

**IMPACT OF COVID 19 PANDEMIC IN TOURISM**  
**A QUALITATIVE STUDY BASED ON NUWARA ELIYA CITY.**



By

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## ABSTRACT

The tourism industry is one of the biggest earners of revenue in Sri Lanka's current economy. The tourism and leisure business is Sri Lanka's third-largest foreign exchange earner. Sri Lanka's government has made tourism a major pillar of the economy, recognizing the island's unique natural and cultural resources. The goal of this study was to look at how the covid-19 epidemic affected the tourism business in Nuwara Eliya. On covid-19 occurrences in tourism, this study used publications, historical records, media stories, World Health Organization statistics, official data, and internet resources. Secondary research was used, and secondary data was gathered through a thorough literature review. The influence of the Covid 19 epidemic on tourism is being investigated in this study. A research based on the city of Nuwara Eliya. Hence, aims of this study to explore the nature of tourism during the covid 19 pandemic situation in Nuwara Eliya city, the identify the positive impact of covid 19 pandemic situation on tourism in Nuwara Eliya city, the identify the Negative impact of covid 19 pandemic situation on tourism in Nuwara Eliya city and recommend suitable possible suggestions for tourism during the covid 19 pandemic situation in Nuwara Eliya city. To find out the adoption of the impact of covid 19 pandemic in tourism. The survey was carried out among 20 tourists in Nuwara Eliya city. Who were interviewed using a semi-structured interview method. It is an inductive study where the qualitative approach was undertaken, 02 tourists are Intra Regional Tourist and 18 tourists are Inter Regional Tourists. These two types are local or domestic tourist types. Collected data were analyzed using NVivo 10 through thematic analysis. According to the findings, Type of tourists, Visiting places, transport medium, duration, vaccine for covid 19, Social media information, Guidance from government, Clean and hygienic these themes are include in the impact of covid 19 pandemic in tourism on Nuwara Eliya city. Finally, the researcher recommended some strategies and mechanisms for the policymakers to enhance the impact of covid 19 pandemic in tourism on Nuwara Eliya city.

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