Tourist Harassment at Cultural Sites in Sri Lanka

D.P.U.T.Pathirana\textsuperscript{a}, W.K. Athula Gnanapala\textsuperscript{b}

\textsuperscript{a} Dept. of Tourism Management, Sabaragamuwa University of Sri Lanka, P.O. Box 02, Belihuloya, Sri Lanka. upuli.pathirana17@gmail.com

\textsuperscript{b} Senior Lecturer, Dept. of Tourism Management, Sabaragamuwa University of Sri Lanka, P.O. Box 02, Belihuloya, Sri Lanka. athulatmsusl@gmail.com (Corresponding Author)

Abstract

According to Macintosh and Goeldner (1986) tourism is the sum of the phenomena and relationships arising from the interaction of tourists, business suppliers, host governments and host communities in the process of attracting and hosting these tourists and other visitors. People travel in different destinations to fulfill their travel needs. The culture and history are considered as one of the major travel motives of the tourists to visit Sri Lanka. Sri Lanka is rich with numerous cultural and historical treasures including eight world heritage sites. The main objective of this study is to identify the types of harassments faced by the tourists’ at Cultural sites in Sri Lanka and to investigate whether there is a relationship between the demographic variables of the tourists’ and the types of harassments. The study is conducted using the mixed methodology and data collected from the different sources such questionnaire survey with tourists, discussion with the different stakeholders and personal observations. The study revealed that the tourists who visit cultural sites undergo harassment by different parties like tour guides, local vendors etc. In addition to that the tourists face harassing situations due to the poor site management and the variation of the natural environment. The harassments create dissatisfaction among the tourists and it also affect for the future wellbeing of the tourism industry in Sri Lanka.

Keywords: Tourist Harassment; Cultural Sites; Sri Lanka; Tourists Satisfaction; Sustainable Tourism Development

Introduction

Tourism is considered as one of the world largest and booming industries. Presently, Sri Lanka is a most sorts for tourists’ destinations in the world. It has all necessities to be one of the best tourist destinations in the world. Because Sri Lanka is treasure trove of endemic of endemic flora and fauna species and also beautiful waterfalls, rivers, beach sites, historical and archeological sites, national parks, botanical garden etc. These are enhancing the beauty of the country and uniqueness of the Island. It is near impossible to have all these components in a compact island in addition to warmth and friendly nature of the people who are still not infected with commercialization and rigidity. Sri Lanka is destination which consists with both natural and manmade attractions which are add value to the country. As a destination this natural and manmade attraction creates a high demand for the country. Because of that Tourist prefer to get the memorable experience during their tour with these attractions. Tourist arrivals are dramatically increasing year by year as follows;
Figure 1: Tourist arrivals by year (1998 - 2013)
Source: SLTDA, 2014

Many research studies have been carried out related tourism and published in reputed journals and most of them focused on common issues like tourists’ motivation and satisfaction, employee turnover, service quality etc. We hardly found very few research articles related to the problems and difficulties faced by the tourists including harassments. Also we could not find any research articles generally related to harassment and particularly related to harassment at Cultural sites in Sri Lanka. This intention became the foundation of this research study.

A pilot study is done with five officers in Tourists Police division, fifteen tourists and ten tourists guides (both National and Chauffer Guides) and identified the following places where tourists undergo a variety of harassments such as beach sites, streets, markets, hotels, natural attractions, cultural sites etc. The figure 1 shows the results of the pilot survey and cultural sites and major tourists’ harassments places.
Tourists’ Police Related Tourists’ Complaints- Police Tourist Division (RTC-PTD) also highlighted a number of direct complaints related to theft, cheating, sexual harassments, assaults, selling of substandard items, misappropriation, threatening etc. Actually this figures are not only received from cultural sites but also common complaints received to tourists police division in Sri Lanka by tourists. This takes as the base of the study. It is help to understand the quality of the tourism experience. It is known that the tourists’ satisfaction is heavily reliant on the host community behaviour and their influence, and a negative experience may result in negative attitudes towards not only the hosts, but also about the destination. The main objectives of his study are to identify the types of harassments faced by the tourists’ at Cultural sites in Sri Lanka, to investigate whether there is a relationship between the demographic variables of the tourists’ and the types of harassments and to investigate whether the harassment situation has affected to the overall satisfaction of the tourist.

Literature review

"Tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes”(UNWTO, 2014). Therefore, tourists travel in many countries to meet their expectations. In any given tourism destination area there are likely to be some negative impacts imposed on tourists while on vacation, whether it is unpleasant weather conditions, lack of food availability, or poor scenery. Criminal activity against tourists while traveling, such as theft, threats, violence, and harassment, has been the most commonly cited negative impacts by tourists” (Skipper, 2009).

Chockalingam and Ganesh (2010) conducted a study relating to the problems encountered by tourists as the research title to identify the problems intensity faced by tourists; to observe whether there is any difference in the problems based on demographic factors; and to measure the impact of tour problems on tour satisfaction. In this study there are fifteen problems and tourists are grouped based on their problem intensity using cluster analysis. As a conclusion they mention, the problem intensity experienced by tourists differs depending on various factors influencing tour environment. Also, the problem intensity differs significantly based on respondents’ state such as gender, age,
nationality, education, profession, income, geographical location, family size and frequency of tourism.

Skipper (2009) conducted a study to identify the attitudes of tourists towards hosts and the island of Jamaica, to determine where and how tourists are harassed, and their attitudinal responses to such an experience, to investigate if and how tourists' attitudes and experiences are influenced by host interactions and harassment behavior, to investigate how harassment impacts and changes tourists' attitudes towards hosts and sense of quality with the tourism experience.

Chepkwony and Kangogo (2013) conducted a study to assess the nature/types of tourists' harassment and determine the factors leading to this problem along the coastal beach of Mombasa, Kenya. The study concluded that prevalent type of tourist harassment is pester ing to buy goods and services followed by begging and sexual harassment respectively. Curio sellers were identified as the most problematic tourist harassers. Beaches were identified as the frequent hotspot of harassment in Mombasa. Demographic factors of marital status, age, gender and travel experience significantly influenced harassment but they did not very much in terms of percentages.

According to Jerome, Peter & Carlisle (2007) harassment is an increasing problem with global dimensions and vendor persistence is the main type, followed by drug peddling and sexual harassment with most incidents occurring at the beach and shopping areas. Klaus and Jerome (1994) investigated tourist harassment derived from satisfaction surveys of those visiting Barbados. The most common types of harassment occurred primarily at the beach and secondarily in the streets and sometimes while shopping. Males were more likely to be harassed by drug peddlers, females by vendors. Younger and first-time tourists reported more harassment than those in the older and repeat categories. Types of harassment included persistence of vendors without uniforms, drug peddling, verbal abuse, sexual harassment, and physical abuse.

Methodology

The study has been carried out using the mixed methodology. Quantitative method used to analyze the finding of the questionnaire and also qualitative method used to analyze the findings of the discussion and observation. The problem investigated using both primary and secondary data. Primary data collected through a questionnaire survey, site observation and interviews with community members, site guides, security officers, officers in tourism related organization and tourist guides.

The study is conducted at two major world heritage sites in Sri Lanka i.e. Dambulla and Sigiriya. Convenience sampling method was used to select the respondents for the study and selected 175 tourists, 10 Community members, 15 guides, 5 officers in tourism related organization, 4 sites guides, 5 security officers for the study. Descriptive statistics such as frequencies, percentages and averages were used to analyze the demographic variables of the respondents. Moreover, the descriptive mean values and standard deviations were used to analyze the harassment experience of the tourists. Statistical Package for the Social Sciences (SPSS) version 16 was used for the data analysis.

Validity and reliability of the data analysis instruments also tested and the Cronbach’s Alpha value is 0.730. According to Guilford (1965) when Cronbach’s Alpha are more than 0.7, it shows the questionnaire has high internal reliability. Therefore, it indicates that the reliability of the questionnaire is acceptable.
Findings

The general objective of this research is to identify the major types of harassments at the cultural sites in Sri Lanka. In this section shown the major annoying behaviors faced by the tourists at the cultural sites.

The tourists’ perceptions towards harassment experience were presented by using twenty one questions. The results of the study are shown in statistical tables. The study interpreted the major tourists’ harassment at Dambulla and Sigiriya. The mean value of each variable used to interpret the study findings. Question number (Q1, Q8, Q17, Q18, Q19, Q20) shown the lowest mean value represents the low impact of problems and highest mean value represent the high impacts of problems towards tourists.

<table>
<thead>
<tr>
<th>Agreement level of the respondents</th>
<th>Range</th>
<th>Nature of the Problem</th>
</tr>
</thead>
<tbody>
<tr>
<td>“Strongly disagree”</td>
<td>1.00 – 1.80</td>
<td>Highest Impact</td>
</tr>
<tr>
<td>“Disagree”</td>
<td>1.81 – 2.60</td>
<td>Highest impact</td>
</tr>
<tr>
<td>“Neither agree or Disagree”</td>
<td>2.61 – 3.40</td>
<td>Neutral(doubtful)</td>
</tr>
<tr>
<td>“Agree”</td>
<td>3.41 – 4.20</td>
<td>Lowest Impact</td>
</tr>
<tr>
<td>“Strongly agree”</td>
<td>4.21 – 5.00</td>
<td>Lowest Impact</td>
</tr>
</tbody>
</table>

Table 1: Tourists Perception

<table>
<thead>
<tr>
<th>Variable</th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q1 : A(Signage and Directions)</td>
<td>2.0686</td>
<td>1.20148</td>
<td>175</td>
</tr>
<tr>
<td>Q8 : H(Influence of site guides)</td>
<td>1.5029</td>
<td>.67700</td>
<td>175</td>
</tr>
<tr>
<td>Q17: Q(First aids and medical facilities)</td>
<td>2.4229</td>
<td>.69773</td>
<td>175</td>
</tr>
<tr>
<td>Q18: R(Security Facilities)</td>
<td>2.8800</td>
<td>.89853</td>
<td>175</td>
</tr>
<tr>
<td>Q19: S(Garbage and Rubbish system)</td>
<td>2.8800</td>
<td>.69679</td>
<td>175</td>
</tr>
<tr>
<td>Q20: T(Protection from animals &amp; insects)</td>
<td>2.6686</td>
<td>.61015</td>
<td>175</td>
</tr>
</tbody>
</table>

Source: (Survey Data Analysis, 2014)

The table 1 summarizes the all-mean values and the standard deviations of six problems. Each mean values represents the impact of particular variables. The highest impact occurred from “Influence of site guides” (MV=1.50) (Mean Value) in the above table. However, another two problems also higher positive impact towards tourists as, “signage and direction” MV= 2.06 “First aids and medical facilities” (MV=2.42), other three variables are doubtful situation. Security Facilities” (MV=2.88) , “Garbage and Rubbish system” (MV=2.88), Protection from animals (MV=2.66)
Question number (Q2,Q3,Q4,Q5,Q6,Q7,Q9,Q10,Q11,Q12,Q13,Q14,Q15,Q16,Q21) shown the lowest mean value represents the highest impact of problems and highest mean value represent the low impacts of problems towards tourists.

<table>
<thead>
<tr>
<th>Agreement level of the respondents</th>
<th>Range</th>
<th>Nature of the Problem</th>
</tr>
</thead>
<tbody>
<tr>
<td>“Strongly disagree”</td>
<td>1.00 – 1.80</td>
<td>Lowest Impact</td>
</tr>
<tr>
<td>“Disagree”</td>
<td>1.81 – 2.60</td>
<td>Lowest impact</td>
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</tr>
<tr>
<td>“Agree”</td>
<td>3.41 – 4.20</td>
<td>Highest Impact</td>
</tr>
<tr>
<td>“Strongly agree”</td>
<td>4.21 – 5.00</td>
<td>Highest Impact</td>
</tr>
</tbody>
</table>

Table 2: Problems faced by the Tourists

<table>
<thead>
<tr>
<th>Variable</th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q2:B(Problems at the Park)</td>
<td>3.4000</td>
<td>.49130</td>
<td>175</td>
</tr>
<tr>
<td>Q3:C(Problems at the Path ways)</td>
<td>1.6000</td>
<td>.49130</td>
<td>175</td>
</tr>
<tr>
<td>Q4:D(Problem at the ticket counter)</td>
<td>2.7029</td>
<td>.45831</td>
<td>175</td>
</tr>
<tr>
<td>Q5:E(Sanitary Facilities)</td>
<td>3.8800</td>
<td>.76744</td>
<td>175</td>
</tr>
<tr>
<td>Q6:F(Quality of the Air)</td>
<td>2.5943</td>
<td>.49244</td>
<td>175</td>
</tr>
<tr>
<td>Q7:G(Behavior of Locals)</td>
<td>3.3143</td>
<td>.64199</td>
<td>175</td>
</tr>
<tr>
<td>Q9:I(Sexual Harassment)</td>
<td>1.6000</td>
<td>.49130</td>
<td>175</td>
</tr>
<tr>
<td>Q10:J(Theft)</td>
<td>1.8057</td>
<td>.74816</td>
<td>175</td>
</tr>
<tr>
<td>Q11:K(Threats)</td>
<td>1.6000</td>
<td>.49130</td>
<td>175</td>
</tr>
<tr>
<td>Q12:L(Violence)</td>
<td>2.4057</td>
<td>.49244</td>
<td>175</td>
</tr>
<tr>
<td>Q13:M(Robbery)</td>
<td>2.7029</td>
<td>.78253</td>
<td>175</td>
</tr>
<tr>
<td>Q14:N(Begging)</td>
<td>3.6971</td>
<td>.46081</td>
<td>175</td>
</tr>
<tr>
<td>Q15:O(Places of rest and relaxation)</td>
<td>3.6971</td>
<td>.46081</td>
<td>175</td>
</tr>
<tr>
<td>Q16:P(Places for refreshment)</td>
<td>3.8000</td>
<td>.60648</td>
<td>175</td>
</tr>
<tr>
<td>Q17:U(Influence of local vendors)</td>
<td>4.4971</td>
<td>.53471</td>
<td>175</td>
</tr>
</tbody>
</table>

Source: (Survey data analysis, 2014)
The table 2 summarizes the all-mean values and the standard deviations of problems at the cultural sites. Each means values represent the impacts of particular variables. The highest positive impacts goes to the variable “Influence of Vendors” (MV=4.49) in the above table. Other positive variables are “sanitary facilities” MV=3.88 , “Places for Refreshment” MV=3.80, “Influence of beggers” MV=3.69,” places for rest and relaxation” (MV=3.69), “Problem at the park” MV=3(4.0) ,There are some problems low impact to the tourists as “Sexual harassment” (MV=1.60),”Theft” ( MV=1.80) , ”threats” MV=(1.60),”Violence” (MV=2.40),”Problem at the path way” (MV=1.60) etc.

Findings at Sigiriya

The in-depth interviews were conducted focusing five tourism related organizations’ officers, community members, seven tourist guides, four site guides, and three security officers in this interview. These interviews were conducted using the guideline (Appendix – B) for the target people for about 10 to 15 minutes. In this interview target to gain their opinion about harassment, identify major harassment types and possible suggestions to overcome this problem. Therefore this part is indicated to analysis the survey data in relation to objectives of the study.

Do you think the tourists will undergo many problems and difficulties while visiting this place Sigiriya?

All the respondents accepted and described tourists faced problem while visiting Sigiriya. When the researcher asked how did you say? Community member Perera replied: “According to my ten years’ experience in Sigiriya as a villager I saw tourists faced some difficulties while visiting Sigiriya” (Personal Communication, 21st of May 2014).

A female tour guide Amali replied to the same question, “as a female and Japanese guide I totally agree this question. Because most of the time I have handled tours in cultural sites and experienced the same issue” (Personal Communication, 22th of May 2014).

The respondents answered this question in different manner, Few of are as follows; Community Member Shanthi (House wife), said; “exactly. I agree this question” (Personal Communication,26th of May 2014).

Another community member Ajith said; “I think tourists faced some difficulties at Sigiriya, but I think not too much” (Personal Communication, 26th of May 2014).

What are the major forms of tourists harassments occur in this area?

Taking all the responses into account, the researchers summarized the findings as follows. Majority of respondents highlighted the unethical behaviors of the helpers at Sigiriya site.

They view the problem in different angles, a Tourist Guide, Mahesh said “Helpers at Sigiriya try to offer their services by force which make more inconvenience to the tourists and other problems faced by the tourists are; vendors that sell their goods forcefully, poor sanitary facilities, inconvenience situation from animals”(Personal Communication 21st of May 2014).

Another person explained “Helpers at Sigiriya is one of the major problem, other than that stealing tourists ‘valuables’, sexual harassment, poor facilities specially sanitary, places for refreshment are some of them”(Personal Communication 22th of May 2014).
Personal observation also confirmed that there is a group of males at Sigiriya who called themselves as helpers, some of them are licensed and some are not. They force the tourists to have their services. First they talk like they are there to provide the service free of charge, however after getting the service while walking some distance they tell the charges.

The researchers had discussions with those helpers and they said, "we are living in nearby Sigiriya, every morning we are coming to the Sigiriya site to provide their service, this is our main income source." (Personal Communication 23rd of May 2014).

According to your view point, what is the major tourist category who faced physical harassments?

In this question researchers tried to get the idea about major tourists category who faced the physical harassments. There are different ideas from the respondents. Majority of the respondents answered this question as female tourists who come as FITs and young faced some problematic situations in terms of harassments.

Anura said; “Most of the international tourists who come as FITs and the group tourists (GITs) faced harassments. There is no much different towards female and males both are vulnerable” (Personal Communication 21st of May 2014).

The following section presents the comments received through the personal interviews.

"Most of the time male tourists who come as a FITs’ and young tourists faced the difficulties than others." (Personal Communication 23rd of May 2014).

Community member; Shanthi said; “male tourist and older peoples faced problems than others. Because older people face difficulties to climb the Sigiriya rock” (Personal Communication 22nd of May 2014). Researchers observed this matter and researcher also identified most of the Male who came as FITs followed by the locals and also older tourists faced difficulties to climb the Sigiriya.

Security officer, Fernando said; “according to my experience I saw most of the time male tourists who come as a FITs and those who are young tourists faced the difficulties” (Personal Communication 21st of May 2014).

Who should involve in overcoming these problems?

In here the study tried to gain the respondents ideas in order to find practical solution to overcome the issue. Majority replied Tourist Police Division and SLTDA are responsible to manage the problem. Few other respondents explained their idea as follows;

Officer, Perera said; to overcome this problem different party can engage specially Tourist police division, Sri Lanka Tourist Development Authority (SLTDA), local government bodies, site officers, CCF etc. (Personal Communication 30th of May 2014).

Tour Guide Herath said; Most of the time tourists faced problems, some problem cannot control but responsible party can established some procedures to minimize such types of a problem. As an example Tourist police, other provincial councils, other related departments like CCF etc. According to your knowledge, what do you suggest overcome those problems?
In here researcher focused to identify the respondents’ ideas to overcome those problems. Respondents answered this question in a different way. Majority of the respondents answered tourist police, SLTDA, Government authorities, provincial council etc.

These are some different ideas explained by the respondents.

Lecturer / Lenard said; “There are many problems occur in Sigiriya. I suggest to have awareness programs for the site guides as one method and I community participation it means “participatory approach” is other best method that can be used to minimize this problem (Personal Communication 30th of May 2014).

Another tourist guide explained “my opinion to appoint authorized and empowered officers to overcome the harassment at this place” (Personal Communication 22nd of May 2014).

Community member Manoj said; “improve the existing information dissemination system with tourist police and SLTDA, Local government can involve this issue and get some relevant solutions to minimize this issue” (Personal Communication 22nd of May 2014).

A community member said; “Sigiriya is one of the world heritage site and the facilities are in poor condition, responsible parties must involve and develop the facilities” (Personal Communication 21st of May 2014).

How does this issue affect for the future of Sri Lanka’s tourism?

In this question researcher focused to identify the respondents’ ideas about future of tourism industry it means how harassment affects for future of the tourism industry. Tourism is mainly depends on the host guest interaction and guest satisfaction is important to attract them again and problems may be negatively affected for the future of tourism industry. Majority of the respondents answered as this issue negatively affect for the future of tourism industry.

Tour guides Madushanka said; “it affect highly for the future of the tourism industry. If tourists are unsatisfied, it directly affects for the negative word of mouth and repeat visitation” (Personal Communication 22nd of May 2014). Because tourism is a service industry and satisfaction is so important for create the loyalty and create good destination image. If they dissatisfied it affect negatively.

“According to my opinion if the tourists faced more and more difficulties it will negatively affect and decline the tourists’ arrivals because if they expect to get the satisfied travel experience within Sri Lanka” (Personal Communication 30th of May 2014).

Community member, Ajith said; “I think those problems affect for the future of Tourism in Sri Lanka, but not too much” (Personal Communication 22nd Of May 2014).

Findings at Dambulla

The same questions also investigated at Dambulla world heritage sites as follows.

Do you think the tourists will undergo many problems while visiting this place?

After summarizing all the comments of respondents, it is noted that the tourists also faced problems and difficulties while visiting Dambulla Rock temple. The important statements are;

Papers from the 7th Tourism Outlook Conference/Tropical Tourism Outlook Conference, 8-10 August 2014, Dambulla - Kandalama, Sri Lanka http://geog.nau.edu/gust/srilanka2014/ (Copyright: CC-BY-NC-ND)
Community Member Gomez “yes tourists faced some difficulties while visiting Dambulla” Tour Guide Mahela “Ya, I agree this question. Most of the time tourist faced difficulties” (Personal communication 23rd of May 2014).

Officer Dinesh “Yes tourists faced some difficulties from different parties such as locals, venders, beggars, site guides, snake dancers etc” (Personal communication 24th of May 2014).

What are the major forms of tourists harassments occur in this area?

Majority express their ideas as poor facilities, robbery situation, unethical activities, snake dancers at Dambulla etc. and few special comments are;

Community member Sujith “due to poor facilities tourists faced problems in Dambulla” (Personal Communication 23rd of May 2014).

A security officer Anura “there are some unethical activities by different parties, harassing to have bigger ‘tip’, overpriced” (Personal Communication (30th of May 2014).

Tourist guide Fritz; “snake dancers at Dambulla, beggars and behavior of robbers are some of the problem faced by the tourists” (Personal Communication 23rd of May 2014).

Researcher also identified the snake dancers at Dambulla as one of the problem occur in the Dambulla.

Community member Gayan said; “Poor facility is one problem and also disturbance from animals is other problem especially Monkeys” (Personal Communication 24th of May 2014).

According to your view point, what is the major tourist category who faced physical harassments?

Majority of the respondents answered this question as male tourists who come as FITs and young. Tour guide, Pradeep; “most of the international tourists who comes as FITs, and most of the tourists who has Young faced difficulties than others” (Personal Communication 23rd of May 2014).

Tourist guide, Hasha; Most of the time tourists who come as a FITs’ and young tourists faced the difficulties than others. There is no big different towards male and female” (Personal Communication 24th of May 2014).

Community member; Perera; “male tourist and young peoples faced problems than others. (Personal Communication 25th of May 2014).

Security officer, Peiris; “According to my experience I saw most of the time male tourists who come alone faced more difficulties” (Personal Communication 23rd of May 2014).

Who should involve overcoming these problems?

In here researcher tried to gain the respondents ideas to who should involve to overcome these problem? Like Interview conducted in Sigiriya, Majority of respondents answered this question as Tourist Police Division, SLTDA etc. Few of the respondents explained their ideas as following way.

“To overcome this problems one party cannot do it. All of the related parties get together and solve these.” (Personal Communication 30th of May 2014).
A tour guide Hashan; “I think Dambulla Golden Temple is very famous place among tourist and during their tours in Sri Lanka they do not forget to visit Dambulla. Because of that responsible parties should involve and solve these problems” (Personal communication 24th of May 2014).

According to your knowledge, what do you suggest overcome those problems?

In here researcher focused to identify the respondents’ ideas to overcome those problems. Respondents answered this question in different ways. Majority of the respondents answered to get the involvement of responsible parties and established some rule and procedures etc.

These are some different ideas explained by the respondents. “There are many problems occur in Dambulla. Involvement of all stakeholders in tourism is must to overcome the issue” (Personal Communication 30th of May 2014).

Above respondent mentioned some unique idea as involvement of different stakeholders of tourism. Tourist guide, Saman said; “According to my opinion retaining authorized and allowed officers to overcome the harassment at these place.” (Personal Communication 22nd of May 2014).

Community member Peiris “Develop the facilities in this site and provide better service for the tourists. For that attention of responsible parties is must” (Personal Communication 24nd of May 2014).

How does this issue affect for the future of Sri Lanka’s tourism?

In this question researcher focused to identify the respondents’ ideas about future of tourism industry it means how harassment affects for future of the tourism industry. Tourism is the industry which is mainly depends on the host guest interaction. And also Guest satisfaction is important to attract tourists and tourist problems may be negatively affected for the future of tourism industry. In this question researcher discussed the respondents’ ideas about future of tourism industry. Majority of the respondents answered as this issue negatively affect for the future of tourism industry.

“Harassment experience is negatively affected for the tourists’ satisfaction. Always tourists expect to gain the memorable experience.” (Personal Communication 23rd of May 2014). Because tourism is service industry and satisfaction is so important for create the loyalty and create good destination image. If they dissatisfied it affect negatively for the entire industry.

Relationship between Harassment experience and the demographic factors

Second objective of this research is to identify the relationship between demographic factors and the harassment experience. To achieve this objective researcher analyze relationship by using correlation. Researcher used pearson correlation to measure the strength and linear relationship between two variables. The correlation coefficient can be range from -1 to +1. -1 indicating a perfect negative correlation. +1 indicating a perfect positive correlation, 0 indicates no correlation among the variables. Further, a variable correlated coefficient of 1. In addition to that, 0.3 is a medium correlation and 0.5 reflects a large correlation. (Field, 2009)
Table 3: Correlation

<table>
<thead>
<tr>
<th></th>
<th>Harassment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td>Pearson Correlation</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
</tr>
<tr>
<td></td>
<td>N</td>
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<tr>
<td>Age</td>
<td>Pearson Correlation</td>
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<td></td>
<td>Sig. (2-tailed)</td>
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<td></td>
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<td>Marital</td>
<td>Pearson Correlation</td>
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<td></td>
<td>Sig. (2-tailed)</td>
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<td>Travel</td>
<td>Pearson Correlation</td>
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<tr>
<td></td>
<td>Sig. (2-tailed)</td>
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<td></td>
<td>N</td>
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</table>

Source: (Survey data analysis, 2014)

Table 3 shows the relationship between demographic factors and the harassment experience of the tourists. In here shows there is positive relationship between gender, age and the marital status variables. There is a negative relationship between with travel experience. Gender and the harassment experience have shown the positive relationship and it has taken 0.402 values it is moderate level relationship. And also age and the harassment experience has shown the positive relationship and it has taken 0.412 it also moderate level relationship. Marital status and harassment experience has shown positive relationship and it has taken 0.277 values. Special thing is relationship between travel experience and the harassment experience has shown negative relationship.

Tourists’ Perception and satisfaction level towards Harassment

Third objective of this research study to investigate the harassment situation has affected to the overall satisfaction of the tourists. Researcher was asked four related questions from the tourists to identify their perception and attitude and also satisfaction toward Sri Lanka.

The results of the study are shown by using graphs and explanation.

Figure 2: Overall Satisfactions about Sigiriya and Dambulla - Source: (Survey data analysis, 2014)
Final part of the questionnaire researcher tries to identify the overall satisfaction of the tourists after the harassment experience. According to the respondents’ answers, researcher analyzed their satisfaction via pie chart. After the harassment experience at the cultural sites most of the respondents dissatisfied at the site.

Figure 3: Experience of harassments diminished your impression about Sri Lanka

Source: (Survey data analysis, 2014)

In here researcher identified after the harassment experience at the cultural sites how to affect their impression about Sri Lanka. Most of the respondents expressed as harassment experience diminished their impression about Sri Lanka. According to the above figures about 70% of the respondents showed their impression as disagree. In here researcher was found after the harassment experience, tourists recommend Sri Lanka for others.

Figure 4: Recommendations about Sri Lanka - Source: (Survey data analysis, 2014)
Majority of the respondents answered in negative way. It means most of them are said they did not recommend Sri Lanka for others.

![Pie Chart: Returning Sri Lanka in the Future]

**Figure 5: Returning Sri Lanka in the Future**

Source: (Survey Data Analysis, 2014)

In here identified tourists’ intention to return to Sri Lanka in the future. Majority of the tourists were disagree and only 10% of the tourists were agreed although faced some problems.

**Conclusion**

The essence of the tourism industry is the Tourists. In accordance to that the study made an attempt to identify tourists’ harassment at cultural sites in Sri Lanka. According to the survey findings identified major type of harassment as “Behavior of site guides” and “Influence of vendors” anyhow, seven variables are higher impacts of the tourist. And also “sanitary facilities”, “Places for Refreshment”, “Influence of beggars”, “places for rest and relaxation”, “Problem at the park” “signage and direction”, in the above table, “First aids and medical facilities”.

And also as a result of interview, majority of respondents expressed their view point about this matter about this way; Helpers at Sigirya try to offer their services by force which make more inconvenience to the tourists and other problems faced by the tourists are; vendors that sell their goods forcefully, poor sanitary facilities, inconvenience situation from animals other than that stealing tourists ‘valuables’, sexual harassment, poor facilities specially sanitary, places for refreshment are some of them.

According to the findings of the observation researcher has found some form of difficulties faced by the tourist. In Sigirya researcher has identified major form of harassment as behavior of site guides. They also called helpers, and other problem is poor sanitary facilities, and also problem arise from the wasp and street dogs etc. Like Sigirya, Dambulla also faced some difficulties. They are as follows; Poor sanitary facilities, behavior of local vendors etc.
Suggestions to overcome the issue

1. Involvement of the Responsible Parties.

As an individually official cannot solve these problems and they must get to gather and making decision. For that all the tourism stakeholders’ participation is better to solve these problems. Especially community participation is must. It means “participatory approach” is best solution for minimize such type of a problems.

2. Facility Development at the site and provide better service for the tourists. And also facility developments at the sites are very important. Because of that due to poor facilities tourist faced some difficulties. Hence, future tourism development must consider the above requirements and take the possible reaction to overcome such type of a problem and make the tourists satisfaction and create memorable travel experience within Sri Lanka.

3. Awareness programs for the site guides. Other method is awareness programme for the site guides. Officials can aware them by considering importance of the tourists to the Sri Lanka and the economy. Their satisfaction is so important to attract them again.

4. Establish some rules and regulations against the unnecessary influencers. Because most of the tourists were faced difficulties due to some locals. They try to follow them, stealing belongings and valuable things etc. For that officials can established some rules and regulations.

References


