

INTRODUCTION

1.1 *Overview*

The Mannar District Tourism Development Plan is an initiative made by IUCN with the Green Movement of Sri Lanka in order to promote the nature based and eco-tourism development while conservation of environmental and integrating the most unprecedented natural resource base spread across the district with the participation of the people of the Mannar District for improving of their livelihood and entrepreneur skills.

The main objectives of the formulation of the tourism development plan for Mannar District are to:

- Provide a comprehensive planning framework to guide the nature based and eco tourism development which is interconnected with its vast resource base spread across the Palk Bay and Gulf of Mannar as well as the land based resources link with biodiversity and other ecosystems.
- Provide specific guidelines on appropriate eco-tourism development initiative in the overall context of conservation of sensitive coastal and marine environment, safeguard the coastal and near shore marine biodiversity as resources for the high end tourism linking to community well-being of the sub region and contribute in engage in community based eco tourism as part of the main stream of employment and income generation within the district.
- Identify potential tourism development activities interconnected with the livelihood of the people and formulate projects which could be implementable with minimum investment at initial stage and sustainable development for the district which could be directly participated by the community based organizations and individual people in the district, and define the priorities of implementation across the district.
- Identify major conservation areas, areas most potential for development of eco tourism related activities, basic infrastructure needs and facilities required for enhancing the eco tourism development in par with the national tourism policy and the strategies defined as well as current initiatives made in the tourism industry.
- Provide an investment strategy, implementation plan and planning guidelines for the development while safeguarding the natural environment and strategically use the resources

for the proposed development and benefit to whole community , identify sources of funding and implementation agencies.

- Outlined the integrated comprehensive development aiming to enhance the country's economic development in placing the industry in the overall context as the third largest sector in the GDP.

1.2 Context

Sri Lanka is emerging as a single nation after long period of division due to the civil conflict which was prevailed in the Northern and Eastern Provinces but crippled the whole activities in the country is now hopefully stepping and engaging the development activities of every sector placing high objectives of establishing a full pledge development throughout the country. The Five Fold Five Year Development Policy Framework of the new Government where tourism is identified as a major industry by placing in a highest level. The phase one of the development is unveiling new and most promising natural beauty of the coastal region which was close to the outside world for a longer period. .

The overall objective of the tourism plan drawn under this initiative is hopefully expects in bringing the viable social and economic outcomes generating solutions to three fundamental economic problems exists in the country on huge fiscal deficit, external trade deficit and an excessive public debt balancing while continuing on-going and proposed development activities. In this regard agriculture-industry-services based regional productivity stream is stressed to be promoted in the proposed development while strengthening prevailing economic condition in the North.

In addition, the proposed development is ready to meet key environmental issues that the region is seriously expects along with the normal process in the development within the region with climate change and its associated implications on sea level rise, global warming and changes of temperatures, uncertain effects on forest and agricultural systems, and increased variability and volatility in weather patterns that may have significant impact where people most susceptible to its potential damages and uncertainties inherent in a changing climate.

Already formulated physical development plans to the region as well as to the overall context to the country in the overall context of physical development has placed the Mannar as a major centre for development including tourism as one of the key sectors that has added values as a potential source for tourism

development. Many references have given for the Mannar to be developed as a Special Region for enhancing the overall development of the region by placing high significance on major development potentials that has arisen in the surrounding areas of Mannar as well as in the Indian Ocean region for extraction of oil and gas as well as construction of Asian Highway and Railway across Talaimannar Pier.

It is in this context the formulation of the tourism development plan for Mannar has greater challenges in transforming its existing sub regional development into more vigorous and sustainable development on the basis of tourism sector in future.

SITUATIONAL ANALYSIS

2.1 *Regional Context*

The Mannar is one of the five districts in the Northern Province which is located in the extreme north of Sri Lanka in the southern tip of Indian Sub-Continent with a distance of 29 km at its closest point to Dhanuskody from the Thalaimannar Pier of Mannar District.

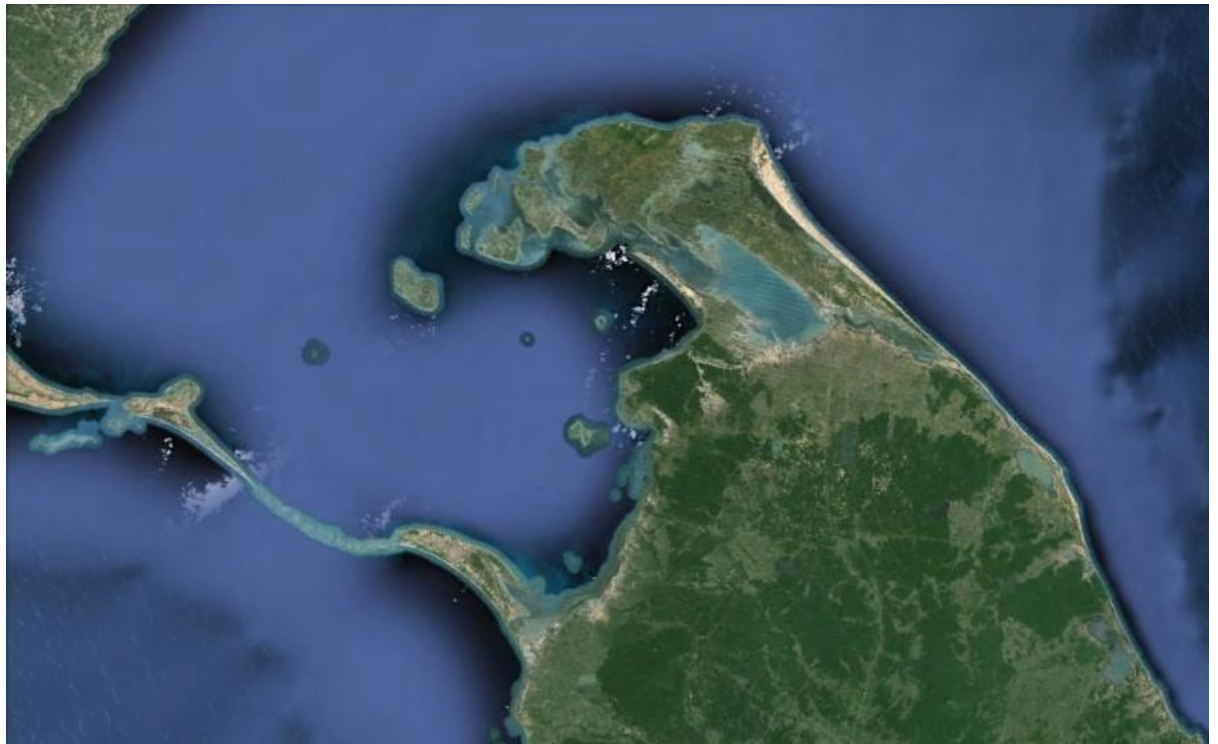


Figure 1: Regional Setting of Mannar District

The connection is made up of array of sandy islands which is known as Adam's Bridge of whichbelongs to Sri Lanka as shown in Figure 2 and 3 is one of the most attractive point in Mannar for tourism and also acting as the link to the Indian Sub-Continent under the proposed Asian Highway and Railway Network, although it has controversial issues connected with geo-politics of India and Sri Lanka.



Figure 2: Adam's Bridge - Palk Strait

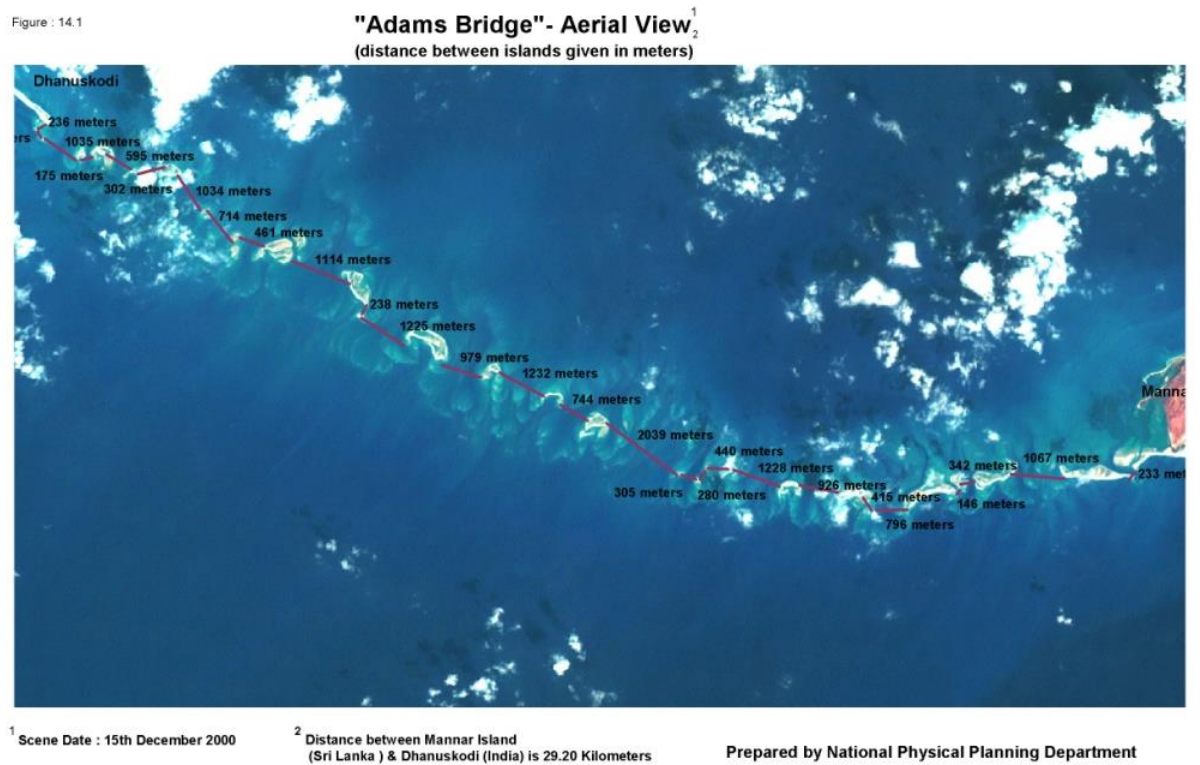


Figure 3: Distance between Sand Islands in Adam's Bridge

2.2 General Characteristics

2.2.1 Extent of Land

Northern Province consists of Jaffna (166,930 ha), Mannar (199,906 ha), Mullaitivu (261,700 ha), Vavuniya (196,700 ha) and Killinochchi (63,530 ha) Districts covering an area of 888,460 ha, which represent 13.46 percent of the total landmass of the country. Northern Province is the only province in the island nation having number of small islands, which inhabits large number of people. These islands include Karaitivu, Eluvaitivu, Paratitivu, Analaitivu, Nayinativu, Punkudutivu, Mandaitivu, Kachchativu, Delft and Kurativu. In extent Mannar is the second largest district in the Northern Province.

The DS Division wise extent are shown in following table of which Madhu DS Division acquires the highest extent which is about one third of the total extent of the district.

Table 1: Land Extent by DS Divisions- Mannar District

DS Division	Extent (ha)
Mannar Town	22,688.32
Nanaddan	12,924.10
Musali	47,122.72
Manthai west	51,282.00
Madhu	65,889.60
Total	199,906.74

Source: District Secretariat, Mannar

In the proposed plan it is expected to execute many of its proposals through the community based organizations and people of the village level. Therefore the rural level administrative structure and connected village network is studied as shown in Annex One.

DS Division	No of GN Divisions	No of Villages
Nanaddan	31	154
Musali	20	101
Mantahi West	36	131
Madhu	17	76
Mannar	49	139



Figure 4: Administrative Divisions of Mannar District

2.2.2 Population Distribution

District wise population on the basis of available sources indicated that the province had 1.223Mn in 2013 and its Mannar District breakdown is as follows:

District	1963	1971	1981	2001	2013
Mannar District	60,124	77,780	106,235	151,577	155,556
Northern Province	741,341	874,626	1,109,594	1,022,782	1,222,992

Source : Department of Census & Statistics

Table 2: Estimated Population by Urban & Rural and by Sex 2013 – Mannar District

DS/ AGA Division	Total Population	Urban	Rural	Sex		Age Group				
				Male	Female	00 - 05	6, -17	18 - 44	45 - 60	Over 60
Mannar Town	68034	25318	42716	32885	35149	7610	15891	26870	12409	5254
Nanaddan	21165	0	21,165	10,420	10,745	1,600	4,930	9,045	3,397	2,193
Musali	29011	-	29,011	14,639	14,372	2,013	11,613	8,302	5,676	1,407
Manthai West	24827	-	24,827	12,280	12,547	2,019	6,999	8,801	4,915	2,093
Madhu	12519	-	12,519	6,238	6,281	1,481	3,474	3,754	3,067	743
Total	155556	25,318	130,238	76,462	79,094	14,723	42,907	56,772	29,464	11,690

Source: District Secretariat, Mannar

Table 3: Population Distribution Pattern 1981-2013- Mannar District

Years	Families	Persons	Urban	Rural
1981	NA	106235	13931	92304
2004	26662	102135	NA	NA
2005	26981	103936	NA	NA
2006	27101	103617	21856	81761
2007	27359	103688	23356	80332
2008	20708	75752	25641	50114
2009	26395	93961	25595	68366
2010	33255	123659	23326	101371
2011	42084	158507	67908	90599
2012	41286	154590	24414	130176
2013	42169	155556	25318	130238

2.2.3 Administration & Local Government

Administratively the Mannar District has divided into five Divisional Secretariat Divisions. The District has only one Urban Council, which is in Mannar and rest are officially defined as rural and is designated as PradeshiyaSabha areas.

2.2.4 Weather

Sri Lanka is having typical tropical monsoonal climate where Northern Province tends to be hot and dry in the dry season (February to September), and moderately cool and wet in the wet season (October to January) in general so as Mannar is also having same weather pattern. During the monsoons there is always the chance of a deluge. In the lowlands the climate is typically tropical with the average temperature is around 28° to 30° C for the year. However, as a whole, January is the coolest month and May is the hottest month.

Relative Humidity varies from 70% during the day to 90% at night. North and east is the typical Dry Zone of Sri Lanka and is affected by the North- East monsoon (December to March) and South-West monsoon (June to October). It is thought to be dry because most of the rains fall during the North-East monsoon.

Table 4: Climate Data -2013 -Mannar District

	Temperature °C		Humidity		Rainfall (mm)			Wind		Average
	Maximum	Minimum	Day	Night	Total Rainfall MM	Greatest highest	Rainy Days	Average Wind Speed	Thunder Days	Temperature for the Month °C
January	29.2	24.1	77	86	113.2	76.4	3	14.8	1	26.7
February	29.7	24.2	77	86	95.8	28.2	9	12.6	5	26.9
March	31.5	25.1	74	88	89.9	33.1	6	10.1	9	28.3
April	32.7	26.6	72	85	13.4	9.7	3	9.7	9	29.7
May	31.9	27.6	76	83	23.8	15.6	2	19.4	6	29.7
June	30.9	27.1	75	83	0.8	0.4	2	20.9	0	29.0
July	30.6	26.6	77	84	0.0	0.0	0	19.7	0	28.6
August	30.6	25.9	78	86	37.3	20.8	3	16.1	5	28.3
September	30.0	25.9	80	86	131.8	77.1	4	19.8	5	27.9
October	30.7	26.0	75	86	41.4	34.3	3	15.0	3	28.3
November	30.1	24.7	79	89	239.2	61.5	12	11.0	7	27.4
December	28.6	23.8	76	84	132.0	65.7	8	14.0	1	26.2

Source: Department of Meteorology, Mannar

Table 5: Monthly Rainfall in Mannar District 2004- 2013

Month	Rainfall in mm									
	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
January	1.1	72.5	83.2	75.1	21.0	22.6	27.2	101.1	46.2	113.2
February	0.3	0.0	15.5	25.5	40.4	4.5	0.0	45.9	2.2	95.8
March	27.2	67.3	99.5	4.5	292.2	99.0	0.5	5.4	1.4	89.9
April	35.2	202.0	56.3	47.6	152.6	37.2	54.3	249.1	48.9	13.4
May	162.6	60.8	0.0	0.0	1.8	1.0	60.2	0.0	0.0	23.8
June	0.5	0.3	0.0	17.0	0+	0.0	1.6	0.0	0.0	0.8
July	0.0	4.8	0.0	3.3	1.3	0.0	0.0	0.0	0.0	0.0
August	4.3	0.0	0.0	4.5	23.6	10.7	33.5	27.7	0.0	37.3
September	90.0	0.0	27.0	28.9	0.0	5.2	138.4	0.0	51.2	131.8
October	285.4	197.5	299.6	215.7	164.3	37.7	106.5	214.7	331.5	41.4
November	319.5	497.5	311.4	126.3	355.2	331.3	353.0	397.9	32.1	239.2
December	232.1	88.1	46.3	94.4	166.8	415.3	299.7	161.4	409.8	132.0
Annual	95.9	96.5	99.2	78.2	53.6	101.6	89.6	100.3	76.9	76.6

Source :Department of Meteorology, Mannar

2.2.5 Economy

The Northern Province is still pre-dominantly an agricultural region having crops, livestock and fisheries as pivotal sub sectors. Reflecting the rapid expansion in income generation activities in the province, the GDP growth rate was highest in the province at 25.9 % in 2012 and its share of 4% to the national GDP and there is an improvement when compared to 3.7% recorded in 2011. This shows that there are potentials in the Northern Province and that should be tapped. The structure of the provincial economy has not changed over the period so as Mannar District also had the same pattern related to having agriculture, fisheries and livestock as main income sources of the people, is essential to explore the possible interventions to enhance the economic status of the Mannar District with possible partnership in the growing industry of tourism in next few years time.

2.2.6 Education

The number of functional schools has been increased to 989 out of 1,066 to serving for 252,059 students with 14,583 teachers in 2013. The adult literacy rate increased to 88% and the rate of attendance at schools has also increased to 73% in 2013. Sports and cultural affairs also are included as sub sectors.

Further to the primary and secondary education, the higher education and tertiary and vocational education centers are not much exists in the district compared to Jaffna districts as the population concentration and the economic activities in the district is not par equivalent to other districts in the province.

2.2.7 Health

The sector serves through western medicine and eastern medicine to the people in the district. There is one District General Hospital and 10 Divisional Hospitals which are serving to the population distributed throughout the district and is functioning effectively.

Table 6: Health Institutions in Mannar District

Name of Institution	Bed Strength	Bed Occupancy Rate
District General Hospital, Mannar	331	39.3
Divisional Hospital, Talaimannar	79	1.1
Divisional Hospital, Murunkan	102	18
Divisional Hospital, Pesalai	57	25.9
Divisional Hospital, Adampan	77	0
Divisional Hospital, Vidaththaltivu	70	25.9
Divisional Hospital, Chilavathurai	22	5.9
Divisional Hospital, Erukampity	12	0.5
Divisional Hospital, Vankalai	13	3.7
Divisional Hospital, Periyapandivitichan	16	0.8
Divisional Hospital, Nanattan	17	0.1

Source: District Secretariat, Mannar

2.2.8 Natural Resources

The Northern Province is rich in natural resources with its extensive coastal area, in its dense forests and its mineral deposits. Forests resources are largely intact despite many decades of conflict and form a considerable percentage of the total forest cover in the country. From extensive sand dunes in Mannar, to gravel deposits and clay for bricks the district is especially rich in mineral resources needed for construction industry. The land is generally flat and undulating with no significant elevation, however the highly diverse coastal belt, few lagoons, salt flats, wetlands, coral reefs, islands and islets, and estuaries are some of the prominent coastal features that are important both ecologically and economically to attract tourists those who are eager in exploring the different ecosystem values and research. The Giant's Tank Sanctuary, Madhu Road Sanctuary, Vankalai Bird Sanctuary, Viddaththaltivu Mangroves are most prominent natural systems located in Mannar.

2.2.9 Water Resources

The Northern Province does not have a single perennial river, and very limited seasonal streams and rivers. Traditional water storage was through built irrigation tanks due to low annual rainfall. The ground water surveys done

prior to the conflict indicated that intensive agriculture, especially paddy, cannot be supported without adequate replenishment of surface water storage. Water scarcity is a main constraint in many parts of the province, even for drinking and domestic use.

Table 7: Rivers and related Irrigation Facilities – Mannar District

Name	D S Division	Catchment Area in km	Approximate Length in km	Duration of Flow in Months	Extent Benefitted in ha	Volume of Water Consumed in MCM
Aruvi Aru	Musali	2,944.00	160.00	9.00	12,432.90	221.40
	Nanaddan					
Moderagama Aru	Musali	931.84	57.60	9.00	495.00	6.15
Kal Aru	Musali	209.92	32.00	3.00	-	-
Nay Aru	Manthai West	560.64	40.00	4.00	1,821.15	30.75
Pali Aru		450.56	56.00	6.00	-	-
Parangi aru		832.00	68.00	6.00	214.50	2.46
Chippi Aru		66.56	16.00	4.00	-	-

Source: Irrigation Department

The major tank cascade systems and existing major irrigation schemes like Giant's Tank and MalwathuOya system should be closely examined to determine the productive capacity of agriculture and irrigation as well as using the water for quality drinking water to the people of Mannar District.

Table 8: Major and Medium Tank Network – Mannar District

Name of Tank	DS Division	Catchement Area miles sq	Capacity ac ft.	Irrigable Extent ha	Number of Feeder Tanks
Central					
01.Giant's Tank	Mannar Town	38	31,500	24,438	162
	Manthai West				
	Nanaddan				
02.Akaththimurippu	Musali	2	6,948	6,231	39
03.Viyadikulam	Musali	4	840	1,223	6
Sub Total		43	39,288	31,892	207
Provincial (Medium Tanks)					
04. Periyamadhu	Manthai West	142.00	5780.00	303.52	0
05.Welimaruthamadhu		156.00	2766.00	303.52	5
06 Kurai		19.60	2062.00	303.52	7
07. Adampankulam		4.50	580.00	580.00	0
08 Periya Pandivirichchan	Madhu	32.40	2816.00	245.24	0
09. Thedchanamaruthamadhu	Madhu	43.00	1141.00	214.48	0
10. Maruthamadhu Anicut	Musali	2.70	410.00	560.00	4
11.Mullikualm	Madhu	18.70	1500.00	147.71	
Sub Total		418.90	17055.00	2657.99	0
TOTAL		461.90	56343.00	34549.99	207

Source: Irrigation Departments (Central & Provincial), Mannar

2.2.10 Marine and Coastal Resources

The coastline of the Northern Province consists about 40% of the entire coastline of the country so as the region has immense potential for fisheries, aquaculture and tourism. While the existing marine and lagoon-based fishery industry need to be modernized and reequipped to enable the population to benefit from the rich and under tapped fishing grounds, new aquaculture-based which may lead to establish fish related industries have potential to elevate productivity and offer more livelihood options for young people.

The one of the main fishery areas are in Northern Province is Mannar District especially for Mannar Dried Fish, but the fishery potential, looming threats and important conservation areas (such as sea grass beds and coral reefs) should be surveyed and mapped so that exploitation of the resource is done within the limits of sustainability with adequate emphasis on conservation and protection for future use. This is especially in safeguarding the pearl beds for natural pearl harvesting which draws heavy income source the area.

2.2.11 Forests and Wildlife

The North has by far the vast extent of dry monsoon forests than in any other province. The forest cover has remained intact largely despite the conflict and due to lack of development of the province. Kilinochchi, Mullaitivu and Mannar districts are extensively forested, while Vavuniya is partially in forest. Jaffna has no significant forest areas.

The important wildlife areas (already gazetted) are Wilpattu North, Madhu Road, Giant's Tank, Chundikulam and Kokkilai of which Mannar has three sites. But this does not take into consideration of new biodiversity hotspots and other ecologically important areas (river catchments, salt marshes, lagoons and estuaries, islands, arid zones of Mannaretc).The forest and wildlife need to be reviewed as an economic resource for forest products (non –timber) and nature based or eco-tourism.

Table 9: Forest Reserves in Mannar District

D S/A G A Division	Name of Forest	Extent in Ha
Mannar Town	-	-
Nanaddan	-	-
Musali	Mavillu Reserve Forest	14,575.00
	Vepal Reserve Forest	10,494.00
Mantai West & Madhu	Madhu Reserve Forest	22,307.80
	Ninthavil Proposed Resreve Forest	8,296.00
	Keerisuddan Proposed Reserve	1,611.80
	Kalmadhu Proposed Resreve	3,936.00
	Periyamadhu Proposed Resreve	4,746.31
	Kolanvillu Proposed Resreve	65,966.91
Total		131,933.82

Source: District Secretariat, Mannar

2.2.12 History and Culture

There are many areas in Jaffna and Mannar Districts of exceptional archaeological value. These include ancient temples and sites mentioned in chronicles, sites of pre-historic significance and old churches and temples of high cultural value to the northern people. Many of these sites have been recorded in documentation of the Archaeology Department, but there could be many more that are unrecorded and undiscovered. The promotion of these sites for tourism makes value addition to these artifacts and increase

prospects to local tourism is immense, especially sites such as Thiruketheeswaram (Mannar), Nallur (Jaffna) Nagadeepa (Jaffna) and Madhu Church (Mannar).

More than 63 sites as mentioned in elsewhere in the previous chapter provides higher significance in integrating of these historical and cultural entities into tourism make the Mannar more attractive to culture based tourism in the future.

2.2.13 Urban and Rural Settlements

Basically the settlement structure of the Northern Province has not changed significantly in its spatial distribution as a result of continued disturbances and also not rapidly expanded of its population for erecting permanent structures throughout the province except in certain centres like Vavuniya, Kilinochchi, Mullaitivu urban centres. Mannar is not much significant in that sense as the Mannar population was concentrated outside the district during that period. The undisturbed situation of the settlement structure was considered available until 1990s as indicated in Figure 5 and is at present organized encroachments are visible throughout the district for settlements.

The outcome of all these sector contributions in proposed development has to be viewed as against the existing issues, potential and constraints and to the overall development as well as tourism sector development in the district in particular.

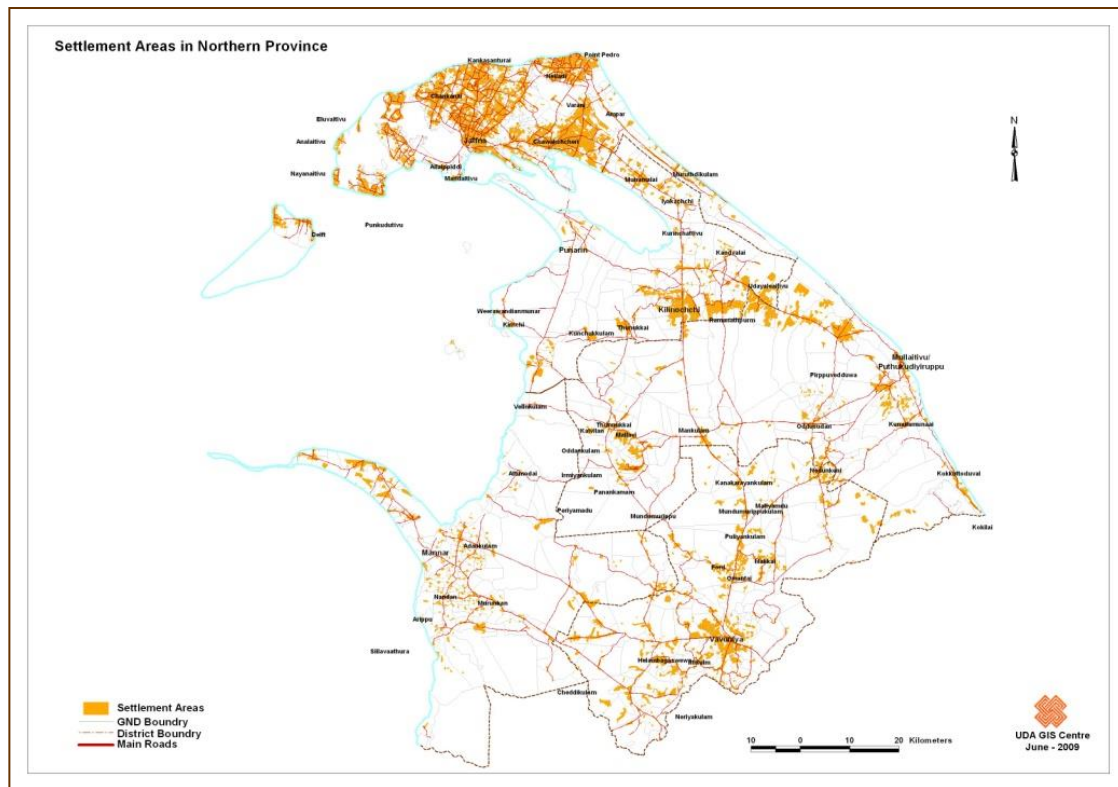


Figure 5: Settlement Structure of Northern Province

PAST DEVELOPMENT INITIATIVES RELATED TO MANNAR DEVELOPMENT

3.1 *Past Development Initiatives*

The Mannar District was functioned of its activities with great difficulty due to the civil disturbances which has been experienced over a period of three decades. However after the district back to normalcy the entire area of the district has opened to the general public with no direction of its future development as the priorities were placed on resettlement and rehabilitation. During the past seven years the potential of enhancing the development of Mannar District has been examined by various Government Institutions, Provincial Council, Donor driven projects, various local and International Non-Governmental Organizations. These initiatives has addressed the potentials, constraints and issues presently exists in initiating the potential development activities in relation to livelihood development of the people of the Mannar District through various sector based development activities including fisheries, agriculture, livestock, tourism etc.

Although this study aims to make development proposals for tourism sector it is not avoid consideration of already identified facts and figures as well as development proposals made by previous studies undertaken by different parties so as all these past initiatives were evaluated its present status, validity for future development and any conflicting situation arose in terms of intended development by this initiative.

According to the National Physical Planning Policy and the Plan for 2030 prepared by the National Physical Planning Department (NPPD) has identified Mannar to develop as a Metro Urban Centre in addition to the role it plays as the Capital City of the Mannar District. The concept of the development of Mannar is viewed as a **Multi Mode Transport Nodal Point** to cater the population target of around 150,000 in 2030.

It is also proposed to implement following major projects within the Mannar Special development area which would be largely helpful to accelerate the development of Mannar:

- ❖ Mannar-Negombo Highway
- ❖ Fisheries Harbour
- ❖ First entry point to Sri Lanka by proposed Trans-Asia Highway & Railway Network
- ❖ Protection of Environmentally Sensitive Areas and Coastal Eco-Systems and
- ❖ Conservation of Archeologically important places and monuments.

The implementation of Trans Asia Highway and Railway Network would definitely link the island through Mannar with India, Asia and other countries all over the Asian Sub Continent.

From the proposed highway network Mannar links with Anuradhapura and Vavuniya. Through Vavuniya it links with proposed Jaffna Metro region. It is proposed to develop Trincomalee, Anuradhapura, Polonnaruwa and Dambulla interwoven as a North Central Metro region so as **Mannar place as Gate way to Indian Sub-Continent**.

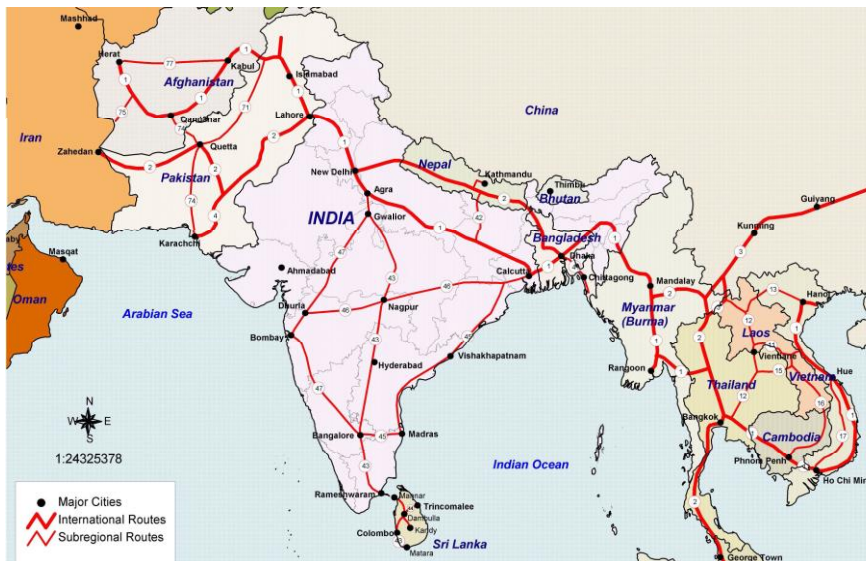


Figure 6: Proposed Trans –Asia Highway Network



Figure 7: Mannar, the Gate way to South Asia (source: NPPD)

A Railway bridge crossing is appeared by the NPPP as the least cost mode of direct connection based on available data. Initially a single-line railway may be installed which could be converted to a double line later. The advantage of a railway crossing over the ship crossing is the continuity of passage without the need for transfer of modes.

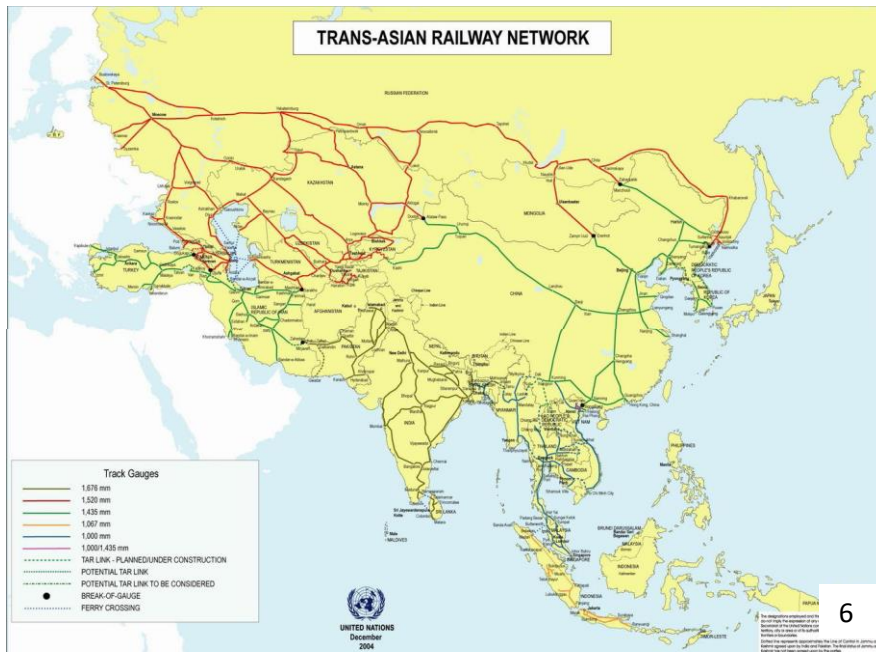


Figure 8: Trans-Asian Railway Network (source: NPPD)

The policy has identified immense benefit due to the close proximity to the Indian Subcontinent and setting up of the proposed Asian highway link between Sri Lanka and India to Sri Lanka's economy which includes:

- Promotion of International transport and regional integration.
- Main Access to Sri Lanka for gas and oil resources at Bangladesh.
- Link areas of economic activities such as main agricultural and industrial centres.
- Connections to main sea ports thereby increase of container handling and logistic supply.
- Major cargo input to ports at Colombo and Hambantota from and to Indian Subcontinent.
- Development of tourist industry by connection to major tourist destination.

National Physical Planning Policy has indicated that the proposed exploration Sites in the Regional Offshore Petroleum and Natural Gas Resources are basically located within Mannar Basin. The results of the already conducted exploration sites indicated that the area has petroleum and gas in the region. If the situation is growing faster and the connectivity is established the role of Mannar Special Region would be very wide and more challenging in economic development of the region.

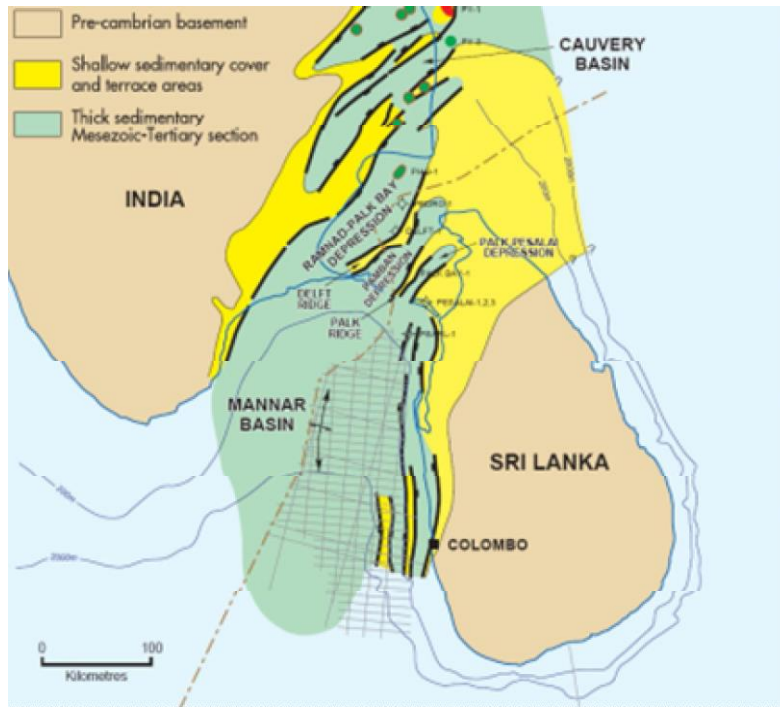


Figure 9: Basin Geomorphology of Mannar Basin (source: NPPD)

3.2 Initiatives made for Tourism related Development

It is in this regard following studies and development initiatives were identified as major initiatives made for Mannar Development. The status of these proposals are briefly evaluated:

1. Mannar Guest House Directory-2014; MDCCIA Mannar& Diaspora Lanka, 2014 and 2016
2. Let's Go Somewhere –Booklet on the popular attractions in Mannar -2014; MDCCIA Mannar& Diaspora Lanka, 2014
3. Mannar's Community Tourism Strategy 2012–2022,MDCCIA Mannar& Diaspora Lanka, 2012
4. Archaeology Mannar, Archaeology Department, 2010
5. Biodiversity and Socio-economic Information of Selected Areas of Sri Lankan Side of the Gulf of Mannar, IUCN, 2011
6. Tourism Development Strategy for Mannar District, TRC/IFC, 2014
Draft Development Plan for Mannar Island (2015-2025), UDA, 2015
7. Prompting Mannar District as a New Tourism Point
8. Performance Report -2012 District Secretariat, Mannar

The status of these study reports, its contents, status of implementation, relevancy in tourism development, investment made and the present status of implementation of these proposals are briefly analyzing by this chapter.

1. MANNAR GUEST HOUSE DIRECTORY-2014; MDCCIA MANNAR& DIASPORA LANKA, 2014

This report has identified and listed the details of 10 guest houses available at the time of survey with a photograph and details on name of the guest house, address, telephone, e_mail, languages speaking with narration describing the activities the guest can perform as well as facilities available and room rents of air conditioning and non air conditioned rooms. The Directory has given details of following 10 guest houses which had 88 rooms in 2014.

Palmyrah House (5 rooms); Golden Rest (11 rooms); Four Tees Rest Inn (12 rooms); Baobab Guest House (4 rooms); Hotel Ahash (9 rooms); Mannar Guest House (12 rooms); Holiday Guest House (8 rooms); Manjula Inn (4 rooms); Swiss Hotel (8 rooms) and Star Guest House (15 rooms).

In addition to above guest houses they have identified following Guest Houses which were not in operational stage at the time of survey. The Shell Coast Resort, M J M Golden Guest Inn , Nelson Guest House, Rathushan Guest Inn, Lucky Guest house, YMCA, and Co-operative Guest Inn.

As this information base was compiled in 2014 and is most relevant information for the field of tourism it was decided to update the directory with additional information as a part of the present study enabling the details annexing to the development plan as additional information by adding following information:

1. Number of rooms available at present and add details of other guest houses now in operation
2. Occupancy rate and status of monthly occupation and occupation by locals and/or foreign tourists
3. Perceptions of the owners of these guest houses in expanding the facility and future prospects in the industry as well as their future plans of them in the industry expansion
4. Issues confronted by the operators of these guest houses in tourism sector and need immediate steps to address at local for the long term sustenance of the business and the industry
5. Also to find the status of 700 pilgrim rooms available in Madhu shrine in its availability for local visitors and the possibilities of using these resources in off festival season by othergroup of visitors those who bring the stuffs for cooking and preparation of meals to stay overnight. In such a situation the availability of basic facilities like drinking water, cleaning services, access to other requirements etc.

This Directory information was updated as a partial requirement of this study in order to understand the current situation in provision of accommodation by the facility centres.

The Updated Directory has given details of following 13 guest houses which has 135 rooms in 2016 against 88 rooms were in 2014.

Palmyrah House (5 rooms); Golden Rest (11 rooms); Four Tees Rest Inn (12 rooms); Baobab Guest House (4 rooms); Hotel Ahash (9 rooms); Mannar Guest House (20 rooms against 12 rooms in 2014); Holiday Guest House (5 rooms against 8 rooms in 2014); Star Guest House (15 rooms). Not recorded any information on Manjula Inn (4 rooms) and Swiss Hotel (8 rooms) but have new guest houses of Faith Rest Inn (8 rooms), Shell Coast Resort (8 rooms), Judy Reception (9 rooms), Hotel Agape (10 rooms) and M.J.M Golden Guest House (9 rooms). The information on other guest houses includes Nelson Guest House, YMCA and Hotel John Mary.

2. LET'S GO SOMEWHERE –BOOKLET ON THE POPULAR ATTRACTIONS IN MANNAR -2014; MDCCIA MANNAR& DIASPORA LANKA, 2014

This document provides a historical background and features of 13 places identified as attraction of the people in Mannar District. This piece of information provides people to get an overview of the location and programme in advance to visit these places.

The identified 13 places are Thirukketheeswaram Temple, Portuguese Fort, Giants' Tank, The Madhu Shrine, Adam's Bridge, Doric Fort at Arrippu, Baobab tree, Birds watching in Mannar, Kunchukulam, Palmyrahforest, Thoddaveli – Church of Our Lady of Martyrs, The Forty feet man's tomb, and The Old Dutch building at Karisal.

Many of these places are popular destination by many of the people some of which are large gathering locations at annual religious festivals. The important things to be examined are whether these places have regular services to the people those who visit to enjoy or perform their religious activities. This includes the public convenience, facilities for disabled persons, refreshments if the location requires considerable time to enjoy etc.

3. MANNAR'SCOMMUNITYTOURISM STRATEGY 2012–2022, MDCCIA MANNAR& DIASPORA LANKA, 2012

This study aims to compile a ten year plan with strategies for community based tourism development in the district by understanding the possible strategies with implementation of some identified projects with people's participation.

The study has defined criteria for positive community tourism by stand on:

- Mannar's uniqueness
- Uses local resources (natural landscapes and products and human resources)
- Engages in eco sensitive development
- Provides affordable and readably accessible services for tourists
- Creates low cost tourist investment opportunities for local people
- Offers rich cultural experiences
- Ensures local employment and community benefit.

Participants contributed many ideas to encourage tourism in Mannar and insist following actions as direct inputs to initiate the implementation of proposed projects:

1. Construct a modern transport hub for public and private busses and a modernized integrated railway station
2. Negotiate the withdrawal of the military from Thalladi camp so it can be converted into a domestic airport
3. Develop attractive tourist facilities including good quality tourist standard restaurants, culturally sensitive beach resorts and hotels, a tourist attraction near the bridge, and "star" class hotels
4. Upgrade and restore the tourist attractions and sites of Madhu Church, Thiruketheeshvaram Kovil, Silavathurai Sea (pearl diving), Mannar Fort, Arippu Fort, Baobab Tree in Pallaimunai, Puthukudiyiruppu Light House, Thalaimannar Harbour, Thottaveli and the Giant's Tank
5. Develop attractive publicity about what Mannar has to offer tourists

Detailed discussion was made on results based management under:

1. Fort renovation
2. Nature Park Development
3. Mannar City in Sri Lankan Tourist Guide
4. Biobab trees
5. Boat ride service

It is proposed that Mannar tourism to be linking points to the spirit of the Government's Tourism Development Strategy under direct and indirect strategies:

Strategy with direct linking with the Mannar:

- **Diversity tourism** – Organize adventure tours, **improve boat riding, bird watching facilities, improve facilities for exploring magnificent coral reefs, coastal fishing** and dolphin and whale watching, **promote community-based tourism** (linking with rural economy, harvesting seasons, wild life, farming practices, art, culture and religions)
- **Focus on new markets** – Implement promotion campaigns with the **participation of Sri Lankan diaspora** and missions abroad;
- **Develop tourism infrastructure** – **Increase accommodation capacity; encourage public-private partnerships;**
- **Popularize tourist attraction, events** – **Create a database of tourist attraction and events;** promote festivals in Sri Lanka;
- **Promote domestic tourism** - **Provide adequate accommodation facilities at affordable rates; develop all religious places of worship; upgrade historical places** (p28); arrange domestic travel packages; promote the setting-up of theme parks;
- **Enhance industry professionalism** - **License tour guides** in order to standardize the service accreditation of travel agents.

The Tourism Strategy with indirect linking aims to:

- Acknowledge the internet as the most effective global communication medium in tourism today
- Attract quality tourists to the country
- Increase tourism-related employment
- Provide tourists with an experience of diversely themed activities throughout the year
- Create awareness among the local community on tourism and obtain their support and cooperation for tourism development

The projects identified under the Mannar's Community Tourism Strategy include five categories of projects:

Preliminary Actions

1. Mannar Tourism Committee
2. Military Negotiation

Tourism Capacity Building

11. SME Capacity Building for Tourism
12. Guesthouse Improvement Project

3. Community Engagement

13. 'Branding Mannar Products' Project

14. Mannar Oral History Project

Major Urban Development Projects

15. Tourist Guide Project

4. Fort Renovation Project

16. Tourism IT Capacity Building Project

5. Mannar Town Foreshore Development Project

17. Culinary Enhancement Project

6. Kulam (ponds) Rehabilitation Project

7. Nature Park Development Project

Tourism Products

8. Modern Transport Hub Project

18. Biobab Historical Trail Project

19. Boat Ride Service Project

Tourism Infrastructure Development

20. Tourist information

9. Tourist Information Centres

21. Alternative Tourism Packages

10. Beach Enhancement Project

22. Village-Stay Project

Report doesn't make any strategic approach in attracting the quality tourists, enhancing tourism related employment with specific targets and approaches in achieving these targets. The investment on the some of the proposed projects does not make direct impact to attract tourists. The tourist facilities have to be enhanced on the basis of gradual expansion of the industry, but with a plan to identify locations for future development. The existing air strip can be used to land light air planes and helicopters without shifting the camp but only requirement is to organize with the defence to provide required landing facilities like fire fighter, fueling, and other services with a sizeable building to operate the services. The continuation of such services requires growing for a development of domestic airport at Mannar.

Some of the identified projects could be organized by the community with the assistance of local authorities and non government organizations at the initial stage so that community could participate in such work without having any doubt.

4. ARCHAEOLOGY MANNAR, ARCHAEOLOGY DEPARTMENT, 2010

The report on Archaeology in Mannar is a very comprehensive and illustrative report with details on 59 archaeologically and historically important places located within Mannar District. These archeological places include

archaeological sites and archaeological remains, temples, churches etc which were proposed as places to be visited and explore the ancient history of Mannar.

The descriptions given in the study report provides insight of all these archaeological sites with illustrations for the visitors to pre determined their destinations to visit. The details of these sites are annexed to this report as information on sites to be visited is important aspects in tourism development in any area of the region.

Table 10: Summarized Information on Archaeological Sites in Mannar District

Archaeology Remains/ Historical Places	Archaeology Remains/ Historical Places	Archaeology Remains/ Historical Places
1. Mannar Fort	21. Uma Kovil Remains	41. St Mary's Church
2. Mathota Raja Maha Viharaya	22. Baobab Tree	42. Oluthuduwaya Kanar Church
3. Kappa Kovil Remain	23. Manthai Excavation Site	43. Dutch Barrier, Narapadu
4. Urumalai Light House	24. Tharapoda Anicut and Dam	44. Thiruketheeswaram Temple
5. Old Dutch Church	25. Urumalai Adam's Cemetery	45. Dorick Building, Arippu
6. Murumgan Rajamaha Temple Remain	26. Arippu Fort	46. Thalaimannar Old Jetty
7. Maligapitti Remains	27. Thailaimannar Hospital	47. Thekkama Anicut
8. Akathimurippu Pattini Goddess	28. Manthottan Remains	48. Kallikulam Remains
9. Ottamkulam Forest Remains	29. Periyaweli Dagoba Remains	49. Kalyana Thottam Old Settlement areas
10. Nagathalwo St. Thomas Church	30. Murugan Hospital Remains	50. Manthai Adampan Remains
11. Lands Abutting Manthai	31. Savarikulam Anicut & Settlement	51. Sengalpoottu Ancient Remains
12. Vedithalativu Pillayr Kovil	32. Kalliadi Warichchi Mottai Kulam Remains	52. Attatheevu Ancient Settlement
13. Kombathukki Thottaputtu Ancient Settlement	33. Iluppaikadawai Muttumari Amman Kovil	53. Iluppaikadavai Padavuthurai Light House
14. Sengal Puttu Ancient Settlement	34. Muddanputtu Madam	54. Neelavi Kulam Tank Area Remains 1 & 2
15. Vankalai Settlement Features	35. Mathota Old Harbour & Mortar	55. Mullikulam South Sanmuhamge Remains
16. Madu Church	36. Palampiddi Muthumary Amman Kovil	56. Kollamkulam Remains
17. Pokkara Vanni Remains	37. Mullikulam Ancient Dagoba	57. Malwathu Oya Remains
18. Shivam Kovil Remains	38. Sekkadikulam Dagoba Remains	58. Kalku Aari Quarry Remains
19. Seat in Vilathi Kulam Tank	39. Sinnavalayan Kattu Remains	59. Sinna Pandivirichchani Remains
20. Maradamadu Remains	40. Periya Pandivirichchani Remains	

Source: Department of Archaeology

These areas could be promoted as places for tourist attractions in Mannar.

This document is prepared in Sinhala. *The Concise English version of the above report has been prepared by Green Movement and attached in Annex. In order to attract more visitors both foreign and local it is required to develop strategies to make promotion campaigns with wide publicity.*

5. BIODIVERSITY AND SOCIO-ECONOMIC INFORMATION OF SELECTED AREAS OF SRI LANKAN SIDE OF THE

GULF OF MANNAR- Report submitted by IUCN Sri Lanka Country Office to BOBLME Project Component 2.4 Collaborative Critical Habitat Management: Gulf of Mannar-2011

This is a very detailed and comprehensive report which describes the present status of biodiversity and socio economic status of the selected areas in Gulf of Mannar Area (GoM).

The terrestrial habitats of the GoM possess 12% of the flowering plant species found in Sri Lanka. A total of 583 plant species (in 119 families) were recorded and among them eight species are endemic and 11 species are nationally threatened.

A total of 496 inland faunal species were recorded within the inland coastal habitats of GoM, including 31 endemics, 66 migratory birds, two introduced freshwater fishes and eight domesticated mammals. Among them, 46 species were recognized as nationally threatened.

The report stressed that the development activities proposed in the region has to give adequate consideration to biodiversity conservation. Of particular concern is the possible increase of firewood collection by people in the resettlements, illegal logging for timber, and extensive land clearing for agriculture.

Gulf of Mannar Reef, Vankalai Reef, Arippe Reef, Silavattura Reef and Vidattalativu Lagoon have been identified as environmentally important areas with high biodiversity, is requested to receive special consideration and protection.

Fishery is the backbone of the people living around GoM. The fishers need to know well their resource base, and should respect the need for sustainable extraction. Destructive fishing practices observed during the study is dynamiting, monofilament (*Thangus*) nets, brush piles and multi hook artificial bait for cuttlefish, surukku nets, SCUBA diving and trawling. There is an ongoing feud between the Indian and Sri Lankan fishermen. Indian fishermen use a large number of big trawlers in Sri Lankan waters violating territorial user rights. There are allegations and counter-allegations, and the Governments should address this issue.

The detailed information collected by IUCN at their recent studies could be incorporated into this report and enhance the value of such resources and some of the findings of the report be updated with the latest information on socio economic pattern of the region with reference to Mannar. This data set provided the details of resources base available for particular type of tourism in Mannar.

6. TOURISM DEVELOPMENT STRATEGY FOR MANNAR DISTRICT, TRC/IFC, 2014

The Team has consulted stakeholders and community leaders in the District and used its own judgment to complete a qualitative **audit** of Mannar District as a tourism destination, **and thereafter** independently assessed the **development potential** of the tourism sector in Mannar District and prepared tourism development concepts **for Mannar District** and guidelines for implementation.

The team has looked tourism both in global context as well as local context and justified that Sri Lanka has a clear tourism aims with:

- Good potential for Kalpitiya / Jaffna / Trincomalee links, bringing Mannar into a developing northern circuit
- Operators report demand for new products and experiences for new market segments, repeat visitors and to satisfy post conflict curiosity
- Mannar has good potential to divert visitors from well-established international Ancient Cities circuit (593,000 foreign visitors in 2012 (Central Cultural Fund))
- Patterns will diversify with new train, ferry and highway infrastructure & expanding markets, benefiting Mannar providing ready to respond
- Kalpitiya will become engine of tourism growth with tourism developments proposed in Dutch Bay (5,000 new rooms), restoring the historical links between Mannar, Anuradapura and Kalpitiya.

The study has identified *Linkages as important factor in understanding visitor:*

Current visitors to Mannar

Currently estimated to be 25,000 overnights, and 500,000 day visitors per annum (study estimates), High potential if products can be developed, packaged and promoted

Currently estimated to be 2,000 overnights, 6,000 day visitors per annum (study estimates), Good potential to continue and grow if products can be developed, packaged and promoted with proper destinations

Assessing the appeal of attractions

bio-physical resources for tourism, land resources, marine resources, coastal resources; coral reefs, marine mammals, wind and seas, fish and fishing, resource for special interest tourists, red flags for concerns

History of Mannar is a key resource; Guiding & interpretation are keys to successful historical & cultural tourism

Agents of development are engaged

The Mannar Chamber of Commerce and Diaspora Lanka have also developed a register of guesthouses in Mannar and facilitated the preparation of a community-focused tourism strategy, with the following programme ideas:

1. Mannar Tourism Committee
2. Military Negotiation
3. Community Engagement
4. Fort Renovation
5. Mannar Town Foreshore Development
6. Kulam (ponds) Rehabilitation
7. Nature Park Development
8. Modern Transport Hub
9. Tourist Information Centres
10. Beach Enhancement
11. SME Capacity Building
12. Guesthouse Improvement
13. Branding Mannar Products
14. Mannar Oral History
15. Tourist Guide
16. Tourism IT Training
17. Baobab Historical Trail
18. Boat Ride Service
19. Tourist information
20. Alternative Tourism Products
21. Village Stay

Markets and Marketing

Attractions & Activities

Adam's Bridge has international appeal
 Good potential for historic, culture & birds
 Transport Constrained now but good potential
 Slow travel time from tourism centres.
 New train / ferry link presents opportunity
 Accommodation Currently poor (Quality end yet to be developed) 134 rooms on Mannar Island of low standard except Palmyra House. About 700 rooms at Madhu Shrine
 Supporting Services

Understanding the resource base is too



Current Tourism Attractions

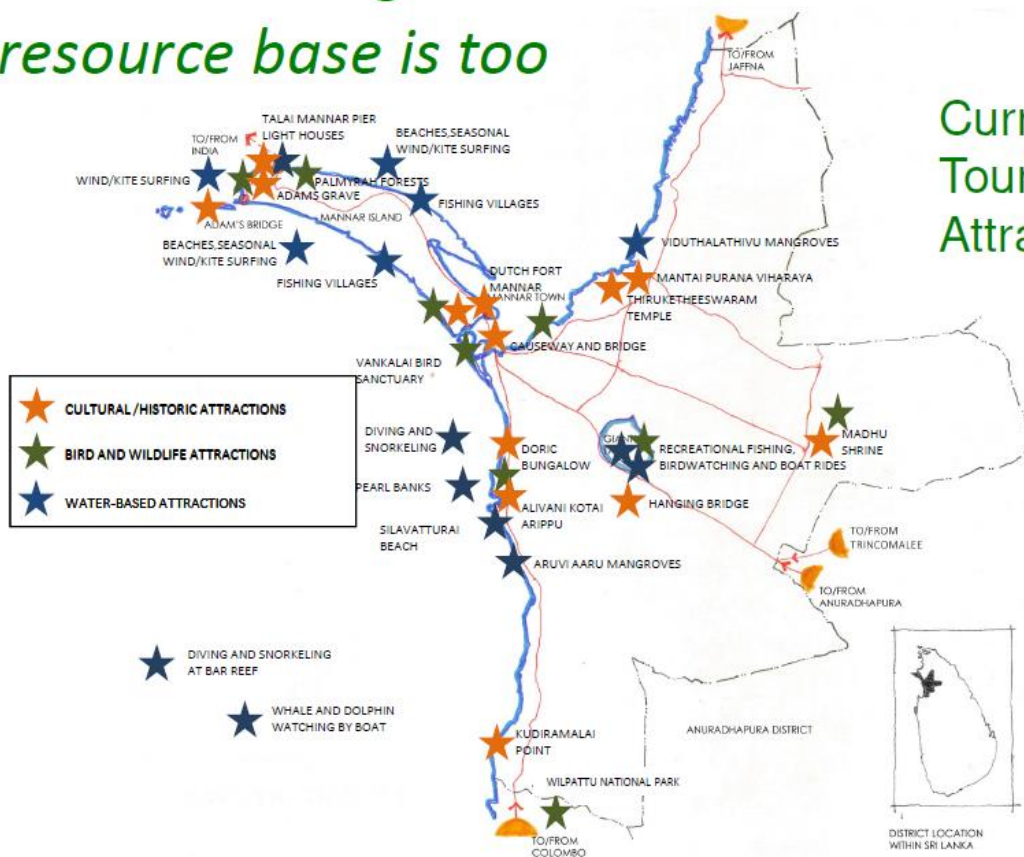


Figure 10: Current Tourism Attractions (source: TRC/IFS)

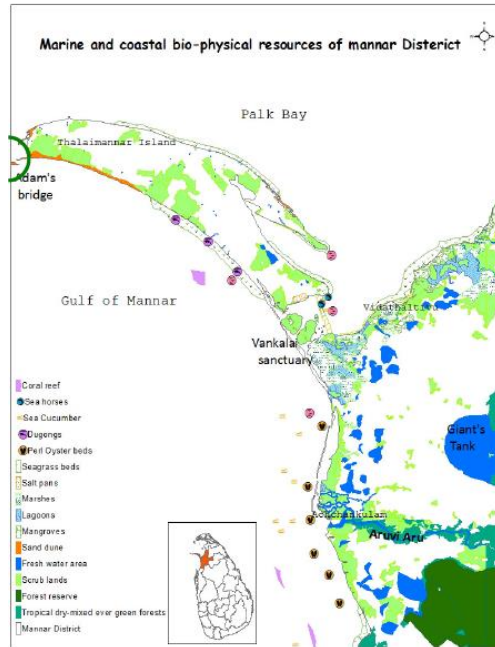
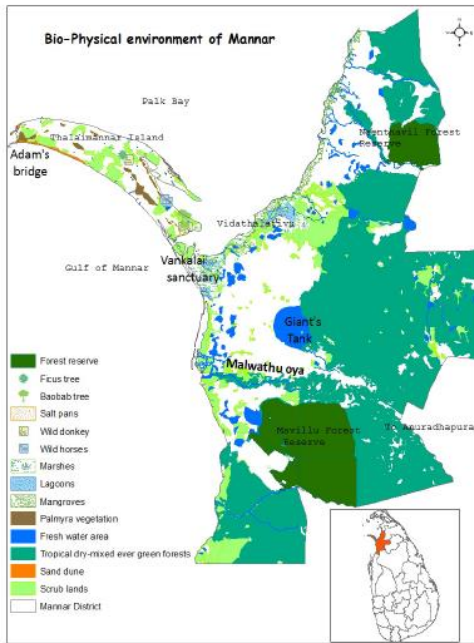


Figure 11: Bio Physical Resources Figure 12: Marine and Coastal Bio-Physical Resources

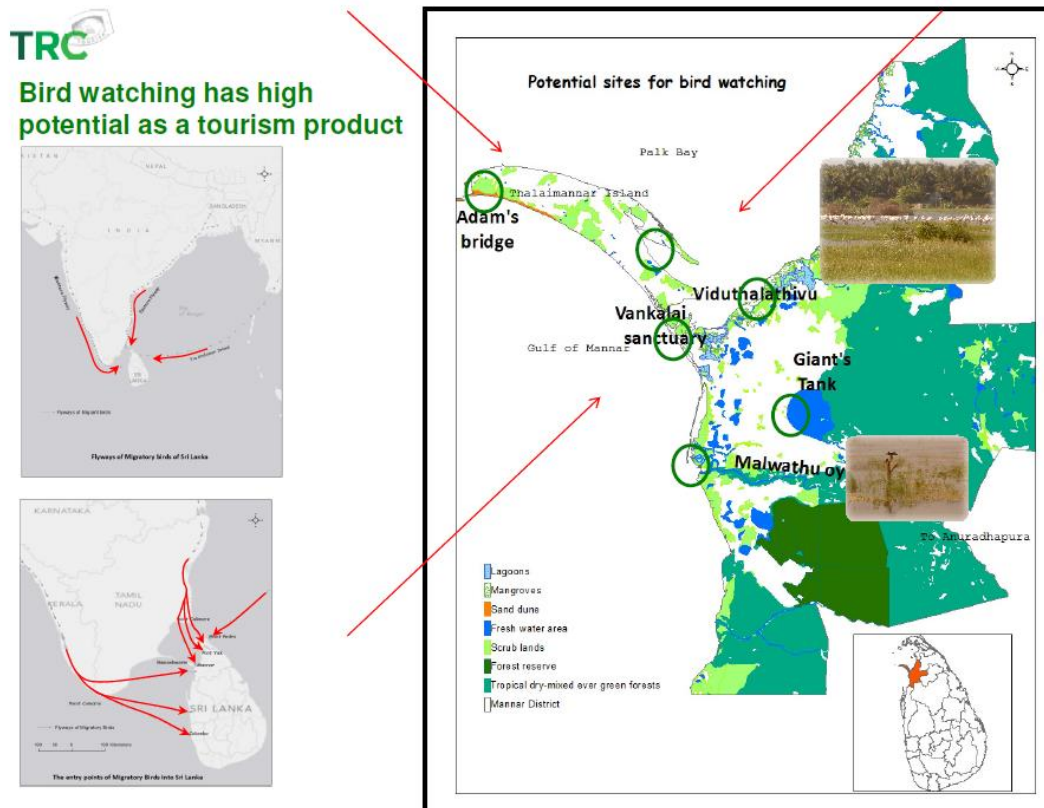


Figure 13: Bird Watching (TRC/IFS)

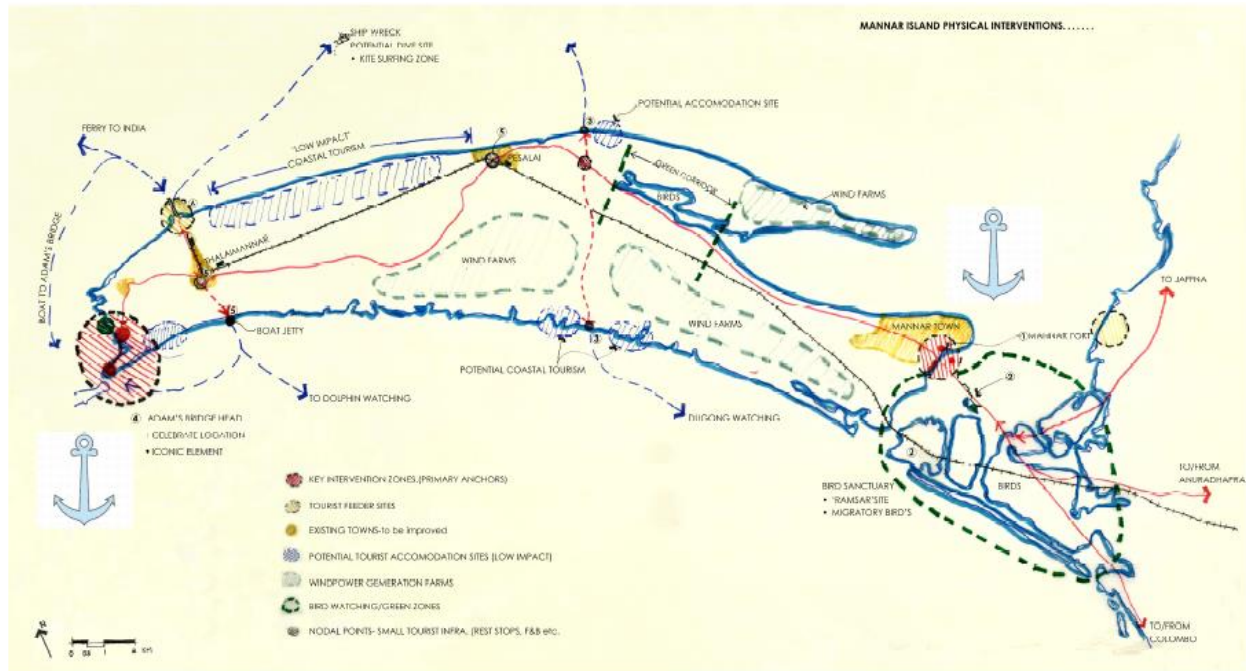


Figure14 : Development Concept (source: TRC/IFS0

7.DRAFT DEVELOPMENT PLAN FOR MANNAR ISLAND (2015-2025 PREPARED BY UDA)

UDA has made a presentation to create an awareness of relevant stakeholders on Draft Development Plan for Mannar Island, to obtain feedback from all relevant stakeholders to finalize the plan and seeking funding source to implement the identified projects for the areas declared under UDA.

Brief analysis has done for each sector with a SWOT analysis indicating the status of Mannar in relation to intended development.

A vision articulated to Mannar be a universal lobby, with shortest land connection to South Asian main land while supporting in creation of new economic and recreational opportunity in a spatially coherent manner and Mission to convert Mannaras a dynamic hub for business, investment and innovation by providing exceptional services while ensure the safe environment”.

Development Zoning Plan is prepared with number of zones including permissible and non-permissible activities as well as a list of projects with details including:

- Trans Asian Highway with Southern Coastal Road and Northern Coastal Road with service road and internal road improvements

- Traffic Management Plan and Parking Plan
- Several locations identified for tourism, industrial, fisheries, mixed development in aiming to increase the income of Pradeshiya Sabha by 200 Mn in 2030 by revaluation of properties.
- Pesalai Fishery harbor and jetty development is proposed to enhance the fish catch but not having actions
- *Tourism development sub regions identified and some actions proposed but actual targets of population and number of tourist's arrivals have no clear indication or targets so as the facilities development will be only a money spending projects for improvement of the status of the Mannar.*
- *Aqua culture and shrimp farm development, establishment of marine village, and beach beautification has zones. The actual need is the immediate action in cleaning the environment without having any waste to freely move around the area.*
- *All proposals are made by name without any significant comparison with the figures and targets as well as generation of income by the people.*
- *All the other projects related to beautifications and environmental improvements are listed in every report with sketch drawings and layouts.*
- *Any development plan should be accompanied with estimated cost and investment needs for short term, Medium term and long term projects which have not being identified in this report and the implementation of the projects needs prioritization and listed under national, regional and local level.*
- *Programs should have approximate time line and best method of investment.*

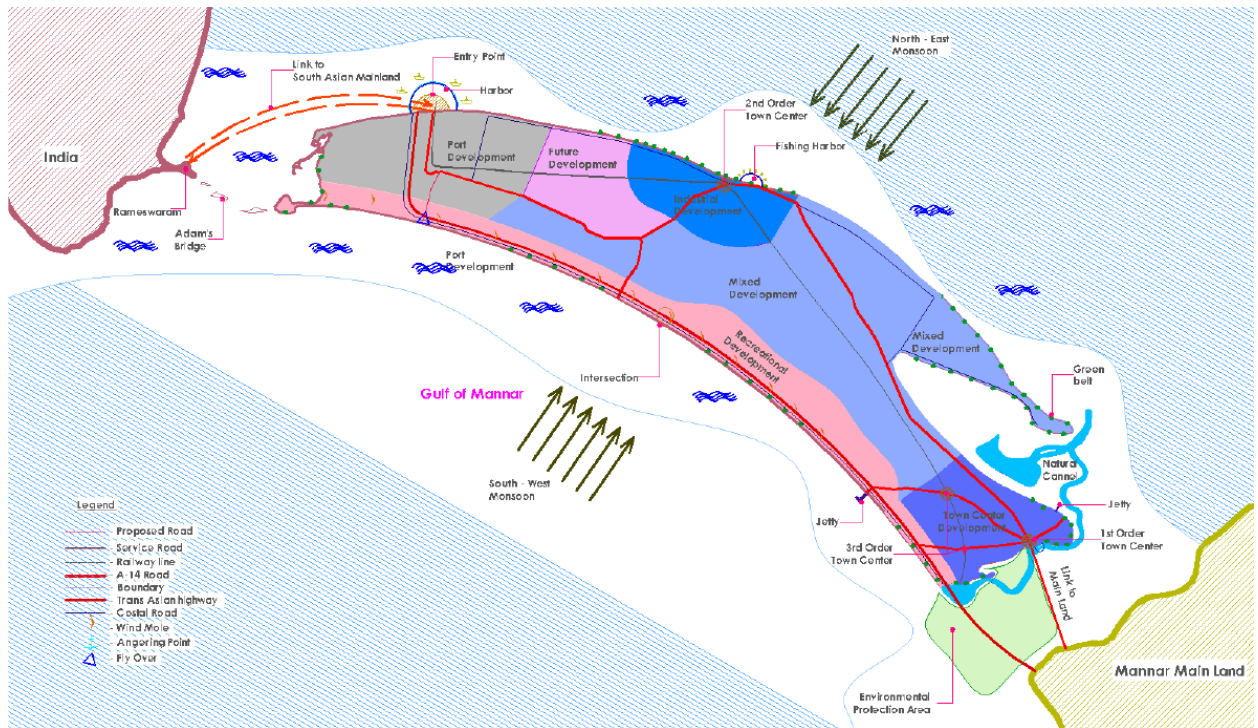


Figure 15: Development Concept for Mannar Island (source: UDA)

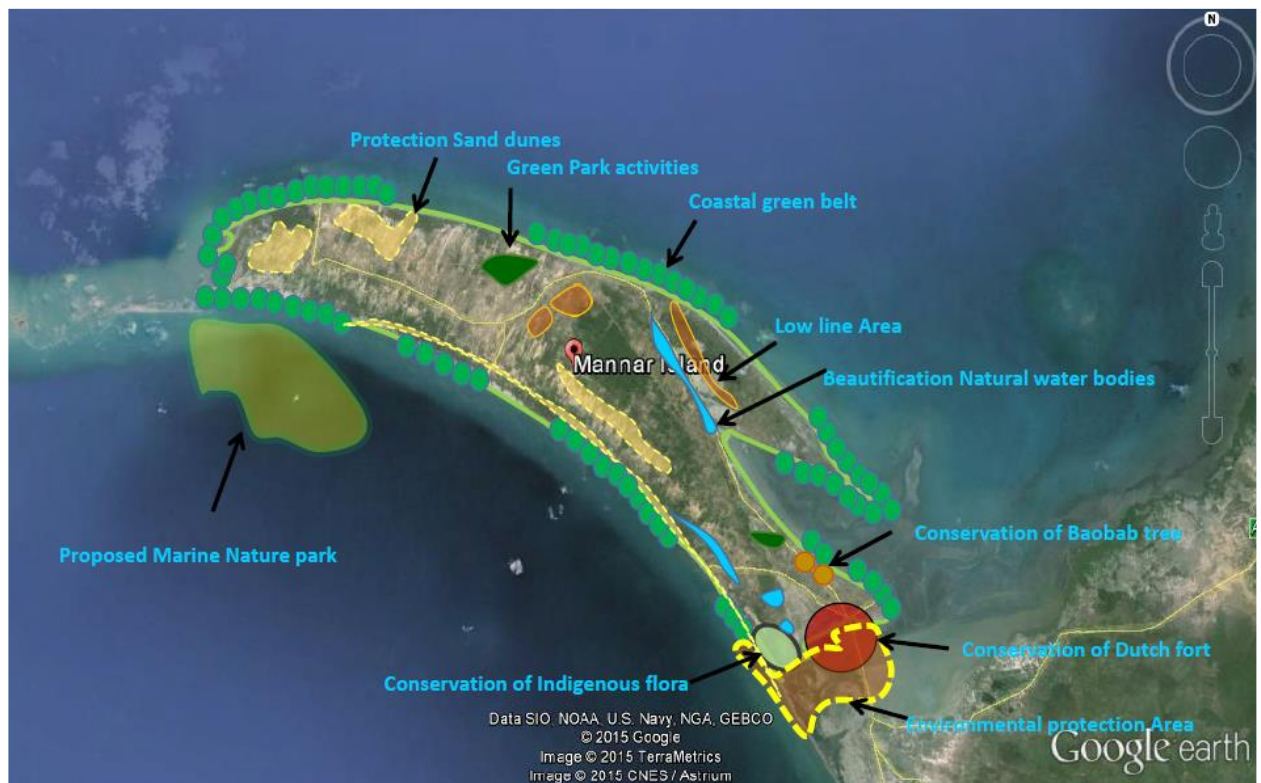


Figure 16: Concept for Conservation –Mannar Island (source: UDA)

7. Promoting Mannar District as a New Tourism Point

This brief note has indicated the Potential for promoting Mannar district as a new tourism destination point in Sri Lanka which referred the IFS findings and listed the same projects in the paper.

As the IFS study has the findings of limited awareness of attractions, lack of promotion of destination and limited visibility as major constraints that hinder in promoting the district as a new destination point.

Therefore, following activities were proposed as strategically important promotional strategy to overcome the above mentioned problems.

- Putting Sign Boards
- Promoting and Conserving Vankalai birds sanctuary as an International Birds Sanctuary site
- Promoting the mangroves plantation site as a recreational site.

All these proposed activities as described above will contribute in building the image of the Mannar District as a new destination for tourism industry aiming to attract the tour operators, international and local tourists including bird watchers and professional photographers towards the district so that number of tourist arriving to the district would gradually increase over the years.

As they have identified to increase in number of tourist arriving and spending more days in the district would be possible to attract more investments to the region so as it needs to be start initially by using the available resources and then to enhance the facilities through the investment made out of earnings to strengthening the activities in the industry without making burdens to the people. US\$ 250,000 project proposals have been formulated by the study for erection of sign boards.

8. IUCN INITIATIVES IN THE PALK BAY AND GULF OF MANNAR

The IUCN Sri Lanka embodies the overall mission of the International Union for the Conservation of Nature to help nations throughout the world to protect and use sustainably of their natural resources for the benefit of all their people. In serving this mission, IUCN Sri Lanka aims to contribute towards the development and implementation of appropriate conservation policies, based on scientific information in the field of nature conservation.

The Occasional Paper on Sustainable Development of Delft Island: An ecological, socio-economic and archaeological assessment was the outcomes of research and project work conducted by IUCN staff and their collaborators; Resilience Analysis Protocol Sustainable Development of Delft Island Sri Lanka; Concept paper on

combining nature, culture and heritage plus unexplored capacity of small islands promotion of sustainable livelihood and conflict resolution and the recent visit to small islands in the Palk Bay and Gulf of Mannar by a study team consists from UDA, SLTDA, CCD, MEPA and IUCN in ascertaining the potentiality of these coastal islands for eco tourism development in par with the objectives of the above concept.

The rapid assessment was conducted by four groups leading to development, marine and inland bio diversity and ecotourism under following key aspects:

- Main ecosystem types and their dominant/readily visible fauna and flora
- Status of ecosystems and key species – an overview
- Environmental quality in terms of undamaged forests (mangroves), wetlands, coral reefs and scenic locations
- Seasonal variations in the ecosystems and species (monsoon, inter-monsoon)
- Identify highly sensitive sites/locations that should not be disturbed by development
- Identify sites for ecotourism such as attractive beaches, wetlands, coral reefs, mangroves etc
- Accessibility of identified sites
- Currently available infrastructure
- Identify locations where infrastructure such as hotels, chalets, guest houses, cabanas can be established with minimal impact to the sites and surrounding area including social aspects
- Accessibility of freshwater
- Identify sensitive areas where development should not be allowed
- Waste disposal
- Locations of communities
- Current use by local communities
- Present industries such as aquaculture and their sites
- Impacts of current use by local communities such as damaged mangroves, coral reefs etc.

The final outcome of this rapid assessment was the result of selecting 3 islands in the Mannar District to be developed as eco tourism based development of the district in order to sustain the livelihood of the people together with agriculture and fisheries.



Figure 17: Three Islands Identified within Mannar District by IUCN Assessment

INTERNATIONAL OUTLOOK OF FUTURE TOURISM DEVELOPMENT

4.1 United Nations Declaration

United Nations declares 2017 as the International Year of Sustainable Tourism for Development is a great leaf for the tourism development in the country too. The principles in promoting as the industry could be applied in the proposed development activities in Mannar to develop the sector alongside with UN declaration.

UN declares 2017 as the international year of sustainable tourism development:

- *in fostering better understanding among peoples everywhere,*
- *in leading to a greater awareness of the rich heritage of various civilizations and*
- *in bringing about a better appreciation of the inherent values of different cultures, thereby contributing to the strengthening of peace in the world”.*

This provides a unique opportunity to advance the contribution of the tourism sector to the three pillars of sustainability – economic, social and environmental, while raising awareness of the true dimensions of a sector which is often undervalued (UNWTO).

The 10-Year Framework of Programmes on Sustainable Consumption and Production Patterns (10YFP) is a global framework of action designed to enhance international cooperation to accelerate the shift towards sustainable consumption and production (SCP) in both developed and developing countries. The vision of the 10YFP STP is for a tourism sector that has globally adopted sustainable consumption and production practices resulting in enhanced environmental and social outcomes and improved economic performance. The 10YFP STP offers a major

opportunity to ensure that tourism contributes effectively to sustainable development, all within the framework of the Sustainable Development Goals (SDGs).

The 10YFP Sustainable Tourism Programme (STP) promotes and enables transformation of the tourism sector for enhanced sustainability, through evidence-based decision making, efficiency, innovation, collaboration among stakeholders, monitoring and the adoption of a life cycle approach for continuous improvement. The 10YFP STP has four Programme of Work Areas (PWA) defined within the Concept Note:

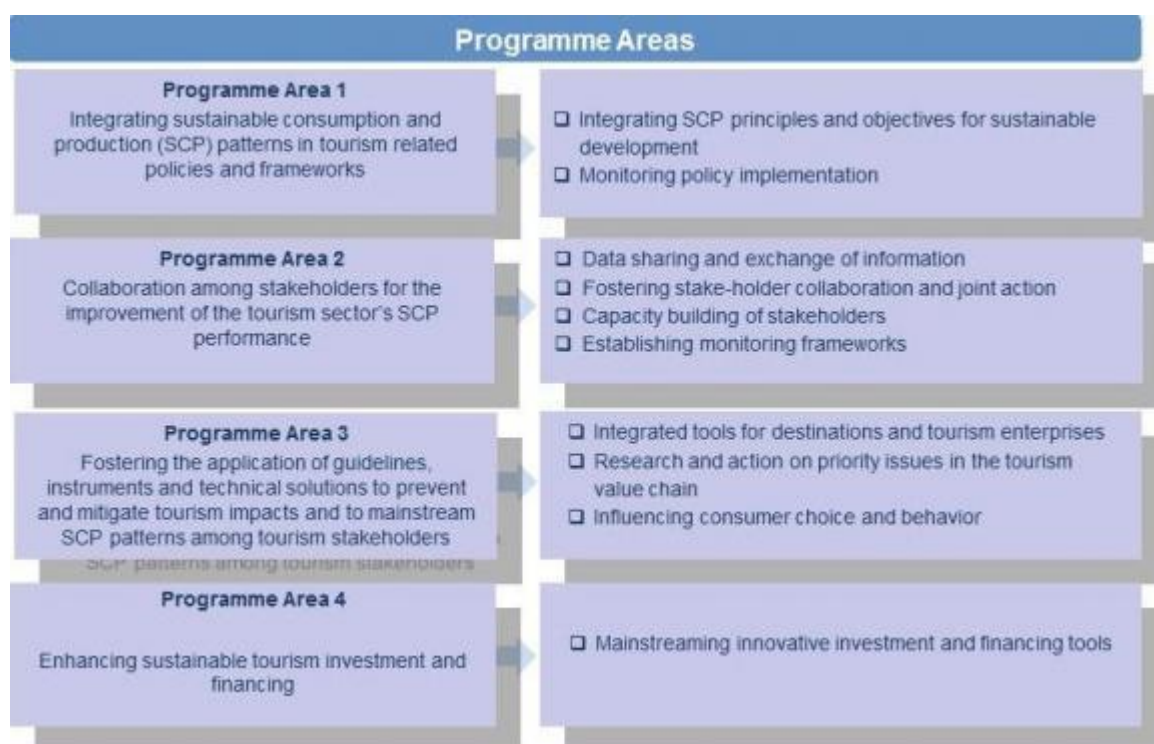


Figure 18: Program Areas of Sustainable Tourism

As sustainable tourism approaches are too often ad hoc and with minimum commitment in evidence towards long-term strategic planning, **PWA1** has the objective to strengthen sustainable tourism policy making and to enable and encourage relevant stakeholders to plan, manage and monitor tourism in close interaction and according to principles of SCP, social equity, good governance, transparency.

Since the tourism value chain has the potential to be used as an important infrastructure to promote behavioral change, **PWA 2** has the objective to promote multi-stakeholder partnerships as the key for implementation success, which will result in strengthened cross-sector collaboration, including the private sector and local communities, and synergies with other stakeholders.

As the adoption of sustainability tools and standards are not yet fully prioritized at the destination, enterprise and SME levels, **PWA 3** has the objective to research and exchange best practices and experiences to identify existing and effective sustainability tools and the requirements to overcome bottlenecks for further and more effective application.

Since the tourism sector is still affected by a lack of access to markets and capital (especially for MSMEs where sustainable investments prevail), **PWA 4** has the objective to raise awareness of political actors, private investors, donors, developers and operators on the need to establish sustainable financing schemes and an investment-friendly macro-economic policy framework.

This global spread of tourism in industrialised and developed states has produced economic and employment benefits in many related sectors - from construction to agriculture or telecommunications.

The contribution of tourism to economic well-being depends on the quality and the revenues of the tourism offer. UNWTO assists destinations in their sustainable positioning in ever more complex national and international markets. As the UN agency dedicated to tourism, UNWTO points out that particularly developing countries stand to benefit from sustainable tourism and acts to help make this a reality.



Figure 19: Why Tourism Matters

4.2 *Current developments and forecasts*

- International tourist arrivals grew by 4.3 % in 2014 to 1.133 billion
- In 2014, international tourism generated US\$ 1.5 trillion in export earnings
- UNWTO forecasts a growth in international tourist arrivals of between 3% and 4% in 2015

Source: **UNWTO Tourism Highlights 2015 edition** presents a concise overview of international tourism in the world based on the results for the year 2014.

DEVELOPMENT POTENTIALS AND CONSTRAINTS IDENTIFIED

5.1 *Introduction*

The development policy framework and planning initiatives made by the Government for the Northern Region was initially viewed to consolidate the peace process and regeneration of the regional economy through rehabilitation of completely damaged infrastructure network, resettlement and rehabilitation of economic activities of the people, and implementation of urban development programmes in the areas which was badly affected due to decades long civil disturbances and the Tsunami devastated areas under the powers vested for such activities given to the main stakeholder organizations.

Strategic interest of the tourism based regional development of the northern region is such that it needs to look into a broader context taking into consideration of existing and future potentials for sustainable ecotourism development in order to integrate into the development of the region with the other regions in later and in the overall context of shouldering the growing economic issues related with earnings of foreign exchange, creating more and more community based employment opportunities and enhancing the income of the people those who could earn by involving potential community based activities to sustain the development through the use of its vast hidden resource base available in the land and coastal waters which was untapped for decades. It is in this context Mannar District also has different capacities in partnering of this whole programme to boost up the regional productivity through the use of its human resources as well as natural resources which was not appropriately utilized over the last three decades. The team members those who are involved in this initiative make an attempt to identify the potentials for development and constraints exist at present. By reviewing the literature, discussions and field observations the study identify main strengths and opportunities for development while addressing the weaknesses and possible threats that would be generated.

5.2 SWOT Analysis

The analysis of strengths, weaknesses, opportunities, potentials and threats (SWOT) was based on different expertise knowledge on the Mannar District and selected coastal islands. The initial SWOT analysis was done focusing three key functional areas that are expecting to drawn up the strategies on:

- Environment and Bio Diversity Conservation
- Urban Development and Infrastructure
- Nature- Based and Eco Tourism Development

Strengths

1. Geographical Characteristics (location facing to Gulf of Mannar and Adam's bridge connecting to Indian Sub- Continent at shortest distance)
2. Tropical dry weather climate with long dry days
3. Coastal lowland with Sand dunes in almost flat land with less than 3 meter elevation
4. Natural scenic beauty and rich coastal, marine and lagoon eco systems and bio diversity
5. Presence of archaeological and historical master pieces and diverse cultural identity
6. Inter and Intra Regional linkages with four modes of transport
7. Natural resources like unique pearl beds and coral reefs
8. Availability of ample land stock for planned development

Weaknesses

1. Remote location and constraints for development of direct access to Colombo via Wilpattu National Park reducing the length and travel time between Colombo and Jaffna via Mannar
2. Encroachment and illegal fishing by Indian trawlers and diminishing fish grounds for then people in Mannar
3. Relatively low pace of development limits the opportunities for employment thereby creating high unemployment rate among skilled labour and seasonality of work
4. Weak income base and lack of financial assistance for initiation of new enterprises
5. Limited infrastructure facilities, low priorities for investment and limited market for production

Opportunities

1. Possible land connection with mass Indian sub- continent and Asian Continent with proposed Trans Asian Highway and Trans Asian railway
2. Generation of sustainable energy sources from solar power, wind turbines and potential extraction of natural gases
3. establishing special purpose city of Exclusive Economic Zone inter connecting Mannar and Trincomalee
4. Possible extraction of quality ground water from surrounding areas (Giant tank, Murungan) for proposed development purposes
5. Development funds for the area from NGO's, INGO's , Private sector and multi-lateral institutions

6. Fish grounds for internationally demanded sea food and dried fish

Threats

1. Climate change and sea level rise
2. High vulnerability from natural disasters like Tsunami, Floods, Cyclones, drought
3. Increase salinity levels
4. Illegal movements of Indian Fisherman and traders causing transactions of illegal drugs
5. Boarder protection and political unrest
6. Weakening of law and order enforcement in the area due to high political intervention
7. Encroachments to Government lands and unplanned and adhoc settlement dispersion
8. Illegal sand mining and use of sand bars for cultivation and settlement purposes

5.3 Development Potentials

On the basis of the land use distribution pattern, natural resource endowment, eco systems and habitat locations, and the settlement pattern and population concentration Mannar District is having high potential for development by enhancing the tourism industry within the area as the district is still not fully focus to the local and foreign tourists.

With the existing economic situation and the status of the region in relation to the other districts in the province the industry should be promoted with the sectors which are not demanding high investments initially to develop the required tourism related infrastructure within the region. Therefore the development has to be highly focus to attract higher number of high end tourists to explore the values of high natural areas, water bodies, cultural and religious norms and values, archaeological and historical master pieces. With the gradual expansion of the number of visitors a planned programme to be implemented to facilitate with other facilities.

5.4 Constraints and Issues

The issues connected with the promotion of the industry are how to initiate the programme and how it could be link with the increasing of income of the people of the area and livelihood development.

The constraints and issues in development of any area is having four major influential factors in disregarding the burning issues related to the people as shown in figure below:

- Political intervention on all the matters related to the any issues
- Institutional disagreement on proposed actions in different point of views and enforcements

- Availability of excessive amount of policies, plans, programmes and projects for one problem but none of these actions are never implemented aiming to provide solutions to the burning issues of the people
- Attitudes, norms and values of different social groups create public objections for any proposed action in solving the issues connected with.



Figure 20: Common Areas of Constraints and Issues

CONCEPT PLAN FOR TOURISM DEVELOPMENT

6.1 *Introduction to Tourism Development*

The current strategy of the Government is to enhance the contribution made by the tourism industry by diversifying the market mix to include both “sun and sand” and “nature, culture and adventure”. In this regard, special emphasis is being placed in developing eco-tourism because of the increasing interest being shown by foreign and local tourists in enjoying nature; the lower investment needed for providing the required infrastructure, particularly lodging; the possibility of conserving the resources being enjoyed and minimizing environmental damage and the wider dispersion of activities and the greater spread of economic benefits to local communities.

In this regard, heavy focus is required in inventorying the areas of natural beauty and natural features of exceptional value in forestry and wildlife, coastal, marine and lagoon eco systems which are not appropriately covered or assessed by the SLTDA giving attention on existing issues such as the heavy dependence on the island's beaches and pollution of the same and low level of utilization of the other natural and cultural resources.

In this context this initiation directed:

- a. To promote sustainable development of tourism as a key sector of the economy for the economic and social well being of the people
- b. To generate high yields, increasing income and decent work to contribute economic growth through regional development initiatives.
- c. To generate tourism based livelihood to minimize pressure on coastal resources due to destructive fishing and anthropologic activities

In this context the contribution that could be made by the newly emerging Northern Region is immense through its vast stretches of coastal eco systems, lagoon eco systems, coastal island ecosystems, and other coastal habitats like mangroves, estuaries, spits etc. Out of all these areas around the north the segment encircling Gulf of Mannar and the Palk Bay area is significantly very high to be promoted as new entity among the Northern Resort Region which was newly defined by the joint team with the Sri Lanka Tourism Development Authority and IUCN as shown in Figure 21.

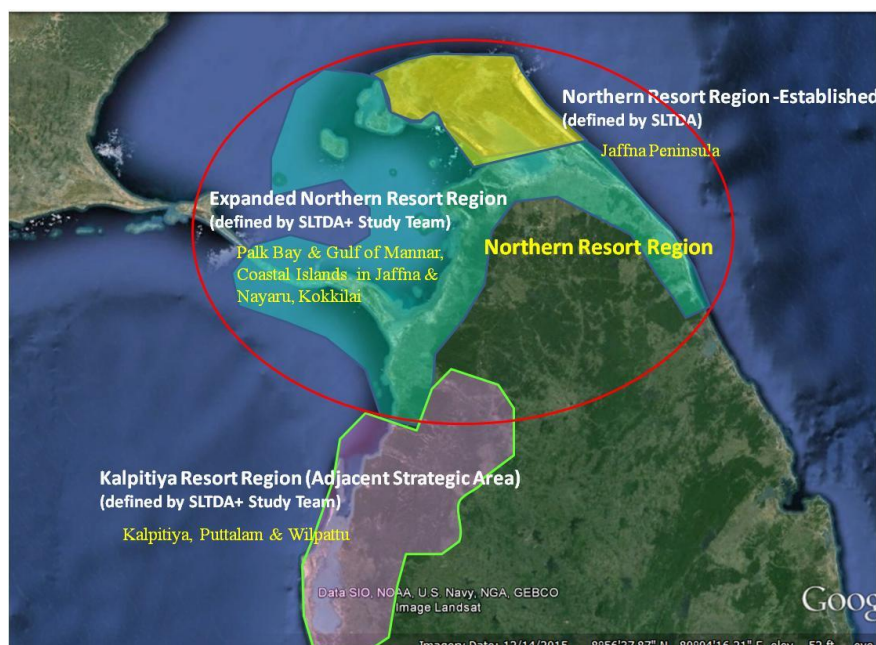


Figure 21: Newly Defined Northern Resort Region and its Connectivity with Mannar Area

As per the Figure 21SLTDA it shows that the initial North Region has very limited area covering Jaffna Peninsula is now expanded by covering all the coastal belt and small island areas of the area between Chundikulam Bird sanctuary up to Kokkilai Lagoon from East and from Jaffna Peninsula up to Arippe/ Seelawathura in the west coast and all the small island region in the Jaffna and Kaytz lagoon area. The most attractive areas in the expanded zone located within group of small islands in Jaffna and area around Mannar Island and the bay area. This proposal covers the second zone covering Mannar District.

6.2 *Key Components of Tourism Development in Mannar*

The key contributory factors attracting the future tourists to the region are based on the:

- Wild Life Sanctuaries and Forest Reserves
- Bird Sanctuaries
- Coastal and marine eco systems and Biodiversity
- Sand Islands, Pearl Banks
- Cultural and Religious festivities
- Archaeological and historical master pieces

6.3 *Proposed Tourism Development Concept*

With the analysis of potentials and opportunities prevailing in Mannar District for tourism sector development it was able to identify the following key areas to conceptualize in integrating to overall tourism development as shown in Figure 22.

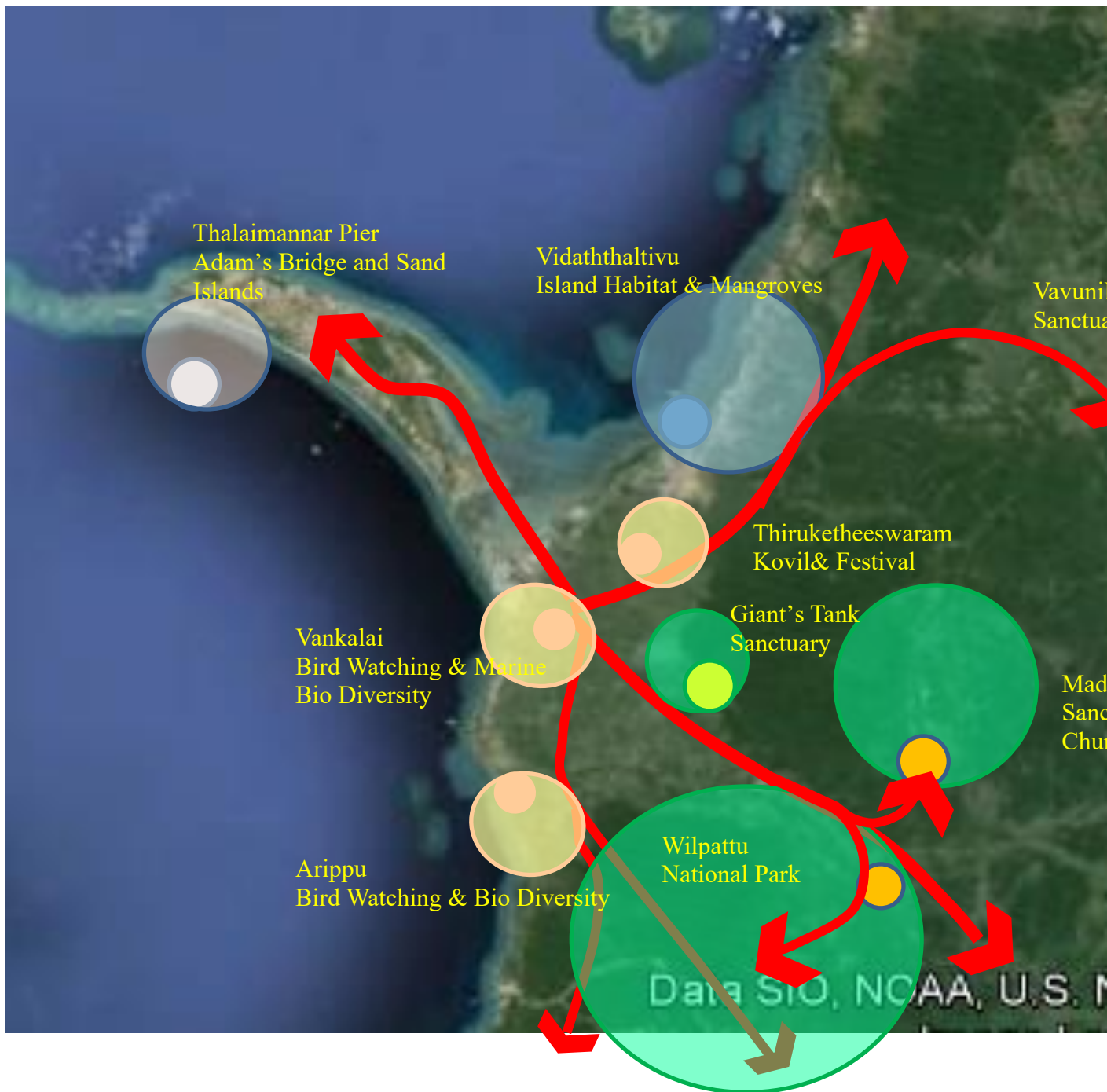
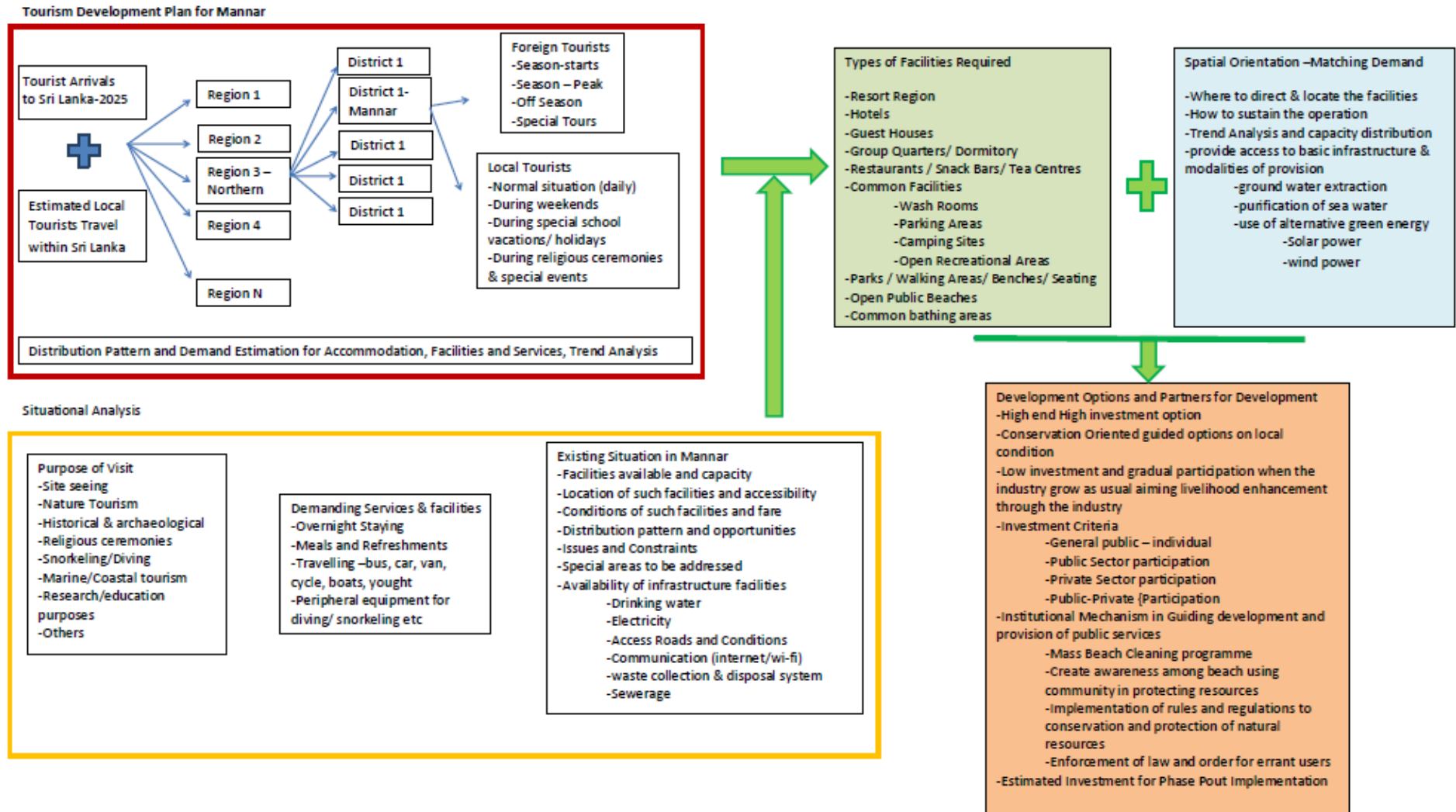


Figure 22: Conceptual Framework of Tourism Development in Mannar District

Figure 23: Process in Formulation of Tourism Development Plan for Mannar District



Accordingly the analysis will be made in identifying the percentage share of Mannar District in the overall sector inputs in terms of international arrivals, local tourist arrivals, purposes of visit. Demanding services at destination, facilities that are required to fulfill the needs for its spatial orientation by matching the demand will be made in selecting the development options and partners for development.

The main tourist destinations within the district are:

- Thalaimannar Pier, Adam's Bridge and Sans Islands in the Palk Straight
- Vankalai Bird Watching and Marine Bio Diversity
- Arippu Bird Watching and Marine Bio Diversity
- Vidaththativu Island Habitat and Mangroves
- VavuniKulam Sanctuary (Outside)
- Thiruketheesvara Temple Festival
- Giant's Tank Sanctuary
- Madhu Road Sanctuary, Church and Festival
- Wilpattu National Park
- Scattered Archaeological and Historical Sites

PROPOSED INTEGRATED TOURISM DEVELOPMENT PLAN

7.1 *Introduction*

The integrated tourism development plan for Mannar District is formulated on the basis of future prospects in tourism industry on nature based, eco-tourism and cultural, religious, social and archaeological values of Mannar which implied on UN Declaration of 2017 as the International Year of Tourism as the base for the programme. The prolong stability of livelihood development of the people through sustainable tourism is the second aspect of this proposal for development of Mannar District.

7.2 *Planning Horizon*

The planning horizon of the tourism development plan is 2025 and beyond this point the review of all the factors affecting to the industry as well as how strong the tourism in Mannar district has to be evaluated against the development of the sector in the other districts in the Northern Province and national policy directives of tourism and strategies adopted. In order to arrive at this decision it is necessary to understand the behavioral pattern of tourism industry as a whole and to review the contribution that can be made by the Northern Province separately. In order to attract more tourists from the already established tourist regions of the country what functions are having strong positive contribution that could be made as against the other areas that has to be viewed?

7.3 *Target Market – International Tourists*

The contribution made by the international and local tourists has to be analyzed separately as the influential factors in each case differently contribute to the tourism industry and also to the sub regional development.

The International tourist arrivals to Sri Lanka and the future targets are possible to define on the basis of the growing pattern of the industry over the past. Table 11 shows the tourist arrivals over the last five years and the changing pattern of the growth as well as earnings from the tourists.

Table 11: International Tourist Arrivals and Future Targets

Year	Number	Change	International Tourist Receipt US\$ Mn
2010	664,000		676.0
2012	1,006,000	2012/11 – 17.6%	1,039.0
2013	1,276,000	2013/12 – 26.7 %	1,716.0
2014	1,627,000	2014/13 – 19.8%	2,431.0
2016	2,000,000	2016/14 – 18.65%	2,500.0
2020	2,250,000	2020/16 – (12.0%)	3,500.0 (40.0%)
2025	2,500,000	2025/20 – (11.0%)	5,000.0 (42.0%)

The total number of international tourist arrival has a marked growth with total of 2.0 Mn tourist arrivals to the country in 2016 which will be gradually increased up to 2.25 Mn in 2020 and 2.5 Mn in 2025. The intention of the Sri Lanka Tourism Development Authority is not the increasing of the number but to attract high end tourists those who are staying for a longer period and their daily expenditure should be more than US\$ 300. Target of doubling the income receipt from international tourists will be the aim so as the industry should be able to programme proper to make avenue to spend higher amount for activities that are proposed in various regions.

Table 12 shows the existing and projected foreign visitors and guest nights at graded accommodation in 2016 and 2025. At present total number of foreign visitors to North Region are 15,000 in 2014 which is only about 1.0 percent to the total number of visitors to the country in 2014. The estimated percentage share of the newly defined North Region would attract about 4.0 percent of the total foreign visitors in 2025 of the projected arrivals of 2.5 Mn guests that are expected.

The pattern of period of stay indicated that majority of visitors are staying 8 – 14 nights which is about 33.3 percent of the total visitors. About 27.0 percent of the visitors are staying more than 14 nights which is in various capacities.

Table 13: Period of Stay by Foreign Visitors 2013-2014

Period of Stay	2013	2014
1 - 3 nights	9.90%	12.40%
4 - 7 nights	30.30%	27.80%
8 - 14 nights	38.80%	33.30%
15 - 21 nights	12.20%	12.10%
22 - 30 nights	3.70%	6.90%
31 nights & Over	5.10%	7.50%

Source: SLTDA

The estimated number of foreign guest nights are defined on the basis of possible changes of the existing trends in the future with the intention of encouraging more visitors in accordance with the UN declaration of 2017 as International Year of Tourism as well as intended positive contribution by the newly defined vast resource region which was not touched for many decades..

Table 12: Existing and Projected Foreign Visitors and Annual Foreign Guest Nights in Graded Accommodation 2016 and 2025

Resort Regions	No of Units in 2014 (1)	No of Graded Rooms -2014 (2)	Annual Occupancy Rate (3)	Foreign Guest Nights 2014 in Graded Establishment (4)	Foreign Visitors-2014 (Actual various sources) (5)	Estimated No of Visitors in 2014 (6)	% to Total in 2014 (7)	Projected Foreign Visitors in 2025 (% to Total) (8)	Estimated No of Visitors in 2025 (9)	Total Annual Foreign Guest Nights 2025 (10)
1. Colombo City	27	3,633	75.9	1,733,203		200,000	13.10	15.00	375,000	2,625,000 (7n)
2. Greater Colombo	58	2,883	74.0	1,285,136		120,000	7.86	8.00	200,000	1,000,000 (5n)
- North of Colombo	47	2356	74.4	1,083,548	3,031	70,000	4.58	4.60	115,000	575,000
- South	11	527	73.6	199,588		50,000	3.27	3.40	85,000	425,000
3. South Coast	123	6,718	73.6	2,721,265		217,000	14.21	14.00	350,000	2,550,000 (7n)
- Up to Galle	76	5093	74.1	2,107,792	10,560 + 7,519 (P)	27,000	1.77	2.00	50,000	450,000
- Beyond Galle	47	1,625	73.1	613,473	186,620 (P)	190,000	12.44	12.00	300,000	2,100,000
4. East Coast	20	842	73.8	306,984	18,913 (P)	40,000	2.62	4.00	100,000	700,000 (7 n)
5. High Country	25	788	74.9	335,116	128,104 (P)	130,000	8.51	8.00	200,000	1,000,000 (5n)
6. Ancient Cities	77	3,595	75.0	1,390,969	616,473 except Kandy	805,000	52.72	47.00	1,175,000	8,225,000 (7n)
- Kandy Area	33	1488	76.1	625,650		80,000	5.24	5.00	125,000	875,000
- Anuradhapura Area	15	418	75.1	132,477	79,685 +14,621 (P)	100,000	6.55	6.00	150,000	1,050,000
- Polonnaruwa Area	10	487	74.8	173,275	181, 344+ 95,346 (P)	270,000	17.68	15.00	375,000	2,625,000
- Habarana/ Sigiriya/ Dambulla	19	1205	73.9	459,567	354,997(Sigiriya+ 445 (Dambulla)	355,000	23.25	21.00	525,000	3,675,000
7. North Region	4	51	72.4	15,446		15,000	0.98			
Newly Defined North Region								4.00	100,000	1,400,000 (14n)
All Regions	334	18,510	74.3	7,786,119 (average 5 nights)	1,527,153	1,527,000	100.00	100.00	2,500,000	17,500,000 (Average 7 nights)
Note: P= Parks n=Assumed Guest Nights										
Source: Columns 1,2,3,4 & 5 Sri Lanka Tourism Development Authority Columns 8,9, & 10 Estimated figures by the Team										

Accordingly the Northern Province would be attracts about 4.0 percent of the total foreign tourists to the newly defined North Region and programmes will be introduced to keep the visitors for a minimum period of 14 days by 2025 with the gradual increase of the guest nights over the next nine years from 1 to 2 nights at present to 14 to 20 nights in 2025. The expanded tourist activities make demand for 1.45Mn guest nights in the New North Region by 2025 which is a challenging task to the region in organizing the attracting events to keep the tourists for such a long period.

Table 14: Estimated Annual Foreign Guest Nights in Northern Province 2017 -2025

District	2014	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Jaffna District			140,000	200,000	299,000	350,000	475,000	600,000	630,000	800,000	900,000
Mannar District			12,000	40,000	65,000	75,000	100,000	120,000	125,000	150,000	175,000
Vavuniya District			8,000	12,000	19,000	22,500	35,000	40,000	50,000	100,000	125,000
Mullaitivu District			500	6,000	18,000	22,500	45,000	60,000	60,000	90,000	100,000
Kilinochchi District			4,500	14,000	24,000	30,000	45,000	60,000	60,000	85,000	100,000
Total Guest Nights	15,000	165,000	265,000	380,000	425,000	500,000	700,000	880,000	925,000	1,250,000	1,450,000
Total No of Rooms	15 rooms										

The annual foreign guest nights in Mannar District in 2014 was 2,000 overnights and 6,000 day visitors it will be increased upto 12,000 by 2017 and continuously keeping them for a long duration within the target period of the plan.

By examining the past pattern of tourist arrivals and the purpose of visit it shows that the percentage share of certain categories like business, and MICE purposes has marked drop just after country became normalcy in 2009. Table 15 shows the percentage distribution of tourists by purpose over the last ten years and it that shows that there is a clear segregation between 2005 to 2010 and 2010 period and thereafter. Certain purposes which has received higher percentage of foreign guests between 2005 to 2009 has being drastically dropped during the period of between 2009 to 2014 mainly in the categories of pleasure, business, MICE etc but categories like visiting friends and relations as well as religious and cultural visit has shows increasing trends.

Table 15: Percentage Distribution of Tourists by Purpose of Visit - 2005 to 2014

Purpose	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Pleasure	69.6	67.4	67.1	73.2	80.0	78.9	80.4	74.4	72.7	67.95
Business	16.9	17.8	10.5	8.5	8.6	12.7	8.0	9.0	5.2	1.33
Visiting Friends & Relations	8.0	7.6	8.3	8.3	5.2	5.4	8.2	11.7	12.4	27.45
MICE	2.3	3.0	1.5	1.3	1.4	1.0	1.7	2.2	2.0	0.29
Religious & Cultural	1.0	1.7	2.8	2.6	2.0	0.8	0.3	2.2	4.8	0.01
All Other purposes	2.2	2.5	9.8	6.1	2.8	1.2	1.4	0.5	2.9	2.97
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.00

As per the above table and to the relationship of the activities proposed in Mannar it is expected that Mannar tourism development could be attracted on three main areas of purposes like:

- a) Pleasure
- b) Religious and culture
- c) Visiting friends and relations

The first two categories applied to foreign tourists and all the three categories applies to expatriate Sri Lankans those who have left the country during the time of civil disturbances and frequent migrant visitors as majority of them are Tamils representing Hindu and Christian religious groups. The other areas that are promoted is to the education and research as Mannar provides ample opportunities to attract scientists and students from various universities and research institutions on marine eco systems and coral reefs, geological structure and formation of geomorphological features, pearl culture, historical and pre historic evidence based international relationships studies etc. Wilpattu National Park is another vast research ground for those who are studying in fauna and flora, wild animals and ecosystems and bio diversity studies.

Table 16 provides the estimated breakdown of number of foreign guests that are expects in the newly defined North Region and distribution pattern of estimated annual guest nights in 2025 by specific district level details. Accordingly the total number of foreign guests expects in the district will be 25,000 in 2025 and the program to keep them within the district for minimum period of 19n days with expected estimated annual guest nights amounting 475,000. The monthly distribution of guests in the Mannar District is worked out on the basis of the important events and potential activities that could be implemented during the year.

Table 16: Estimated Number of Foreign Visitors and Annual Guest Nights in New North Region -2025

District	No of Foreign Visitors in 2014	Estimated No of Foreign Visitors in 2025	Annual Foreign Guest Nights in 2014	Estimated Number of Days Staying in 2025	Estimated Annual Guest Nights in 2025
1.Jaffna District	35,000	50,000		15 days	750,000
2. Mannar District	6,000	25,000		19 days	475,000
3. Vavuniya District	4,000	10,000		05 days	50,000
4. Mullaitivu District	500	5,000		07 days	35,000
5. Kilinochchi District	4,500	10,000		10 days	100,000
Northern Province	50,000	100,000	15,446		1,410,000

Table 17: Calendar of Important Events in Mannar District – Cultural, Religious and Other Festivals Attracting Devotees and Visitors

Festivals	No of Visitors	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
Cultural Festivals													
1. Thaipongal		Mid Jan											
2. Maha Siva Ratthri			Late Feb	Early March									
3. Deepavali											End Oct	Early Nov	
4..Sinhala & Tamil New Year					Mid April								
Religious Festivals													
1. Thiruketheeswaram Temple Festival	1.0 Mn-local 6000 foreigners -Altogether 1.5 Mn visited annually					May Festival 1.0 Mn-local 6000 foreigners							
2. Madhu Shrine Festival	2.0 Mn local & foreigners annually								Mid Aug 1.0 Mn				
3. Thoddaveli Church of Our Lady of Martyrs						Mid May 200,000							
4. Christmas													End Dec
5. Id-UI-Fitr (Ramazan)								Early July					
6. Pid –UI- Alha (Hadji)										Mid Sept			
7. Milad-Un-Nabi (Holy Prophet's Birthday)													Mid Dec
Any Other Events													
1. School Vacations													
2. Special Holidays – May Day/Year End													

7.4 Temporal Variation

In order to understand the prevailing pattern of visiting the foreign and local tourists to the district the calendar of events have compiled taking into consideration of cultural, religious and other festivals that are attracting the visitors and devotees to various geographical locations in the district as shown in Table 17.

7.5 Tourism Development Plan

The tourism development plan for Mannar will be addressed the purpose of visit and demanding services and facilities of the tourists with spatial orientation to sustain the whole operation and value chain of the tourism industry. The plan will be worked out on different development options and partners for development by high end high investment option and low investment and gradual participation when the industry grow as usual and as exceptional aiming to livelihood enhancement through the industry partnership.

7.6 Major Development Proposals

The **nature based and ecotourism, cultural and religious tourism and historical and archaeological tourism** are the three key areas proposed to be developed in Mannar District. The specific locations set forth for each category of tourism are as follows:

a) Nature based and ecotourism

- Thalaimannar Pier, Adam's Bridge and Sands Islands in the Palk Straight

Adam's Bridge (Ramar Bridge)

This bridge was constructed by sand and Lime-stones to connect India and Sri Lanka. This bridge is called as Adam-bridge (Ramar-bridge) in the Tamil language, as Adams-bridge in the English-language and as Rama-Sethu, in the language of Malayalam. This appears to be a sand-bund in length of 30 kilometers and 1.5 meter – 3.5 meter, above the water –level. In accordance with the historical entries it is said that there had been transportation using this bridge.

- Vankalai Bird Watching and Marine Bio Diversity
- Arippu Bird Watching and Marine Bio Diversity
- Vidaththativu Island Habitat and Mangroves
- Vavuni Kulam Sanctuary (Outside)
- Giant's Tank Sanctuary
- Madhu Road Sanctuary
- Wilpattu National Park
-

b) Cultural and religious tourism

- Madhu Church and Festival

Madhu Church should be mentioned that this ancient Catholic Church is situated in mid of the green-woods of the Wannai area. In accordance with the historical notes, it is learnt that the church was established consequent to the Dutch- rules enacted when Mannar was captured on 22nd February 1659. Accordingly the Holy-Statue of St.Mary was established in the area of Manthai.

- Thiruketheesvara Temple Festival

Thiruketheeswaram is one of the Hindu temples in this country that was sung by the Nayanmars from India during the period of 7th and 8th Centuries. It is situated nearly 6.5 miles away from the Mannar town in the direction of south and nearly 0.5 miles away from the North-Western Sea. It was demolished by the invaders in the period of 16th Century and rebuilt in the year of 1903 and the first “Kumbabishekam”, the important ceremony performed in accordance with the Hinduism in the year of 1952.

- Our Lady of Victories Church, Pesalai

This Christian church was established at Pesalai, prior to the 18th century and later renovated in the year of 2004. This church consists of 17,000 square feet of floor and considered as an ancient one. This church is famous for depicting the history of the religion

c) Historical and archaeological tourism

- Scattered Archaeological and Historical Sites

- Mannar Fort

This fortress was built by the Portuguese in the year of 1560 and all the four sides have been designed for security purposes. Three sides have been strengthened to serve as sentry points and one side to enable soldiers flee at the time of war, if any. Later- on, this fortress was used as Naval-Base by the Dutch.

- Light House

The Light-house, that is 64 feet in height was built in the year of 1915. The light from this light-house flashes at the interval of every five seconds and could be seen at the distance of ten sea-miles. This is situated at Talai-Mannar that is in the north-western direction of Mannar. This light-house is very helpful to those ships that sail between Talai-Mannar and India.

- Arippu Fort

This fortress was built by the Portuguese and later captured by the Dutch in the year of 1658. In the year of 1658, this fortress was captured by the second Rajasingha, from the English Sea captain named Robert Knox. During the rule of “Fredrick North”, it was converted as a circuit-bungalow for officers.

- Hanging Bridge

This Hanging Bridge was constructed in the year of 1935 in order to cross the “Aruviyaaru” in the village of Kunchukulam, situated along the Madawachchi-Mannar road. This bridge is 150 meters in

length and 1.2 meter in breadth. During rainy season water flows over this bridge and is used by the people as a place of entertainment.

- **QueenAlli Fort**

This fortress is situated at the port of Muththarippu, nearly 45 kilometers away from the Mannar-town. It is said that there is a mine-path that connects Mathoddam. The major parts of this fortress had been badly damaged by sea-erosion and remaining is in broken condition.

- **Bionbab Tree**

Biobab Tree is believed that the huge Biobab-tree would have been brought by the Arab-traders, prior to the 15th Century. This tree at Pallimunai is 7.5 meters tall and 19.51 meters in circumference. This tree is around 750 years old. The oval shaped fruits of this were consumed by the Arab – traders.

- **ThekkamAnicut**

This was constructed across the Malwathu-Oya and the water flows through two canals, one to the Giant-tank (Murunkan) and the other to the Ahaththimurippukulam .The water in excess during the rainy season goes to the sea through the Aruviyaru.

The other scattered historical places and archaeological remains that have to be popularize among the visitors who have to be visited in the district are given under each DS Division.

Mannar Town	<ul style="list-style-type: none"> - Mathota Raja MahaViharaya - Manthai Excavation Site - OluthuduwayaKanar Church - Kappa Kovil Remain - Dutch Barrier, Narapadu - Urumalai Adam's Cemetery - Old Dutch Church - Thailaimannar Hospital - Manthottan Remains - AkathimurippuPattini Goddess - Nagathalwoo St. Thomas Church - Mathota Old Harbour& Mortar
Nanaddan	<ul style="list-style-type: none"> - MurunganRajamaha Temple Remain - Maligapitti Remains - Inscriptions at Murinkam Hospital - Vankalai Settlement Features - PeriyaweliDagoba Remains
Madhu	<ul style="list-style-type: none"> - Kallikulam Remains - Ottamkulam Forest Remains - KalyanaThottam Old Settlement areas - NeelaviKulam Tank Area Remains 1 & 2 - PalampiddiMuthumary Amman Kovil

- Mullikulam Ancient Dagoba
- PokkaraVanni Remains
- Mullikulam South Sanmuhamge Remains
- ShivamKovil Remains
- SekkadikulamDagoba Remains
- Seat in VilathiKulam Tank
- Kollamkulam Remains
- Maradamadu Remains
- SinnavalayanKattu Remains
- MalwathuOya (Madhu Road) Remains
- Uma Kovil Remains
- MalwathuOyaKalkuAariQuarry Remains
- SinnaPandivirichchani Remains
- PeriyaPandivirichchani Remains

Manthai West

- ManthaiAdampan Remains
- Remains in Lands Abutting Manthai
- VedithalativuPillayrKovilThalamaAmbalam
- SavarikulamAnicut& Settlement
- SengalPuttu Ancient Settlement
- KombathukkiThottaputtu Ancient Settlement
- KalliadiWarichchiMottaiKulam Remains
- Attatheevu Ancient Settlement
- Sengalpoottu Ancient Remains
- IluppaikadawaiMuttumari Amman Kovil
- Muddanputtu Madam
- IluppaikadavaiPadavuthurai Light House

This long list shows that spatial configuration of all these important archaeological and historical places of interest are located within Mannar, Madhu, and Manthai West DS Divisions and the required facilities to be planned out accordingly.

7.8 Proposed Projects

7.8.1 Accommodation Development Programme

- Identification of best locations
- Private Sector Participation
- Government Involvement / Northern Provincial Council (NPC)
- Providing services by Local Authorities and PradeshiyaSabhas

7.8.2 Development of Facilities and Amenities

- Drawing up of planned actions in providing facilities & amenities for short term as immediate measures and medium and long term in sustain the economy and livelihood of the people in North and the entire country

7.8.3 Environment Improvement programme

- Fundamental requirement is cleanliness of the environment, regular waste disposal and monitoring of stakeholder activities and public participation in the overall programme
- Implementation of appropriate actions in monitoring the clean environment
- Removal of unauthorized structures and abandoned temporary / semi-permanent structures at a cost of L and obtain the consent of the region

7.8.4 Awareness, Publicity and sharing Information relevant to Government

- Under UN Declaration 2017 awareness programme through publicity and information sharing provide more attention over the hidden or publicly not opened areas to open up for foreign and local tourists. For this purpose already collected information b various institutions and research groups could be utilized for updating them and release to the people with potential planned programmes, with all the contact details and description which are more effective for the individual people and groups to confidently visit the areas and spend the time as they prefer.
- The targeted number of days which Mannar expects to attract guests should have potential planned action with routes defined or previously organized without any difficulty.
- Start the work with existing situation and initial actions that need to face upliftment of the areas is essential.

- Encourage stakeholders/investors/ developers to make their planned action to enhance the graded facilities.

7.9 Development Guidelines

The applicable development guidelines set forth by different government institutions in safeguarding the resources base is identified and is given below as major key facto to be considered in tourism related facilities development in a mass environmental sensitive district like Mannar.

Development Guidelines of following major institutions involved in sensitive area development is given underneath:

Sri Lanka Tourism Development Authority (SLTDA)

7.9.2 Urban Development Authority (UDA)

Urban Development Authority has formulated a Draft Development Plan for Mannar Island. The development zoning plan identified number of zones with categorically defined permissible and non- permissible activities. Following major zones are identified within the Island:

- Residential Zone 1 and 11
- Special Residential Zone
- Mixed Development Zone
- Conservation Zone 1
- Conservation Zone 11
- Port Related Development Zone
- Industrial Zone
- Recreational Zone

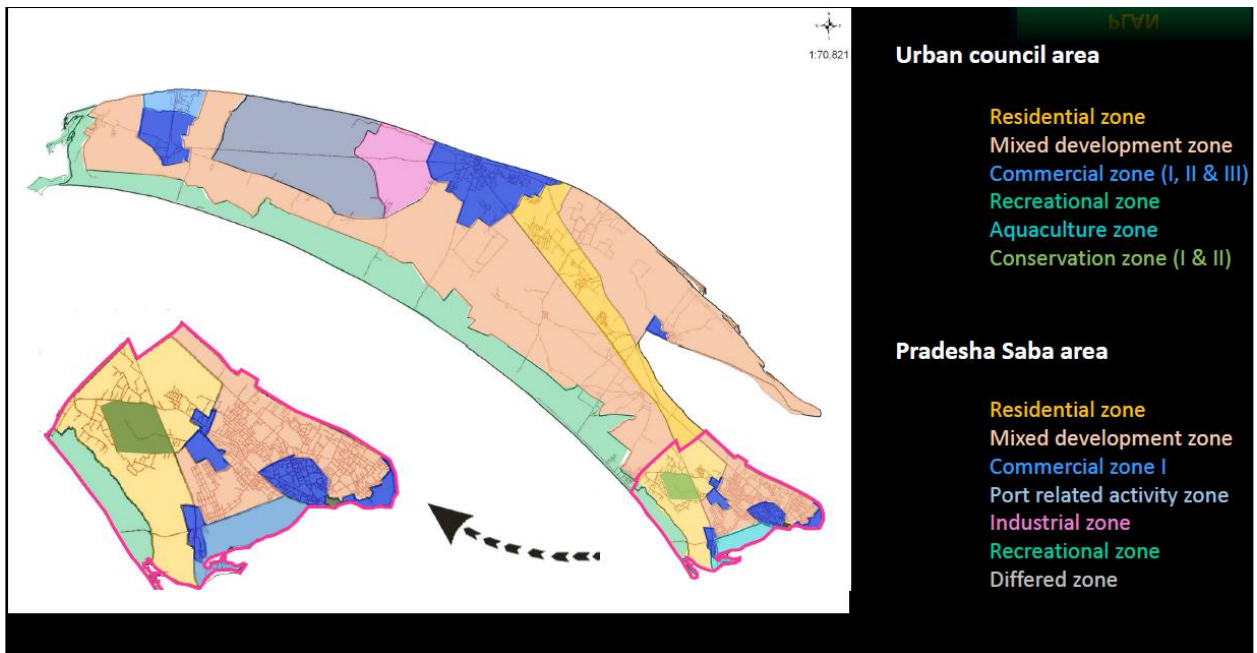


Figure 24: Draft Development Plan for Mannar Island - Zoning

The most applicable zones ion the tourism development is the Conservation Zone 1 and 11 and Recreational Zone has given development guidelines as shown in Figure 24, 25, 26 and 27.

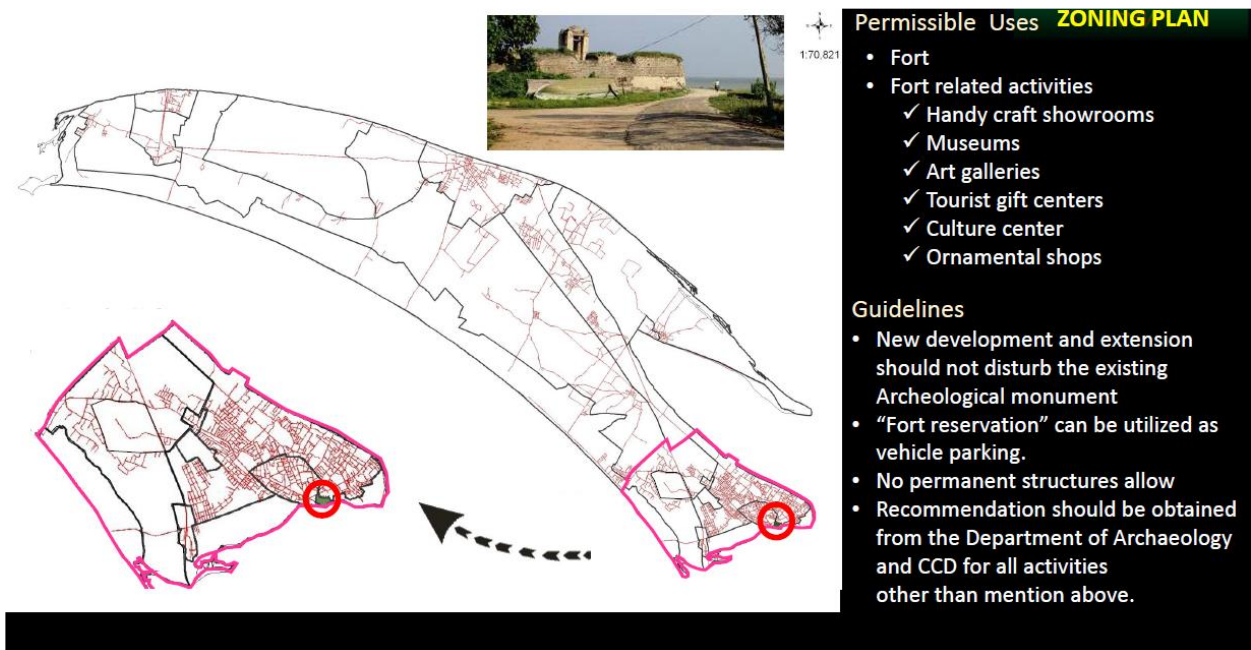


Figure 25: Conservation Zone 1- Mannar Island (source: UDA)

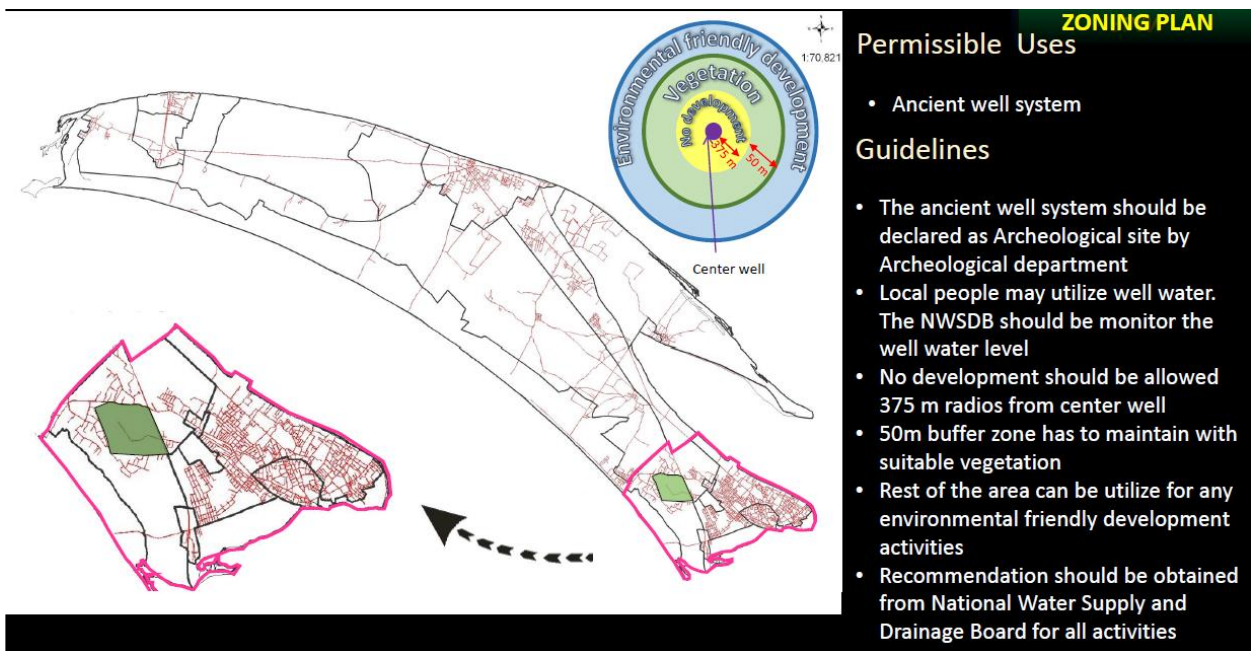


Figure 26: Conservation Zone 11- Mannar Island (source: UDA)

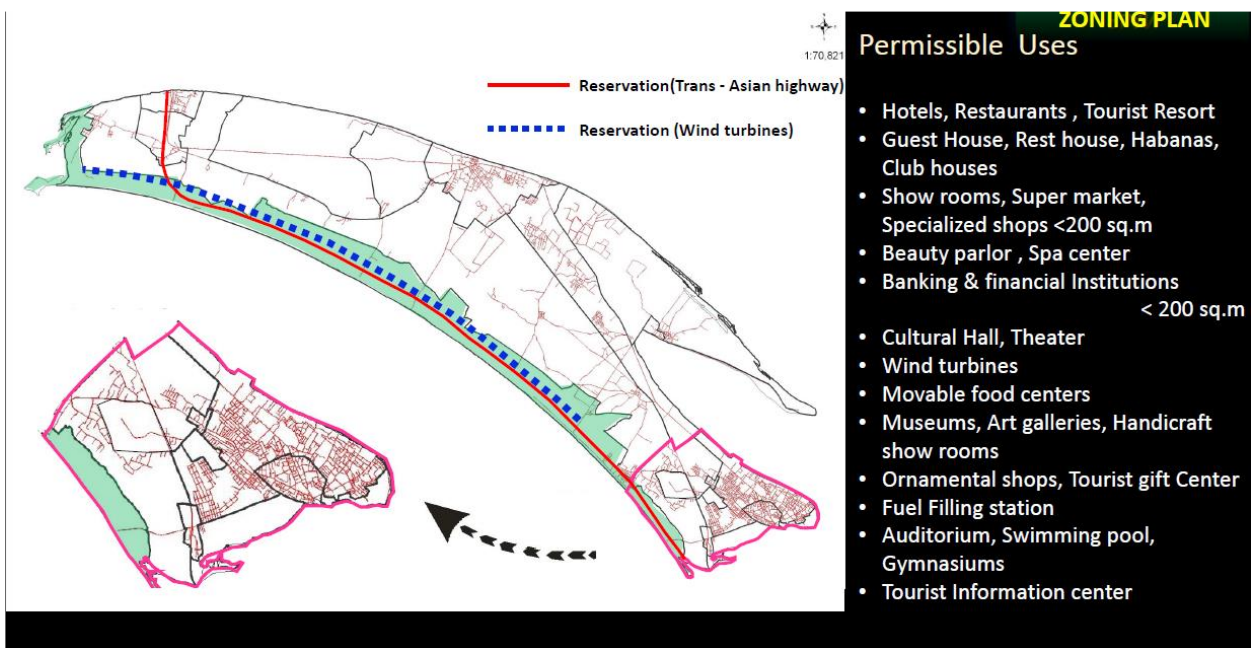


Figure 27: Recreational Zone – Mannar Island (source:UDA)

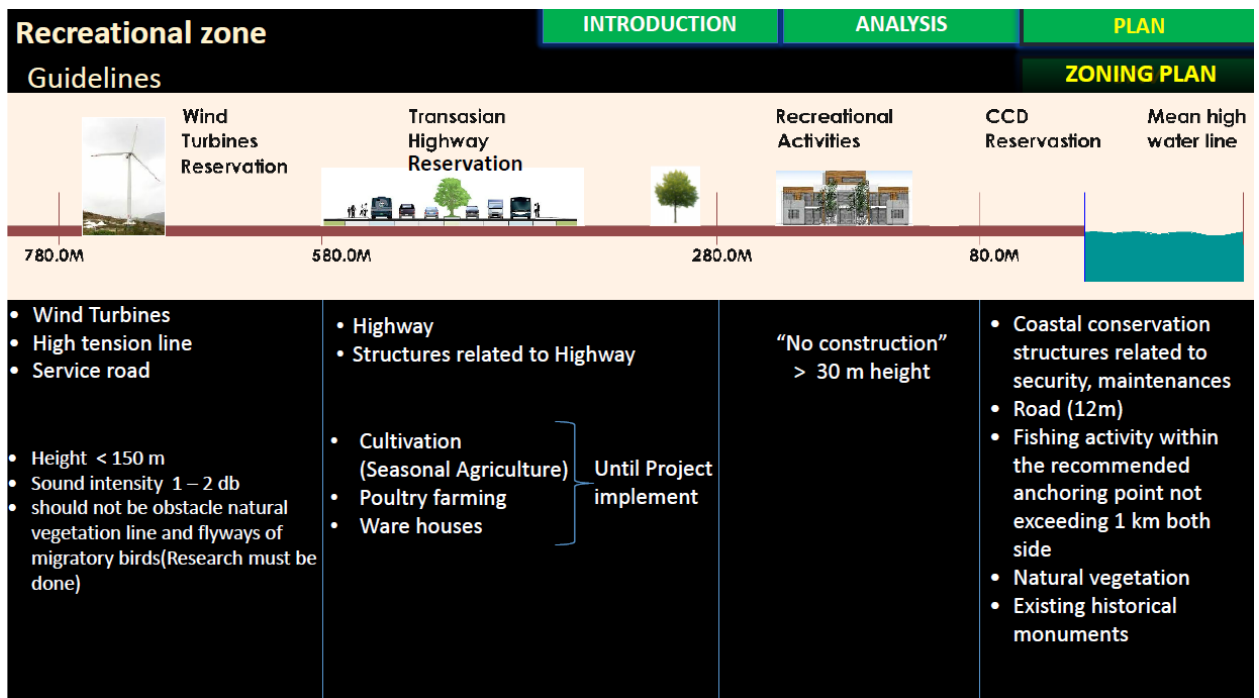


Figure 28: Recreational Zone Guidelines –Mannar Island (source: UDA)



Figure 29: Proposed Green Belt Zone- Mannar Island (source: UDA)