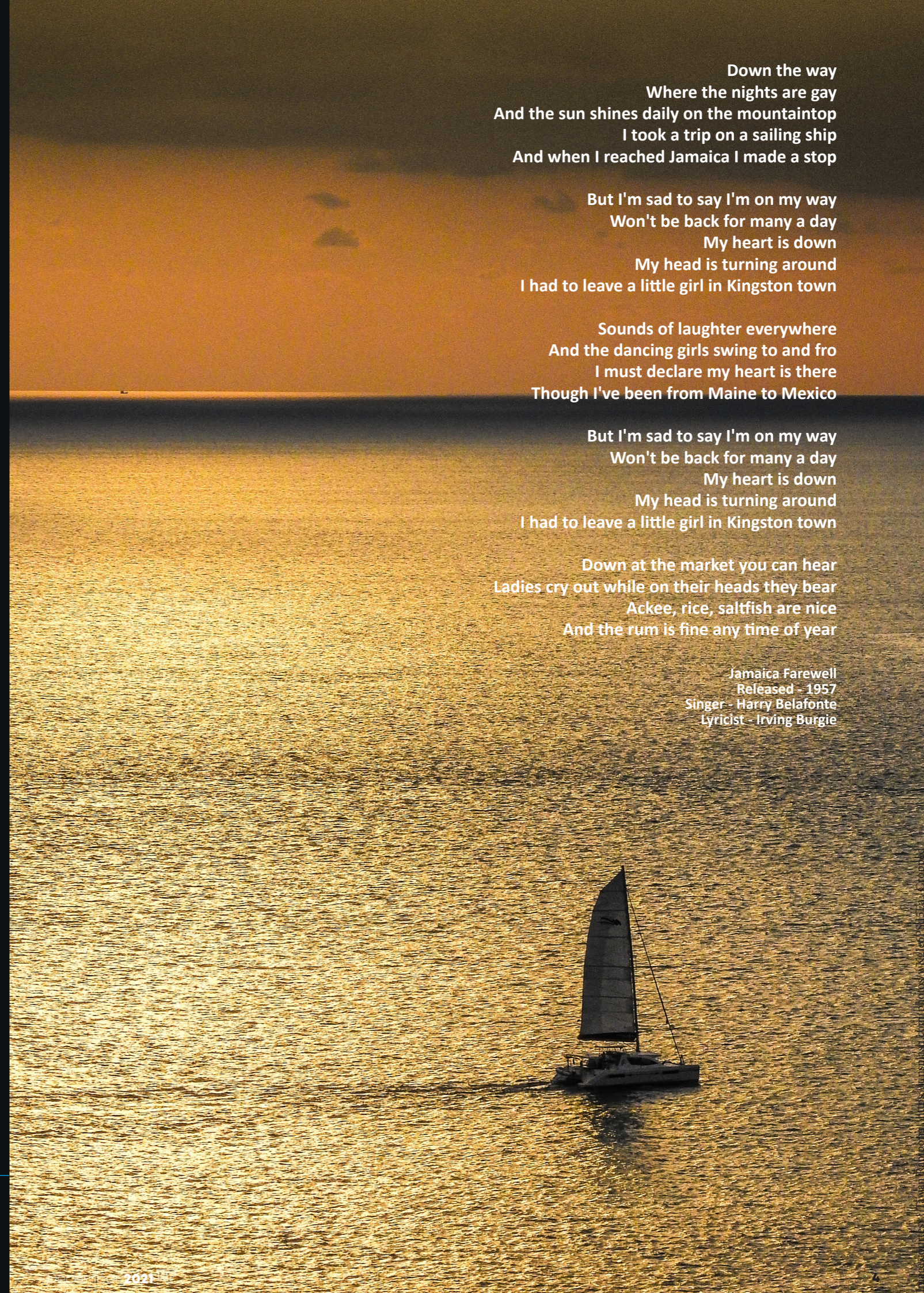
But I'm sad to say I'm on my way
Won't be back for many a day
My heart is down
My head is turning around
I had to leave a little girl in Kingston town

Sounds of laughter everywhere
And the dancing girls swing to and fro
I must declare my heart is there
Though I've been from Maine to Mexico

But I'm sad to say I'm on my way
Won't be back for many a day
My heart is down
My head is turning around
I had to leave a little girl in Kingston town

Down at the market you can hear
Ladies cry out while on their heads they bear
Ackee, rice, saltfish are nice
And the rum is fine any time of year

Jamaica Farewell
Released - 1957
Singer - Harry Belafonte
Lyricist - Irving Burgie



CONTENTS

13



OVER TOURISM

A Real Threat To Destination Sustainability

17

SPA

INDUSTRY
CREATING AN OPPORTUNITY FOR WOMEN EMPOWERMENT



19

Q&A

Dr.Surandi Dissanayake



24

CLOTHES COLOURS CULTURE



December 2021

27 **EXPERIENTIAL TRAVEL**
A New Form of Travel



29



HOSPITALITY TO PRINCE PHILIP

33



A crisis is a **terrible** THING TO MISS!

35



Rendang Tok

The Treasure Cuisine of Perak, Malaysia

39

#Metourism, Travel Selfies, And Destination Marketing
An Insight



43



A touristy place

I visited in the world

45

Environmental Sustainability

A pressing Agenda in Tourism and Hospitality in Sri Lanka



55



POETIC MEMORIES OF CHINA - I

THE SLEEPING LION

61



CREATIVE TOURISM

A new cultural melting pot

63

Q&A

Gayangi Wirasinha



December 2021

69



Discover the Exotic Taste of Sambal Pijat

75



DARK SKY TOURISM AND STAR GAZING DESTINATION

79



Have we practiced Ecotourism operations at National Parks in Sri Lanka?

87



Once in Blue ballon



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It gives me immense pride and honour to write this message for the fourth issue of the Tourism in Paradise (TiP) Magazine published by the Department of Tourism Management, Faculty of Management Studies of the Sabaragamuwa University of Sri Lanka. First, I warmly extend my heartiest congratulations and gratitude to the editorial board for using all the talents to publish this issue.

As the third-largest global industry, tourism has experienced continued expansion and diversification. It has become one of the fastest-growing and most important economic sectors globally, benefiting destinations and communities worldwide. International tourist arrivals have grown from 25 million in 1950 to nearly 1.5 billion in 2019. Similarly, the tourism revenues earned by destinations around the world have grown from US\$ 2 billion in 1950 to US\$ 1.7 trillion in 2019. The sector represents an estimated 10.3% of the world's GDP and every ten jobs globally. However, the tourism industry has been badly affected due to the COVID-19 pandemic globally since early 2020. The destinations suffer from all economic ills due to the absence of tourist arrivals. Therefore, it is vitally important to have possible measures to manage the tourism operations following all the necessary health guidelines during this pandemic. At the same time, it needs to have viable policies, planning, and strategies to have a rapid boom of tourism in the new normal, which should benefit all the vulnerable and marginalized groups to have inclusive growth while addressing the Sustainable Development Goals.

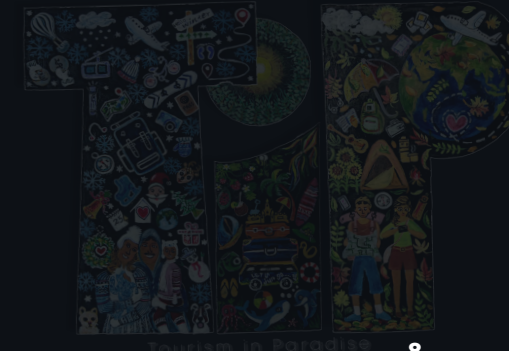
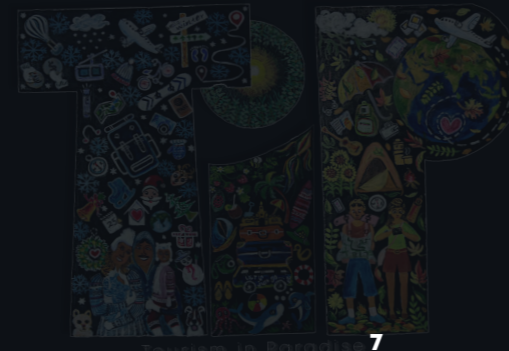
The Faculty of Management Studies is an 'A Grade' Faculty declared by the Quality Assurance Council of the University Grants Commission. The Faculty is dedicated to pursuing an excellent teaching and research culture to deliver high-quality education in a picturesque and peaceful environment for our students and other stakeholders. As a state university of Sri Lanka, our prime responsibility is to produce quality able-graduates who can contribute to uplift the socio-economic standard of the Island. While the rewarding indicators of our efforts are the quality of our graduates, the scholarly works we published and the support we provided to our partners in the industry, we also have recognition and reputation as the pioneer tourism and hospitality higher educational institute by our stakeholders. With this magazine too, we can show the world what we do. The magazine will publish periodically to enlighten the scholars, industry and the general public with quality, accurate, and timely needed information.

I wish the Department of Tourism Management all the best to continue its valuable services forever.



(Dr) Sarath Munasinghe
Head, Department of Tourism Management
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With immense pleasure, I am sending this message to the 4th volume of Tourism in Paradise (TiP) and witnessing how TiP continues to mark its place in tourism and hospitality readership. TiP of the Department of Tourism Management exists to create a space for tourism and hospitality conversations, bringing together scholars, practitioners, and well-wishers of tourism in this space. TiP also continues to be a source of current and exciting knowledge and insights into tourism and hospitality in particular and related other fields in general. Congratulations to the editorial team for completing another issue of this exciting piece of work, even during hard times like a pandemic. I take this opportunity to acknowledge the editorial team, students and staff of DTM, authors, and the broader readership for bringing TiP to this level of success.



EXPERIENTIAL TRAVEL

A New Form of Travel



"I had such an amazing experience in Thailand. I took an authentic Thai cuisine cooking class, rode a motorbike-taxi, attended Muay Thai class, haggled at night markets, stayed in a Thai village, and made new friends. I experience Thailand just like a true local." This is an example of a new type of consumerism known as experiential travel.

What Is Experiential Travel ?

Experiential travel is more than just regular travel. It is a form of tourism where people travel to experience a particular tourist destination by connecting and engaging with its history, people, culture, and environment. An experiential traveler wants greater customization and deeper immersion from their trips.

Although many people argue that travel is innately experience-based and that the term 'experiential travel' is overused, experiential travel has become a popular market trend in recent years. The current travel pattern is now shifting from ordinary travel experience seekers to authentic experience seekers. Instead of having typical sunbathing at the beach area, the experiential traveler will go beyond and try something different rather than just sunbathing, sightseeing, relaxing, and lounging. Today travelers want to travel better and look for packages beyond package travel. Travelers wish for a personalized trip, greater flexibility, and more choices. They want an enriched experience by participating in immersive activities and learning. For instance, they seek to interact with local communities, visit schools, orphanages, attend cooking classes, and perform adventure activities such as skydiving, rafting, and paragliding.

Factors Driving Experiential Travel

The demand for experiential travel is overgrowing. A report of Skift Research revealed this emerging experience-rich travel is growing by +9% in 2018 with a value of \$150 billion. Classes and workshops, family-friendly activities, and wellness experiences are among the fastest-growing experience categories in 2019 reported by TripAdvisor. Moreover, Skift Research and Booking.com revealed that around 60% of travelers in 2019 prefer to spend their money on experiential tours rather than on a pleasant hotel stay or material possessions. Likewise, a report by TripAdvisor discovers that travelers are harmonizing their itineraries with a mixture of local experiences and standard sightseeing. This indicated that travelers are indeed looking for an authentic and memorable experience to enhance their travel journey. Globalization is the key reason for the rise of experiential travel. Globalization has led to the homogenization or "McDonaldization" of a tourism product. These uniformities across destinations have pushed travelers to seek locally made and authentic experiences. This is because travelers don't want to visit and be confronted with the same cultural experience; instead, they want to look for a unique experience.



Another factor fueling travelers' craving for experience is the "effect of social media". Social media platforms such as Instagram, travel blog, and Facebook have caused the rise of experiential travel. A person's holiday photos and videos posted on social media can easily circulate between followers and friends. The fascinating, wonderful picture will trigger friends and followers to want to be there too and try new things. But social media isn't the only factor that has pushed the growth of experiential travel. Movies and TV series like "Game of Thrones" and "Crazy Rich Asians" has also drawn traveler to visit filming sites just to experience "the moment," just like in a film. The rise in travel and culinary documentaries on Netflix and YouTube channels has also inspired travelers to go beyond their comfort zones and seek other authentic experiences. This experiential travel trend shows no signs of slowing down. All tourism suppliers have to take this opportunity to tap and keep up with the changing market preference. They should be able to offer and sell more experience to their clients. A tourism supplier who can create experiences that can be easily accessed and more organized will definitely win potential travelers' hearts. The experiential traveler will be pleased as they can easily find out and prearrange those experiences.



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