

RESTRICTED

ABSTRACT

Economic development, sustainable utilization of scarce resources, well-being of the people and protect unique identity are some challenges of a developing country. Eco-tourism concept in the tourism industry is recognized as best approach to gain aforesaid advantageous to a country. The tourism is recognized as fastest growing industry at present in the world. As explained in the literature ecotourism has a direct link with human well-being of a particular society. Numerous scholars clearly explained in their papers that ecotourism is a key supporter of responsible tourism targeted at improving well-being of the local citizens. Sri Lanka is a tourism based country. The researcher wants to find out a way that eco-tourism use for sustainable development strategy relate with the economic security in Sri Lanka. The researcher used Porter's diamond theory as a base for this study. The researcher considered about four independent factors named factor conditions, related and supporting industries, demand conditions firm strategy, structure and rivalry. In addition, one mediate variable used named as sustainable development in Sri Lanka and dependent variable was economic security in Sri Lanka. The researcher collected 151 data by distributing questionnaire among tourists in Sri Lanka. The answers were measured using five-point Likert scale. The SPSS software was used to analyze the data as it helps to use statistical analysis method. The result of the study stated that related and supporting industries, demand conditions, firm strategy, structure and rivalry, have correlation with sustainable development in Sri Lanka. In addition, result proved that sustainable development in Sri Lanka has a relationship with economic security in Sri Lanka. Ultimate object of this study is to promote eco-tourism in tourism industry in order to gain sustainable economic development in particular region. Furthermore, eye opener for the government and policy makers to promote ecotourism principles in tourism industry for well-being of the community, which becomes tourism as one of the fast growing industry in the world.

Keywords: Eco-tourism, Sustainable Strategy, Porter's Diamond Theory, Economic Security.