

## **Utilisation of E-Tourism to Revive Sri Lanka's Tourism Industry and Its Economy**

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Tourism is one of the most significant industries in Sri Lanka. The tourism industry contributes to the growth of the economy of Sri Lanka by bringing much needed foreign exchange, creating thousands of jobs, improving the country's infrastructure, and encouraging cultural exchanges between foreigners and its citizens. However, while the tourism industry in Sri Lanka is still recovering from the Easter Sunday attack in 2019 and the Covid-19 pandemic, the current socio-economic and political crisis has generated a slew of challenges to the development of the tourism industry and the Sri Lankan economy. Hence, promoting and advancing e-tourism is extremely beneficial to generate new opportunities and developing the tourism industry in Sri Lanka. In the era of digitalization, e-tourism has become a new trend in the development of the tourism industry. The objective of this study is to investigate the importance of the tourism industry in the Sri Lankan economy, the importance of e-tourism in the development of the tourism industry, broadly the Sri Lankan economy and new opportunities and technological measures that help to develop the tourism industry and utilization of e-tourism to flourish Sri Lankan tourism industry and its economy. The study will be analysed using qualitative methodology.

***Keywords:*** Sri Lanka, tourism industry, e-tourism, economic development