

ABSTRACT

The informal tour guides or commonly known as Beach boys mainly spread in the coastal belt extended throughout the South Western coastal area is a critical component in sustainable development of the Sri Lanka's opportunity to expand it as Global tourists destination. The vast areas of unpolluted beaches for marine resorts are established in along the coast line, especially in Southwest. In an area called the Golden Coasts, a sandy beach stretches for more than 100 Kilometres. Scenic locations can also be observed along these beaches and the climatic characteristics, dry weather prevailing in the country also attracted the vast Western Europeans' to spend their leisure time in these beaches. The community participation in the tourism industry is very vital component for the sustainable development of the industry. The income generated from the industry should be evenly distributed among the community who have blessing and interest in developing and maintaining the industry for their own betterment. Many researches have emphasis the negative aspects of the informal guiding or Beach boy/girls on tourism development in many cases. The informal guides have been described as guide liars or wild guides and their activities are written off as deceitful and hypocritical. They go and tarnish the country's image and make a considerable embarrassment for the long term tourism development. As the result of the negative impacts, many would also like to see the elimination of the informal guiding in Sri Lanka. image is important to tourism development and putting development in Sri Lanka in to jeopardy.

The most of the points appeared during this research study while tracing in empirical literature also agreed with the above fact. However the informal tour guides impact has some positive side if Sri Lanka can identify deploying them very effective manner. Their skill and capabilities of this at the very young age, and their ability to use many broken foreign language are attracting the tourists. They are generally poor educated and originate from the grass root level of the society.

Local friendliness is one of the stimulating factors for tourists' arrivals in Sri Lanka. According to the research study tourist visits and revisits of tourists are generally influenced by this factor. The relationship build up with the local people by their previous visits stimulate more visits or revisits to Sri Lanka. Beach boys or informal tour guides are one of the key determinants in building up with these relationships. They act as instant communicators for tourists. In addition, some permanent relationship between tourists and beach boys may create a considerable amount of tourists' investment for the industry itself and generate more tourist arrivals.

The gap between tourists and local community can be seen in host-guest relationship between the local community and traditional mass package tourists in the Southern Coastal Belt of the Sri Lanka. These mass tourists' West-best thinking and the high polarization with the locals community and their irresponsible consumption and behavioural patterns, and insignificant income means for the local community-based holiday services and edu-tourism, and the improvement of the

tourist education of the local community are vital to consider in policy implications for sustainable tourist developments

Therefore balance approach in policy designing should be based on the trio- fundamental requirement of sustainable tourism development. However, this balance approach does not mean that single policy formula can be applied for sustainable tourism development for any destination. Policy strategies to accomplish this balance may vary along the priority of national and' regional objective of capacity constraints of the industry.

It is clearly evident the mass tourism development in Sri Lanka has ignored the community participation and the well being of the community. In this context, beside the homogeneous demand patterns of mass tourists and their West-best thinking, the ignorance of the community by policy makers in tourism must be one of important reasons for the present negative trends of community based tourism development in Sri Lanka.