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Expand and Systemize the Emerging Tourism in Kattankudy: An initiative for Income Generation and Employment Creation by Integrates Socio-Cultural Values through Sustainable Tourism Approach

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ABSTRACT

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Tourism is a rapidly growing global economic sector driven by public policy and focuses on economic, cultural, social, and environmental sustainability. This paper explores income generation and employment opportunities by incorporating religious and socio-cultural values and environmental protection through a suitable tourism approach and identifying gaps and opportunities in tourism in Kattankudy. A mixed approach was chosen to attain the research objective. The descriptive and logistic regression analyses were performed using household and business surveys. Further information was gathered through stakeholder meetings and Interviews. This study utilized the Statistical Package for Social Sciences to analyze and present data. The results show that the tourism industry in Kattankudy is currently experiencing benefits with negative impacts. The people are interested in cultural festivals, events, performances, and traditional cooking and crafts, which present a greater community participation in cultural activities. While there is a higher preference from the business community to offer cultural and religious tourism. Also, the results highlight that accommodation, food, and beverages are the dominant industries in the Kattankudy tourism sector. Furthermore, income generation, employment creation, social and cultural values incorporation, and environmental protection have statistically significant and positive relationships with sustainable tourism. The analysis also proposed a comprehensive strategic approach for sustainable tourism. The paper contributes to the current tourism sector development in Kattankudy and reveals the practices and performance necessary to undertake a sustainable tourism approach. This approach proposes strategies, suggestions, and policy implementations to strengthen existing tourism by incorporating religious and cultural values.

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1. Introduction

Tourism is one of the fastest-growing economic sectors globally. Tourism-led economic growth has become a primary outcome of public policy (World Trade and Tourism Council, 2017). Researchers have recently begun to address tourism development from a perspective based on economic, cultural, social, and environmental sustainability. Tourism is defined by the World Tourism Organization (WTO) as "traveling and staying in places outside of one's usual environment for more than 24 hours and not more than one consecutive year for leisure, business, or other purposes not related to the exercise of an activity paid from within the place visited" (Silva, 2011). Tourism greatly boosts government revenue, employment, income, foreign exchange earnings, and social benefits to society. In general, the scope of employment opportunities in the tourism industry is relatively vast, and the bulk of this potential is still mostly untapped in many travel-friendly nations.

Sri Lanka is one of the most admired destinations for tourists worldwide. It is home to nature, food, different cultures and ethnic groups. After the civil war ended in 2009, Sri Lanka's tourism industry expanded quickly, generating significant amounts of revenue through foreign exchange earnings and the creation of jobs across a variety of industries up until the incident on Easter Sunday (Nishla & Rinos, 2020). The tourism industry plays a significant role in the island nation's economy, making up 12 percent of the nation's gross domestic production (Central Bank of Sri Lanka, 2022). One aspect of Sri Lanka's declining foreign currency reserves was the decline in tourist numbers brought on by the COVID-19 epidemic and subsequent economic crisis. Therefore, according to economic specialists, a rise in tourist arrivals might help the country overcome its present economic difficulty (Abeysinghe, 2022).

The development of the tourism industry is vital to upgrading the standard of living of the local people. Tourism is a well-known industry that creates employment and earns foreign exchange (Dwyer, 2022). Moreover, many potential communities are still untapped to make decent development. One of the main advantages of the tourism industry is creating a market to sell local industry-based products (Carey et al., 1997).

Even though tourism has many economic benefits, there are considerable negative impacts, such as cultural, social, and ecological (Trigo & Silva, 2022). Due to tourists' propensity to seek uniqueness sometimes overlook a specific area's traditional cultures, histories, and lifestyles (Dladla et al., 2023). Additionally, previous research indicates that the primary drivers motivating visitors are a combination of historical sites' physical, emotional, and social components with innate cultural heritage values (Suryani, 2024). Their clothing conventions and behavioral patterns vary from those displayed by the locals and frequently from those that a visitor would exhibit at home; inhibitions are lost, and the issues of prostitution, alcohol, gambling, and even violence result (Coşkun, 2021). Hence, it is essential to develop the tourism industry in terms of income and employment by incorporating the cultural and social values of Sri Lanka to create sustainable tourism in the country.

The Eastern Province Tourism Bureau (EPTB) was established by the Eastern Provincial Council (EPC) to promote tourism in the province. The bureau has been instrumental in attracting tourists and generating employment, with over 3,000 direct and 5000 indirect jobs created. The Eastern Province Tourism Bureau has

identified 103 destinations and over 25 tourism events, promoting them through digital marketing campaigns. The province's accommodation capacity is currently at 5.1%, with the highest occupancy rates in Trincomalee, Batticaloa, and Ampara districts. The EPC and EPTB are working to ensure the province's tourism development and meet the ambitious targets (Eastern Province Tourism Bureau, 2023).

The research was conducted at the Kattankudy Divisional Secretariat Division of the Batticaloa district, Eastern Province of Sri Lanka. Muslims make up the majority of the population in the town, and Kattankudy is naturally well-known for his commercial wisdom. It should be emphasized that most individuals are involved in various business-related activities in addition to other sectors such as minor businesses, fisheries, the primary labor force, government sector personnel, and others. Kattankudy is reported to be one of the most densely populated cities in Sri Lanka, with a population of roughly 51217 people, including males 25262 and females 25955. Kattankudy is a high-density region with 100% Muslim residents, particularly in Southeast Asian countries (Divisional Secretariat, Kattankudy, 2022).

Moreover, Kattankudy is a beautiful and emerging tourist destination in the eastern region that is worth a visit and provides different forms of tourism. It surprises people with some unique things to do and places to visit. Kattankudy was known as a Muslim culture and business city in Sri Lanka in the early days. After that, in August 1990, it became famous for specific destinations, such as the Kattankudy Meera jumma Mosque, which was the killing of over 147 Muslims in a mosque in Kattankudy by armed persons. Then came the heritage museum, hotel and accommodations, beach, cultural halls, events, mosques, and parks, and later, it became a more well-known place for Islamic culture and its business activities. Most of the people visited to get experience and involve themselves in business activities, and they liked to see the Islamic culture and architecture related to it. The date palms in Kattankudy, in particular, add to the city's beauty. Finally, the Easter Sunday attack 2019 will likely increase international discussion of Kattankudy.

As a result of this attention, Kattankudy is quickly becoming a popular tourist destination in Sri Lanka, particularly among Muslims and non-Muslims, as well as both domestic and international visitors. Recent figures show that more domestic and foreign tourists visit Kattankudy than before (Divisional Secretariat Kattankudy, 2022). Kattankudy made no attempt to establish a tourism. Despite the fact that Kattankudy tourism developed on its own without any organized effort or strategy from state funding. As a result, negative repercussions are to be predicted. Firstly, it has enhanced the local people's standard of living considerably by generating revenue. Even though, it is inconvenient for the local community's daily routine, while it benefits welfare institutions and administrative entities, they were concerned that it would harm cultural and social values, posing a severe threat to Kattankudy tourism's long-term viability. Also, it creates a current mess in the Kattankudy environment with heavy traffic and tragedies. Hence, there is a timely need to systematize, amalgamate, and expand the tourism industry to promote income generation and job creation and prevent the religious and sociocultural norms of the Kattankudy from affecting tourism resources for future generations.

2. Literature Review

Tourism in Kattankudy

According to Wedathanthirige & Sriyani (2016), cultural variety gives innovators a competitive edge. The main goal of this study is to find out how creative product creation in Sri Lanka's eastern province's tourist industry is related to cultural diversity. This study used a qualitative research methodology, and case studies were created by a thorough review of the literature, in-person interviews, observations, and focus group discussions. The case studies were then examined using the framework for cultural diversity and Michael Porter's characteristics of competitive advantage. This study provides important new information on the benefits of cultural variety among all three ethnic groupings. It has served as a chance to build these two goods with resources unique to the location. It also demonstrates that the two items are more competitive with other suppliers and have a distinct edge in the eastern area. Batticaloa offers historical structures such as mosques, churches, and Hindu and Buddhist temples. They have diverse artistic abilities, sculptures, and cultural status. Furthermore, according to this analysis, the Kattankudy Museum is a significant location. These locations give Batticaloa City and the surrounding area extra cultural attractions.

Kaldeen & Silva (2008) point out the untapped opportunities and strategies of cultural and heritage tourism on the East Coast of Sri Lanka. The study aims to investigate the present cultural and heritage tourism-related operations in the Batticaloa district, identify new opportunities, and formulate strategies and tour packages for cultural and heritage tourism. This exploratory study claims 40 cultural and heritage sites of interest and many business opportunities. Moreover, they draw attention to the cuisine and culinary arts in Batticaloa. According to them, Kattankudy is well known for delicious Samosa, Kottu, Manioc-evening dishes, Biriyani, etc., which give the Batticaloa cuisine its character. Moreover, they suggest the Methapalli Mosque in Kattankudy as a cultural and heritage site for tourist attractions in the Batticaloa district.

Nuskiya (2022) argues about the prospects and constraints of eco-tourism sustainability in Batticaloa District as an integrated approach to eco-tourism development. An interview-based survey was used to identify the perceptions of field-related people and determine the prospects and constraints of sustainable ecotourism development in Batticaloa District. The study concludes that Batticaloa district has a variety of attractions for both domestic and international tourists. Although, sustainable tourism development meets the needs of current tourists and host regions while also protecting and improving opportunities for the Batticaloa district's future tourism potentials, in this analysis, Kattankudy Beach is mentioned as an ecotourism hotspot in Batticaloa District.

Bitel (2010) analyzed a comparative study of two communities in Batticaloa regarding disaster recovery, social capital, and the Sri Lankan context. Additionally, research shows that although while Kattankudy's tourism sector is expanding, it is uncommon for non-Muslim tourists to look for lodging there, in part because word-of-mouth marketing is the main source of advertising for these establishments. Frequently, in this community, coastal properties with post-tsunami housing on-site are being purchased by wealthy businessmen from other parts of Kattankudy or other affluent Muslim communities on the island.

The above studies further discussed regarding Kattankudy tourism opportunities and attractions that the different forms of tourism expansion, like culinary tourism, ecotourism, and cultural and heritage tourism operating in the region. The flow of the studies has recognized that Kattankudy is a potential and untapped tourism destination. The major defect of the study is that they ignore income generation and employment opportunities. Also, this study needs to focus on the social and cultural values of the location, which are crucial to sustainable tourism development.

Tourism Development and Employment

Tourism is a vital industry that generates income and employment opportunities in many countries worldwide. It is a key driver of economic growth, particularly in developing nations. In 2019, the global tourism industry contributed to 10.3% of the global GDP and created 319 million jobs, or 10% of total employment (Fikire et al., 2022). Tourism development can lead to income generation and employment opportunities in several ways.

The tourism industry directly employs many people in various roles, such as hotel staff, tour guides, transportation providers, and restaurant workers. Tourism also creates indirect employment opportunities in industries that support the tourism sector, such as construction, agriculture, and manufacturing. Moreover, tourism can encourage entrepreneurship by creating opportunities for small businesses to start up and thrive. This can include businesses that provide accommodations, food and beverage, transportation, and other services to tourists (Tisdell, 2000).

Tourism development, such as roads, airports, and hotels, often leads to infrastructure development. This infrastructure can also benefit other industries and improve a community's overall quality of life (Mustafa, 2019). Tourism generates tax revenue for governments, which can be used to fund public services and infrastructure investments (Bird, 1992). The benefits of tourism development are unevenly distributed. Some countries and communities benefit more from tourism than others. This is often due to factors such as the availability of natural resources, the quality of infrastructure, and the level of investment in tourism promotion (Navickas & Malakauskaite, 2009).

Despite the benefits, tourism development can also have some negative impacts, such as environmental degradation, social and cultural disruptions, and increased resource competition. It is essential to carefully plan and manage tourism development to minimize these impacts and ensure the benefits are shared equitably (Liu, 2003).

Social and cultural values and tourism

Social and cultural values play a significant role in tourism, influencing both the supply and demand of tourism experiences (Ageeva & Foroudi, 2019). On the supply side, social and cultural values shape the tourism products and experiences that are offered (Coroş et al., 2021). Social and cultural values also influence the behavior of tourism service providers, such as their hospitality practices and dress codes (Papageorgiou, 2008). On the demand side, social and cultural values influence the motivations of tourists and the types of experiences they

seek. Tourists may be drawn to destinations that offer opportunities to immerse themselves in local cultures, learn about traditional customs, or experience religious ceremonies (Ageeva & Foroudi, 2019). Social and cultural values also influence the behavior of tourists, such as their respect for local customs and dress codes (Stangl et al., 2012).

In addition to influencing the supply and demand of tourism experiences, social and cultural values also play a role in the sustainability of tourism development. Sustainable tourism practices should respect local cultures and traditions and not lead to the erosion of cultural heritage (Tosun, 2001). The following approaches from previous studies explore how social and cultural values can be incorporated into tourism development. Develop tourism products and experiences that are authentic and respectful of local cultures. This could include offering historical site tours, opportunities to participate in traditional ceremonies, or showcasing local arts and crafts (Nguyen & Nguyen, 2022). Train tourism service providers to be culturally sensitive and respectful of local customs, such as by providing training on local etiquette, dress codes, and religious practices (Schwaighofer, 2013). Market tourism products and experiences in a way that is sensitive to local cultures by avoiding the use of stereotypes or cultural appropriation in marketing materials. (Freire et al., 2022). Develop tourism policies that support the preservation of cultural heritage or the development of cultural centers and museums (Timothy, 2014).

Sustainable tourism

Hence, Mowforth & Munt (2003) discussed Tourism and sustainability, which covers the basis of sustainable tourism principles. Environmental protection, socio-cultural responsibility, and economic freedom. It provides the basic conceptual framework to design a sustainable tourism approach in Kattankudy to develop tourism to generate employment and income by incorporating socio-cultural values.

Butler (1999), critically examines the concept of the tourist area evaluation cycle. It explains how the development of tourism has changed over time. The changes encountered by tourists were criticized in this research. The major changes include commodification and loss of originality of the culture. This study provides a reason to prioritize tourism development which is different from the originality of the culture of Kattankudy.

Gunn (1988) standards the integration of sociocultural values into tourism development as a framework to plan tourism sustainably. This comprehensive analysis emphasizes community involvement, cultural sensitivity, training, and social responsibilities. It can lead to the Kattankudy tourism development approach to create economic opportunities that empower and respect the community.

To sum up, they offer several methods for integrating social and cultural values into the growth of the sustainable tourism industry. By doing this, the locations can encourage sustainable development and cultural preservation while giving visitors more genuine and meaningful experiences. The fact that the studies mentioned above exclude employment opportunities and money is one of their main shortcomings. It also indicates that there are a few studies that discuss Kattankudy tourism. However, those studies did not focus at all on tourism in Kattankudy but were part of the research. As a result, this study will close the gap in the literature described above.

Research problem

As a result of the foregoing, Kattankudy is becoming a popular tourist destination in Sri Lanka among Muslims and non-Muslims, both domestic and international tourists. According to information from the Divisional Secretariat division Kattankudy and other local authorities, there are more domestic and international tourists visiting Kattankudy than in previous days. It has raised the local population's standard of living by increasing revenue. Even though some of the welfare institutions and administrative entities were afraid that it would hurt cultural and social values, which could be a major threat to Kattankudy tourism sustainability, according to a field survey, the residents are already active in the tourism business. It is undeniable that society wishes to maintain its private and traditional values, but growth cannot be stopped, and the people are free to pursue the tourism business. As a result, there is a need to raise local awareness about tourism-related enterprises. The way forward is to have cluster tourism growth in tourist attraction locations without dispersed social norms and cultural values. Hence, the research question is how we can map income-generating opportunities and employment creation by incorporating religious and socio-cultural value through the sustainable tourism path by identifying gaps and opportunities in the tourism market in Kattankudy.

Objective

Main objective

The main objective of the research is to identify income generation and employment opportunities by incorporating religious and socio-cultural values through a Sustainable tourism approach and identifying gaps and opportunities in the tourism market in Kattankudy.

Specific objectives

Investigate the present tourism-related business activities in Kattankudy, and the opportunities and challenges faced by them

Explore the most effective ways to utilize their tourism performances and tourism-related business in Kattankudy
Identify new business opportunities and mapping tourism business development opportunities concerning domestic and foreign tourism development in the Kattankudy.

Identify suggestions for strengthening the existing tourism-related associations and forming new ones to mitigate the possible conflict among the different segments of tourism operators and societies.

3. Research Methodology

This study was conducted using both a qualitative and quantitative approach. First, it utilized quantitative data collected through a questionnaire to analyze the existing tourism and tourism-related data. In the meantime, it applied qualitative data to determine the particular trends of behaviors or characteristics related to sustainable tourism.

Data collection and Data Analysis

The research utilized both primary and secondary data sources. Primary data were collected through various methods, including questionnaires for household and business surveys, structured interviews, and stakeholder meetings. Secondary data were also an integral part of the research, encompassing tourism-related information from organizations such as the Sri Lanka Tourism Development Authority (SLTDA), the Tourism Bureau of the Eastern Provincial Council, the Divisional Secretariat in Kattankudy, the Municipal Council in Kattankudy, and other administrative offices. Additionally, books, journals, and research articles were extensively reviewed to complement the study.

Descriptive analysis

This study employed descriptive statistics to investigate the present tourism-related business existing in Kattankudy and the opportunities and challenges faced by them. It also explores the most effective ways to utilize their performance tourism-related business in Kattankudy. Moreover, Identify new business opportunities and map tourism business development opportunities about domestic and foreign tourism development in the Kattankudy. Primary data was collected through the questionnaire survey, and descriptively analyzed by using Statistical Packages for Social Sciences (SPSS 21). Results are presented with suitable table charts and graphs.

Logistic Regression analysis

Furthermore, this study employed Logistic regression estimates to examine the probability of an event occurrence (Wright,1995). Binary Logistic Regression to assess the impact of one or more predictor variables on the outcomes. Logistic regression analysis is a method to determine the reason-result relationship of the independent variable(s) with the dependent variable (Speelman, 2014). The dependent variable must be dichotomous (2 categories) for the binary logistic regression. In this analysis, sustainable tourism is considered as the dependent variable. It is a dichotomous variable. So “promote sustainable tourism” refers to 1 and “Do not promote sustainable tourism” will be 0. Independent variables are income generation, employment creation and incorporate the social and cultural values. Statistical analysis will be conducted using the Statistical Package for Social Sciences (SPSS 21).

Variable coding and Model

In this analysis Income generation, Employment creation, Social cultural values, and Environmental protection are the dependent variable. Strategies for leveraging religious and socio-cultural elements in the tourism sector are independent variables. The demographic characteristics as a control variable. Table 1 explains the assignments of the variable. Based on the variable the logistic regression model is

$$\ln\left(\frac{P_i}{1 - P_i}\right) = \beta_0 + \beta_1x_{1i} + \beta_2x_{2i} + \beta_3x_{3i} + \beta_{14}x_{14i} + \varepsilon$$

P_i =Probability of the opinion of the sample on sustainable tourism (1,0)

$Y=1$

β_0 =Constant

- x_1= Income generation
 x_2= Employment creation
 x_3= Social cultural values
 x_4=Environmental protection
 ε=random error term

Table 1: Variable Encoding

Variable	Variable Name	Variable description	Indicator	Variable Assignment
Independent variable	Sustainable tourism	Income generation, Employment Creation, incorporating social-cultural values with Environmental protection promotes sustainable tourism	Y	1=promote sustainable tourism 0=Do not promote sustainable tourism
Dependent variables	Income generation	Kattankudy tourism generates Income	X ₁	Yes =1 No = 0
	Employment Creation	Kattankudy tourism creates employment	X ₂	Yes =1 No = 0
	social-cultural values	Kattankudy tourism incorporates social-cultural values	X ₃	Yes =1 No = 0
	Environmental protection	Kattankudy Tourism supports Environmental protection	X ₄	Yes =1 No = 0

Source: Author own compilation, 2024

Hypothesis

H_{0a}: Tourism income generation does not positively impact sustainable tourism in Kattankudy

H_{1a}: Tourism income generation positively impacts sustainable tourism in Kattankudy

H_{0b}: Tourism employment creation does not positively impact sustainable tourism in Kattankudy

H_{1b}: Tourism employment creation positively impacts sustainable tourism in Kattankudy

H_{0c}: Incorporate social and cultural values does not positively impact sustainable tourism in Kattankudy

H_{1c}: Incorporate the social and cultural values to positively impact sustainable tourism in Kattankudy

H_{0d}: Environmental protection does not positively impact sustainable tourism in Kattankudy

H_{1d}: Environmental protection positively impacts sustainable tourism in Kattankudy

The final hypothesis of the research

H0: Income generation, Employment creation, Incorporate the social and cultural values do not positively impact sustainable tourism in Kattankudy.

H1: Income generation, Employment creation, Incorporate the social and cultural values positively impact sustainable tourism in Kattankudy.

Conceptual framework

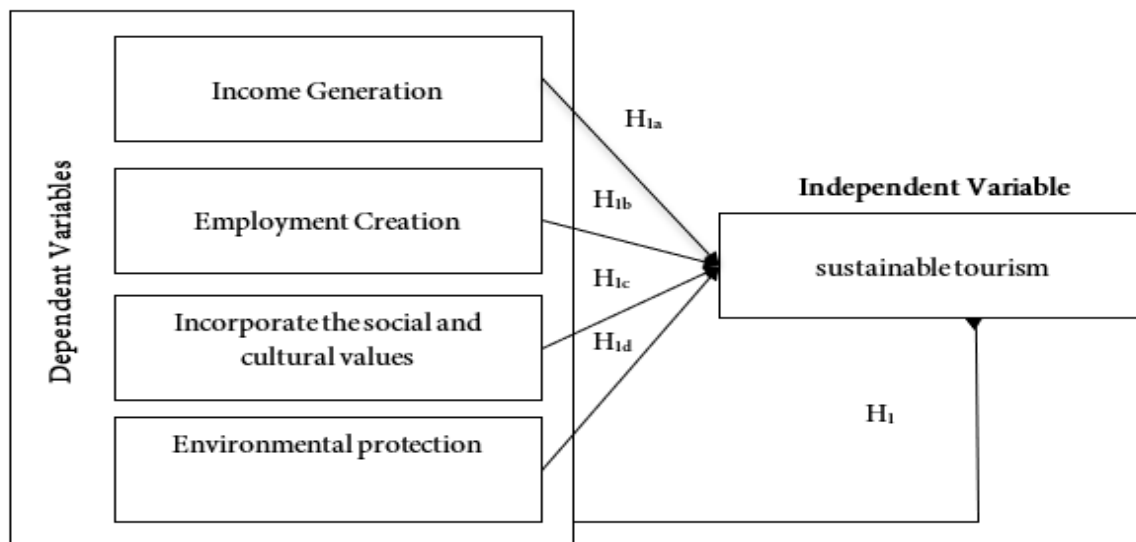


Figure 1: Conceptual framework
Source: Author own compilation, 2024

4. Analysis and Discussion

Descriptive Analysis

Two surveys were conducted in Kattankudy to collect the necessary data for the study. A household survey was conducted to determine the respondents' demographic factors and the level of community participation in religious and cultural activities that support cultural and religious tourism in Kattankudy. Questionnaires are distributed based on convenient sampling. In Kattankudy, 120 sample units were chosen at randomly among these sample 112 completed questionnaires were obtained. A business survey is being conducted to determine the state of the Kattankudy tourism industry. Based on convenient sampling, 70 questionnaires were randomly selected and received 64 responses. The survey covered the following topics: business type, number of years in operation, number of employees, cultural knowledge of the employees, tourism experiences offered, shared preferences among Kattankudy tourists, challenges of promoting religious and socio-cultural tourism, and community suggestions.

Demographic factors

The descriptive analysis discusses the demographic characteristics of the study sample and facts about the Kattankudy tourism industry. Table 2 demonstrates the demographic factors of the sample respondents of the household survey in Kattankudy. The reason for exploring the demographic factors is to understand the demographic characteristics and to clarify the accuracy of the sampling to represent the target population.

Table 2: Demographic factors

		Frequency	Percentage (%)
Gender	Male	71	63.4
	Female	41	36.6
Employment status	Employed	85	75.9
	Not employed	27	24.1
Income	Less than 50,000	21	24.7
	50,000 – 100,000	34	40.0
	100,000 – 150,000	19	22.3
	150,000- 200,000	10	11.8
	Above 200,000	1	1.2
Age	1-10 Years	0	0.0
	11-20 Years	17	15.2
	21-30 Years	35	31.3
	31-40 Years	36	32.1
	41-50 Years	11	9.8
	51-60 Years	8	7.1
	61-70 Years	4	3.6
	71 Years and above	1	0.9
Education Level	No Schooling	0	0.0
	Primary	13	11.6
	Secondary	57	50.9
	Diploma	24	21.4
	Degree	13	11.6
	Postgraduate	5	4.5
Marital status	Unmarried	26	23.2
	Married	86	76.8

Source: Author Constructed using household survey data, 2024

According to table 2 Regarding gender, the majority, 63.4 percent of the sample were male. At the same time, 36.6 percent of the sample were women. This gender imbalance is possible because the survey targets the people who are socially active in Kattankudy.

The mainstream 75.9 percent of the sample in this analysis is employed, with only a minority, 24.1 percent not employed. In the case of income, the largest portion, 40 percent of the sample, falls within the 50,000 to 100,000

income categories. A very few, 1.2 percent earn more than 200,000 which indicates a significant portion of the sample belongs to the middle-income class.

Almost, 32.1 percent of the sample respondents are 31 to 40 years old and 31.3 percent of the sample belongs to 21 to 30 years. Also, the young age group, 1 to 20 years were included in the survey. It accounts for 15.2 percent. No, participants were younger than 10 years. Meantime 4.5 percent of the sample denotes the age category more than 60 years.

In terms of the education level of the sample, the majority 50.9 percent of the sample has secondary education and there are no people has no schooling in that sample. It was also important for the sample to include different education levels of the respondents to get different perspectives on the tourism industry. In that case 21.4 percent, 11.6 percent, and 4.5 percent account respectively diploma, degree, and postgraduate studies of the sample. Also, Majority, 76.8 percent of the sample were married.

Community involvement in Religious and Socio-Cultural Tourism

Amalu (2021) witnessed that some socio-cultural values of the people, such as traditional marriages, traditional building patterns, family income, traditional landscape design, arts and crafts, and involvement in religious activities, were positively influenced by the interaction of tourists with the host communities. Likewise, it is predictable that the people's involvement in religious and socio-cultural tourism will enhance tourist arrivals in Kattankudy. The people's involvement in tourism by enjoying the facts of tourism is significant in providing an excellent experience to the tourists. Also, expressing interest in participating in cultural tourism activities in Kattankudy is vital to incorporate social and cultural values into tourism. According to Aman (2019), the empirical study conducted in Pakistan reveals that the religious respondents with a higher religiosity level have a positive attitude towards developing sustainable tourism. So, it is a vital factor for sustainable tourism development in Kattankudy.

Table 3 highlights the household survey findings that measured the interest levels in religious and cultural tourism-related activities. The table slices the responses by interest level, ranging from "not highly interested" to "highly interested." The table is divided into five main parts to repress five major activities related to the expression of interest to be involved in cultural activities in Kattankudy respectively: Visiting mosques and religious sites; Participating in cultural festivals or events; Learning about traditional crafts or cooking; Attending cultural performances; Visiting historical or cultural landmarks.

In this analysis, visiting mosques and religious sites refers to prayers and spiritual relaxation. The table emphasizes that a large portion of the sample, 48.2 percent, and 23.2 percent, were respectively interested in and highly interested in visiting mosques and religious sites, even though 28.6 percent of the sample was moderately interested in visiting these places.

Moreover, people are more interested in participating in cultural festivals and events. Almost 52.2 percent of the respondents showed high interest, and 47.3 percent of the sample displayed interest. This concludes that people are considerably willing to be involved in cultural commemorations.

Table 2: People's involvement in religious and cultural tourism

		Frequency	Percentage (%)
Visiting mosques and religious sites	Not highly Interested	0	0.0
	Not Interested	0	0.0
	Moderately Interested	32	28.6
	Interested	54	48.2
	Highly Interested	26	23.2
Participating in cultural festivals or events	Not highly Interested	0	0.0
	Not Interested	0	0.0
	Moderately Interested	0	0.0
	Interested	53	47.3
	Highly Interested	59	52.7
Learning about traditional crafts or cooking	Not highly Interested	12	10.7
	Not Interested	26	23.2
	Moderately Interested	23	20.5
	Interested	41	36.6
	Highly Interested	10	8.9
Attending cultural performances	Not highly Interested	5	4.5
	Not Interested	35	31.3
	Moderately Interested	23	20.5
	Interested	44	39.3
	Highly Interested	5	4.5
Visiting historical or cultural landmarks	Not highly Interested	23	20.5
	Not Interested	21	18.8
	Moderately Interested	13	11.6
	Interested	40	35.7
	Highly Interested	15	13.4

Source: Author Constructed using household survey data, 2024

The erudition of traditional crafts and cooking is vital to the sustainability of cultural tourism preserving this art and leaving it as an inheritance directs the sustainability of the culture. In Kattankudy, people's involvement in traditional arts learning activities is low compared to other cultural involvements. 23.2 percent and 10.7 percent of the sample mentioned they were not or highly interested. On the other hand, 36.6 percent and 20.5 percent of the sample, respectively, were Interested and moderately interested in learning traditional crafts or cooking. Besides, very few, 8.9 percent of the sample, were highly interested in learning traditional crafts or cooking.

Also, the majority, 39.3 percent of the sample, was interested in attending cultural performances. In contrast, 31.3 percent of the sample was interested in something other than attending cultural performances. Meanwhile, 20.5 percent of the sample showed a moderate interest in the presence of cultural performances. A very few, 4.5 percent, mentioned they were highly not interested in presence. However, the same number declared that they were highly interested in attending cultural performances.

According to the survey, the majority, 35.7 percent, are interested in visiting historical and cultural landmarks. However, 20.5 percent are not interested, 18.8 percent are not interested, and 13.4 percent are highly interested in exploring cultural places. Based on the above survey, it was revealed that learning about traditional crafts or cooking, attending cultural performances, and visiting historical or cultural landmarks generated interest, but they did not capture the same level of enthusiasm as religious sites and cultural festivals.

Type of Business

Figure 2 denotes the distribution of business types across various categories within the Kattankudy tourism Industry. The slices of the pie chart represent different business types, and the size of each slice corresponds to the percentage of businesses in that category relative to the total number of businesses included in the data set.

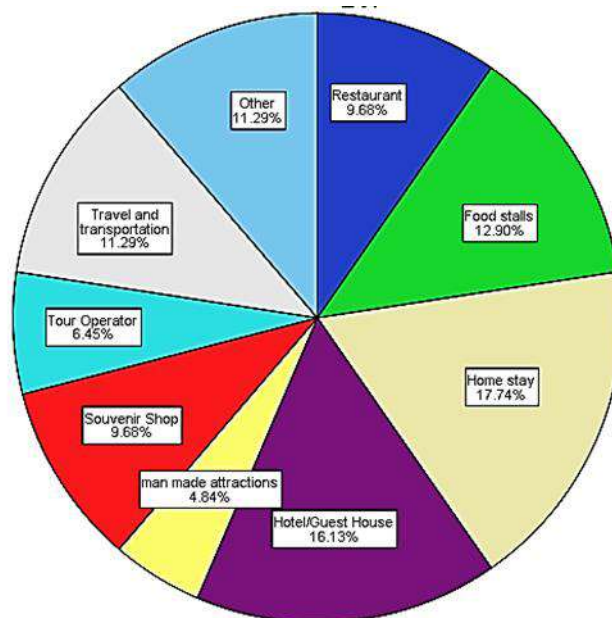


Figure 2: Type of Business

Source: Author Constructed using Business survey data, 2024

A significant portion of the businesses in the pie chart cater to the hospitality sector, specifically accommodation. Homestays account for 17.74 percent of the sample, which constitutes the most significant slice, followed by hotels and guest houses, accounting for 16.13 percent of the sample. This suggests that accommodation options like homestays and hotels/guest houses dominate the business landscape represented in the data. These two categories account for over a third (33.87 percent) of the sample representing Kattankudy tourism businesses.

Food and beverage businesses are also prominent in the study area. Food stalls represent 12.90 percent of the sample, which occupies a sizeable portion of the pie chart, and restaurants account for 9.68 percent of the sample, which takes up a slightly smaller slice. Food stalls and restaurants account for a quarter (22.58 percent) of the sample representing Kattankudy tourism businesses. This indicates that food and beverage services are another essential sector within the data set.

Travel and transportation businesses represent 11.29 percent of the sample, which encompasses a relevant portion of the pie chart. Souvenir shops account for 9.68 percent of the sample and also hold a notable share. 6.45 percent of the respondents were Tour operators, making up a smaller slice of the pie chart, indicating a less prominent presence in the business landscape compared to accommodation, food and beverage, and travel/retail sectors of the sample. Represents Kattankudy tourism businesses. Man-made attractions account for 4.84 percent of the sample and constitute the smallest slice, representing the least prevalent business type among those included in the data set representing Kattankudy tourism businesses.

Years in Operation

To recognize the emerging tourism business in Kattankudy, it is certainly important to measure its duration. Figure 3 explains the operation years of the tourism business of the sample, which represents Kattankudy tourism businesses. According to the figure, over half, 51.67 percent of the sample, represents a business operating from 1 to 5 years. Meanwhile, 28.33 percent of the sample shows that the firms have been operating for 6 to 10 years. It seems that almost 80 percent of the sample is between 1 to 10 years old. It reveals that the tourism industry started to boom in Kattankudy in the last decade.

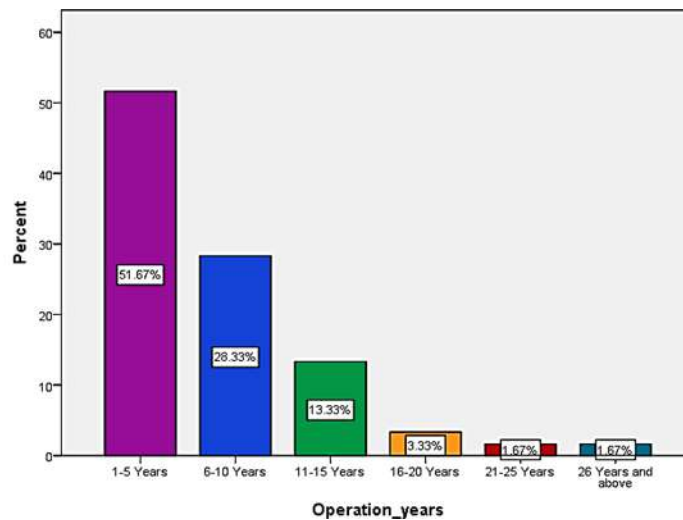


Figure 3: Duration of the business
 Source: Author Constructed using Business survey data, 2024

Figure 4 denotes a bar graph that displays the various tourism experiences that are suitable to offer in Kattankudy, Sri Lanka. The data provides insights into the types of tourism that the Kattankudy community is willing to offer visitors. Beach tourism is another prominent category, accounting for 12.90 percent, indicating that Kattankudy offers leisure options alongside cultural exploration. This provides tourists a well-rounded travel experience combining cultural immersion and relaxation.

Adventure tourism and culinary tourism both hold importance within the Kattankudy tourism industry, with an equal 11.29 percent share. This suggests that the community is open to developing these sectors to broaden the range of experiences available to visitors. Tourists seeking adventure activities or exploring Sri Lankan cuisine would find these options appealing.

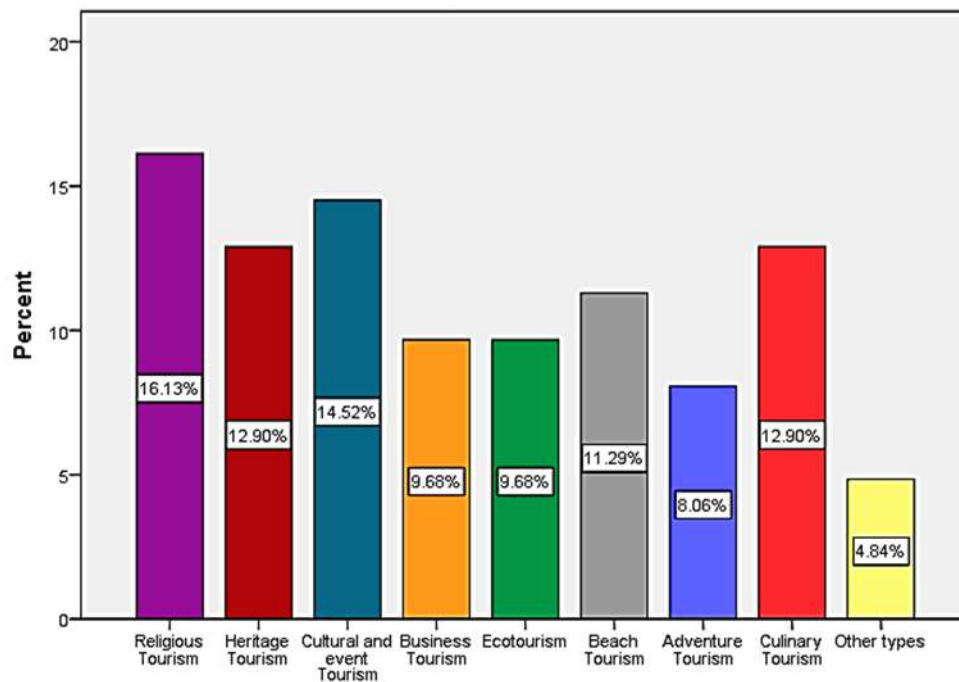


Figure 4: Suitable tourism experience
 Source: Author Constructed using Business survey, 2024

The remaining categories, including business tourism, ecotourism, and other unspecified types of tourism, all received percentages lower than 10 percent. This suggests that these sectors may not be as actively promoted or prevalent in Kattankudy. In conclusion, the bar graph highlights the importance of religious, cultural, and beach tourism in Kattankudy. The community seems receptive to developing adventure and culinary tourism to enrich the tourist experience.

Cultural knowledge of the employees

Table 4: Cultural knowledge of the employees

		Frequency	Percentage (%)
Employees' knowledge of culture	low	10	16.1
	neutral	13	21.0
	high	31	50.0
	very high	8	12.9

Source: Author Constructed using Business survey data, 2024

Knowledge regarding the culture is one of the critical parameters for employees to prevent cultural and social norms in a tourist place (Devine et al., 2009). Table 4 explains the cultural knowledge of the employees in Kattankudy. Half the respondents (50 percent) mentioned that knowledge regarding the culture is high among the employees in Kattankudy. In the meantime, 12.9 percent of the sample mentioned that the cultural knowledge among the employees was very high. Twenty-one percent of the sample said that the employees have neutral cultural knowledge whereas, 16.1 percent declared that the employees have low cultural knowledge.

Common preferences among tourists visiting Kattankudy

It is crucial to consider all stakeholder preferences while planning initiatives for sustainable tourism development. While not every stakeholder can participate equally in the decision-making process, it is nevertheless necessary to recognize and comprehend their preferences. The establishment of sustainable tourism might come to an end if the preferences of even one main stakeholder group are not identified (Tekalign et al., 2018).

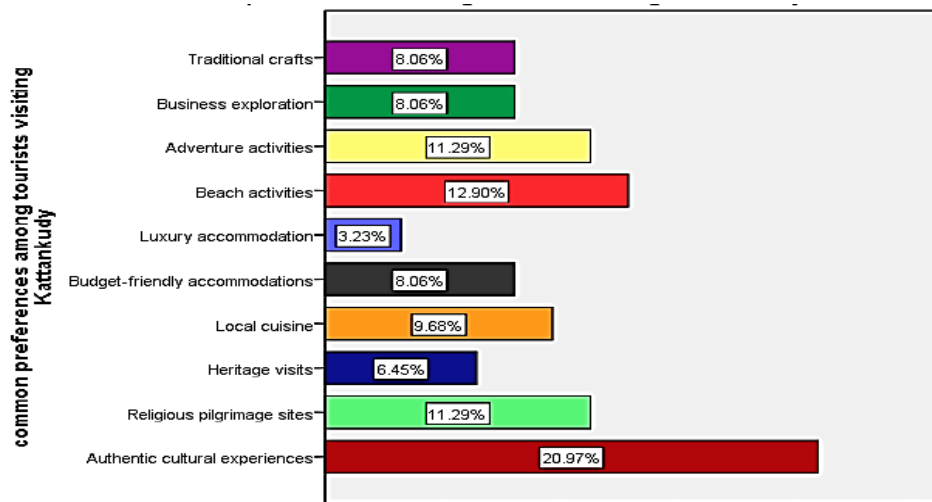


Figure 5: Common preference among the tourist visiting Kattankudy
Percent

Source: Author Constructed using Business survey data, 2024

Figure 5 depicts the most prevalent preferences among tourists visiting Kattankudy, which the tourism business holders observe. Authentic cultural experiences lead the way, with 20.97 percent of the sample. This suggests that many tourists are drawn to Kattankudy for its unique culture and traditions. Further, beach activities account for 12.90 percent, and adventure activities account for 11.29 percent, which are tied for the second position. This indicates that Kattankudy offers visitors a good mix of relaxation and excitement. Tourists can unwind on the beaches or partake in adventurous activities such as the importance of religious tourism in Kattankudy. The area may be home to significant religious sites or festivals that attract pilgrims to trekking or water sports. The third place is religious pilgrimage sites and adventure activities, each capturing 11.29 percent of tourists' preferences. This highlights the rounding out the chart are preferences for traditional crafts at 8.06 percent, business exploration at 8.06 percent, local cuisine at 9.68 percent, heritage visits at 6.45 percent, luxury accommodations

at 3.23 percent, and budget-friendly accommodations at 8.06 percent. While not the most popular choices, these options still cater to a niche market of tourists interested in specific experiences. In conclusion, the data suggests that Kattankudy is a destination that caters to various tourist preferences. The most popular pursuits are centered around cultural immersion, outdoor activities, and religious exploration. The presence of options for traditional crafts, business exploration, local cuisine, and heritage visits ensures something for everyone in Kattankudy.

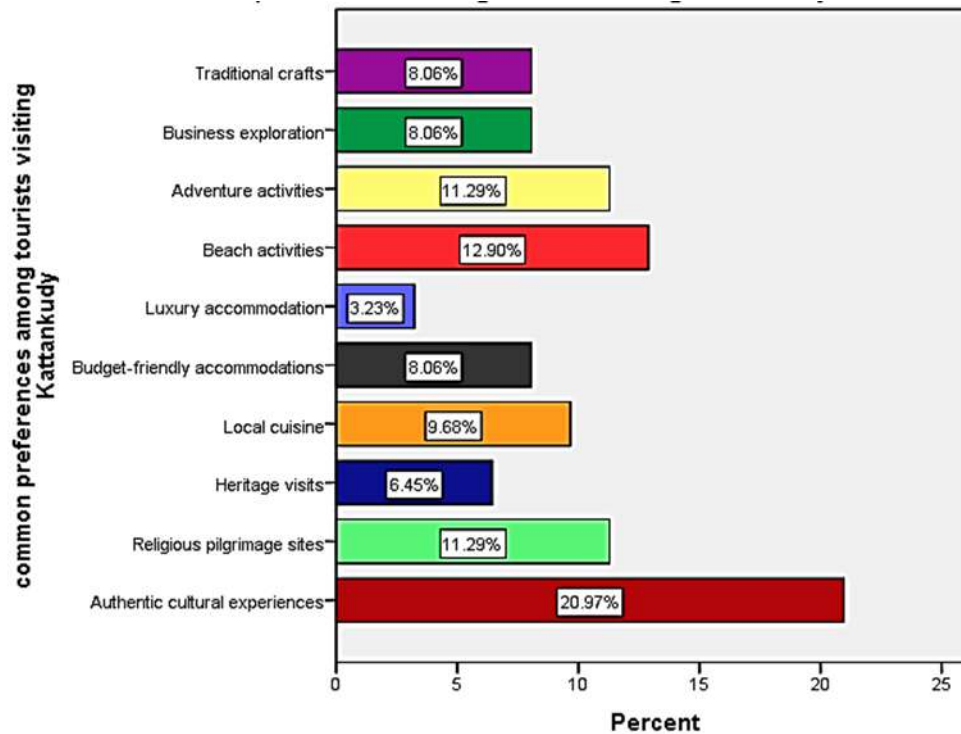


Figure 6: Common preference among the tourist visiting Kattankudy
 Source: Author Constructed using Business survey data, 2024

Challenges in Promoting Religious and Socio-Cultural Tourism

Identifying the challenges in promoting religious and socio-cultural tourism plays a vital role in sustainable tourism. It causes to direct the correct pathway of development (Chianeh et al., 2020). Figure 6 you sent shows the percentage of people who find different challenges to be barriers to promoting religious and socio-cultural tourism in Kattankudy. According to the survey, language barriers appear to be the biggest challenge, with 32.26 percent of respondents indicating it as a barrier. This suggests that communication difficulties between tourists and locals can hinder efforts to promote religious and cultural tourism in Kattankudy. Difficulty in marketing religious/cultural experiences is the second-most indicated barrier, at 24.19 percent. This suggests that there may be challenges in effectively communicating the unique religious and cultural experiences that Kattankudy has to offer to potential tourists.

Limited infrastructure is mentioned as a challenge by 17.74 percent of respondents. This could indicate a lack of facilities or amenities that cater to religious and cultural tourists, such as places to stay or eat that meet their

specific needs. Lack of awareness among tourists is a barrier, according to 14.52 percent of respondents. This suggests that many potential tourists may simply not be aware of Kattankudy as a destination for religious and cultural tourism. Tourist preferences are the least cited challenge, with only 11.29% percent of respondents indicating it as a barrier.

Overall, the figure suggests that several challenges need to be addressed to promote religious and socio-cultural tourism more effectively in Kattankudy. These challenges include communication issues, marketing difficulties, lack of infrastructure, and a need to raise awareness among potential tourists.

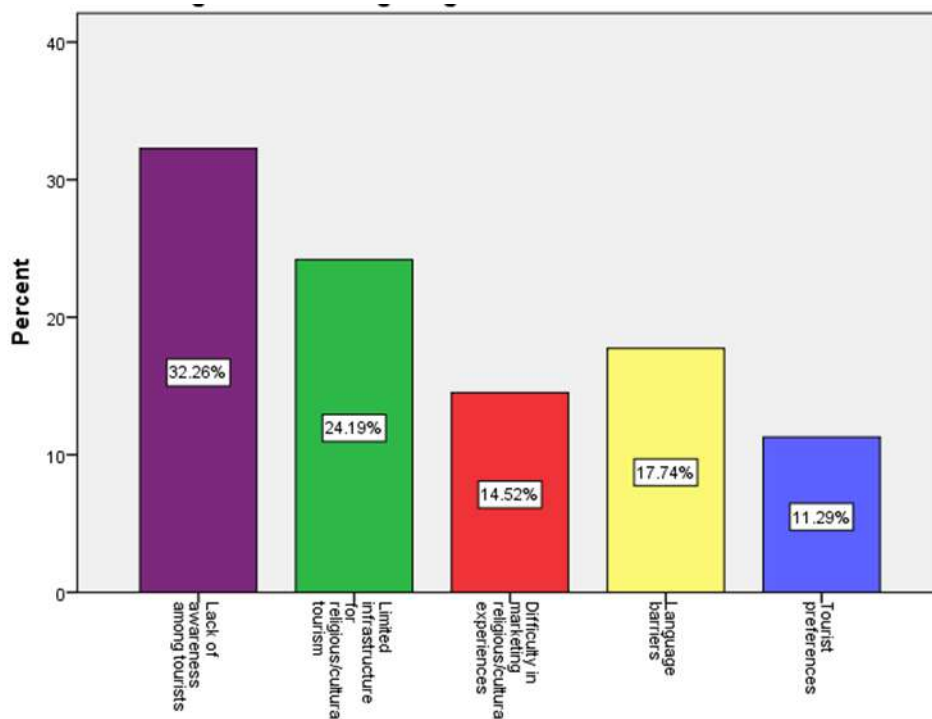


Figure 7: Challenges in Promoting Religious and Socio-Cultural Tourism
 Source: Author Constructed using Business survey data, 2024

Limited infrastructure is mentioned as a challenge by 17.74 percent of respondents. This could indicate a lack of facilities or amenities that cater to religious and cultural tourists, such as places to stay or eat that meet their specific needs. Lack of awareness among tourists is a barrier, according to 14.52 percent of respondents. This suggests that many potential tourists may simply not be aware of Kattankudy as a destination for religious and cultural tourism. Tourist preferences are the least cited challenge, with only 11.29% percent of respondents indicating it as a barrier.

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Suggestion of the community to promote tourism

Table 5 shows the results of a survey that asked people in Kattankudy about their opinions regarding suggestions for incorporating cultural values in the tourism industry. The table shows how many people agreed, disagreed, or were unsure about each suggestion. The majority of respondents, 80.6 percent of the sample, agreed on the need for specific cultural events or festivals, with only 3.2 percent of the sample disagreeing. This suggests that a significant portion of the community believes that offering more cultural events or festivals would be beneficial for the tourism industry.

There is also strong agreement 83.9% percent of the sample on the need for training programs. Only a small percentage, 8.1 percent, of the sample disagreed. This suggests that the community views training programs as an important way to improve the tourism industry in Kattankudy. There is a positive response towards collaboration with local artisans or cultural centers, with 71.0 percent of the sample agreeing and 19.4 percent of the sample unsure. Only a small percentage, 9.7 percent, of the sample disagreed. This suggests that a majority of the community sees value in collaborating with local artisans and cultural centers to enhance the tourism industry. Overall, the table suggests that the Kattankudy community is supportive of efforts to improve the tourism industry. The community seems to believe that focusing on cultural events, training programs, and collaboration with local artisans and cultural centers would be beneficial.

Table 5: Suggestion of the community

	Yes (%)		No (%)		Unsure (%)	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
Need for specific cultural events or festivals	50	80.6	2	3.2	10	16.1
Need for training programs	52	83.9	5	8.1	5	8.1
Need for collaboration with local artisans or cultural centers	44	71.0	12	19.4	6	9.7

Source: Author Constructed using Business survey data, 2024

Logistic Regression analysis

Case Processing Summary and Encoding

Table 3: Case Processing Summary

Unweighted Cases ^a		N	Percent
Selected Cases	Included in Analysis	174	100
	Missing Cases	0	.0
	Total	174	100
Unselected Cases		0	.0
Total		174	100

a. If weight is in effect, see the classification table for the total number of cases.

Source: Authors own compilation, 2024

Table 6 shows the case processing summary highlighting the cases included in the analysis. It shows the 174 sample units included in this analysis. Also, all cases were included.

Table 7 explains the Dependent variable encoding and shows the coding for the criterion variable; in this case, those who responded as “promote sustainable tourism” are classified as 1, while those who responded as “do not promote sustainable tourism” are classified as 0.

Table 4: Dependent Variable Encoding

Original Value	Internal Value
No	0
Yes	1

Source: Authors own compilation, 2024

Omnibus Test of Model Coefficients

Omnibus Tests of Model Coefficients are used to test the model fit. If the Model is significant, this shows that there is a significant improvement in fit as compared to the null model. According to Table 8, the significant value is 0.00 (less than 0.05). Therefore, the model is showing a good fit.

Table 5: Omnibus Tests of Model Coefficients

		Chi-square	df	Sig.
Step 1	Step	29.213	4	.000
	Block	29.213	4	.000
	Model	29.213	4	.000

Source: Author owns compilation, 2024

Hosmer and Lemeshow Test

The Hosmer and Lemeshow test is also a test of Model fit. The Hosmer-Lemeshow statistic indicates a poor fit if the significance value is less than 0.05. Table 11 shows that the significant value is 0.495 (not less than 0.05). Therefore, the model adequately fits the data. There is no difference between the observed and predicted model.

Table 6: Hosmer and Lemeshow Test

Step	Chi-square	df	Sig.
1	6.395	7	.495

Source: Author own compilation, 2024

Model Summary

The Model Summary shows approximate variation in the criterion variable. Normally, Nagelkerke's R^2 is used, which is an adjusted version of the Cox & Snell R^2 that adjusts the scale of the statistic to cover the full range from 0 to 1. In this case, the predictor variables in the model can account for a 71 percent change in the criterion variable.

Table 7: Model Summary

Step	-2 Log likelihood	Cox & Snell R ²	Nagelkerke R ²
1	72.724 ^a	.365	.710
a. Estimation terminated at iteration number 4 because parameter estimates changed by less than .001.			

Source: Author own compilation, 2024

Classification Table

The following Classification table 11 indicates how well the model can predict the correct category. It can compare this with the **classification table shown for Block 0, where the analysis results without any of our independent variables are used** to see how much improvement there is when the predictor variables are included in the model from the baseline model. The model improved from 61.5 percent to 67.2 percent. So overall, the accuracy rate was excellent, at 67.2 percent. The model exhibits good sensitivity since among those who responded as promote sustainable tourism over as not promote sustainable tourism, 89.7percent were correctly predicted based on the model. To summarize, 21 observations were classified as “No” for the sustainable tourism approach when they actually were “No,” and 46 observations were classified incorrectly (classified as “No” when they were “Yes”). Overall, the model correctly classified 67.2% of the observations. While this accuracy may seem acceptable, it is important to note that the benchmark for a random classifier, in this case, is 50% accuracy. Therefore, the model’s performance is only modestly better than random chance.

Table 8: Classification tables (Block =0, Block = 1)

Classification Table ^{a, b} (Block 0)					
	Observed		Predicted		
			Sustainable_tourism_Approch		Percentage Correct
			No	Yes	
Step 0	Sustainable_tourism_Approch	No	0	67	.0
		Yes	0	107	100.0
	Overall Percentage				61.5
a. Constant is included in the model.					
b. The cut value is .500					
Classification Tables (Block 1)					
	Observed		Predicted		
			Sustainable_tourism_Approch		Percentage Correct
			No	Yes	
Step 1	Sustainable_tourism_Approch	No	21	46	31.3
		Yes	11	96	89.7
	Overall Percentage				67.2
a. The cut value is .500					

Source: Author own compilation, 2024

Variables in the Equation

Table 9: Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)	95% C.I. for EXP(B)	
								Lower	Upper
Step 1 ^a	Income generation 1)	.910	.353	6.638	1	.010	1.403	1.202	1.804
	Employment creation(1)	1.186	.352	11.384	1	.001	.305	1.153	1.608
	Social Cultural Values incorporation	1.092	.358	9.299	1	.002	.335	1.166	1.677
	Environmental protection(1)	1.081	.429	6.349	1	.012	2.949	1.272	6.839
	Constant	1.288	.449	8.233	1	.004	3.626		

a. Variable(s) entered on step 1: Income generation, Employment_creation, Social_cultural_values_incorporation, Environmental protection.

Source: Author own compilation, 2024

The findings of this study emphasize the significant role of multiple factors—income generation, employment creation, socio-cultural value incorporation, and environmental protection—in promoting sustainable tourism in Kattankudy. These results align with and extend previous studies that have explored the relationship between these factors and sustainable tourism development.

Table 12 explains the coefficients and the probabilities of each independent variable in the model. All of the independent variables in this model are statistically significant (p -value < 0.05), meaning they all have a statistically significant relationship with promoting sustainable tourism. The coefficient shows the strengths and the relationship between the dependent and independent variables. The coefficient (B) for each variable shows the direction and strength of the relationship between the variable and the log odds of having a sustainable tourism approach. The Exp (B) value gives the odds ratio for each variable.

The coefficient for Income generation is 0.910 (p -value = 0.010), and the Exp (B) value is 1.403. This means that a one-unit increase in Income generation is associated with an increase in the likelihood of promoting a sustainable tourism approach. Promoting sustainable tourism through Income generation is 1.403 times higher than “Do not promote sustainable tourism, which does not generate income, with a 95% confidence interval of 1.202 to 1.804. The coefficient for Employment creation is 1.186, and the Exp (B) value is 1.305. This means that a one-unit increase in Employment creation is associated with an increase in the likelihood of promoting a sustainable tourism approach. Promoting sustainable tourism through Employment creation is 1.305 times higher than “Do not promote sustainable tourism, which does not create employment with a 95% confidence interval of 1.153 to 1.608.

The coefficient for Social-cultural values incorporation is 1.092, and the Exp (B) value is 1.335. This means that a one-unit increase in social-cultural values incorporation is associated with an increase in the likelihood of promoting a sustainable tourism approach. It means Promoting sustainable tourism through Social-cultural values incorporation is 1.335 times higher than “Do not promote sustainable tourism, which does not incorporate

Social-cultural values, with a 95% confidence interval of 1.166 to 1.677. The coefficient for Environmental protection is 1.081, and the Exp (B) value is 2.949. This means that a one-unit increase in Environmental protection is associated with an increase in the log odds of promoting a sustainable tourism approach. It means Promoting sustainable tourism through Environmental protection is 2.949 times higher than “Do not promote sustainable tourism, which does not support Environmental protection, with a 95% confidence interval of 1.272 to 6.839.

Income Generation and Sustainable Tourism The positive and significant coefficient for income generation highlights its critical role in fostering sustainable tourism. The results suggest that a one-unit increase in income generation increases the likelihood of promoting sustainable tourism by 1.403 times. Previous studies corroborate this finding, emphasizing that income generation serves as a key driver for tourism development by improving the financial well-being of local communities. For instance, Kim et al. (2013) argue that sustainable tourism initiatives boost local incomes, thereby enhancing community support for tourism activities. Moreover, Jamal and Camargo (2014) highlight that income generation through tourism contributes to poverty alleviation and supports the economic sustainability of host regions.

Employment Creation and Sustainable Tourism The coefficient for employment creation underscores its importance in promoting sustainable tourism. This indicates that employment creation increases the likelihood of adopting a sustainable tourism approach by 1.305 times. Employment creation has been widely recognized as a cornerstone of sustainable tourism. Studies by Scheyvens (2002) and Spenceley (2012) emphasize that tourism’s potential for job creation not only reduces unemployment but also strengthens the local economy, particularly in areas with limited alternative opportunities. Employment opportunities generated through tourism also help to retain youth and skilled labor within the community, fostering a sense of local pride and economic resilience.

Socio-Cultural Value Incorporation and Sustainable Tourism Socio-cultural value incorporation (emerged as another significant determinant of sustainable tourism promotion. A one-unit increase in socio-cultural value incorporation raises the likelihood of promoting sustainable tourism by 1.335 times. This finding aligns with the work of Richards and Hall (2000), who argue that integrating local cultural heritage and values into tourism fosters cultural preservation and enhances visitor experiences. Similarly, Smith and Robinson (2006) emphasize the importance of socio-cultural inclusivity in tourism planning to ensure that tourism activities reflect and respect the unique identity of host communities.

Environmental Protection and Sustainable Tourism Environmental protection showed the strongest impact among the variables, with a one-unit increase in environmental protection raising the likelihood of promoting sustainable tourism by 2.949 times. This result underscores the critical role of environmental sustainability in tourism development. Previous research by Buckley (2012) and Sharpley (2009) highlights that environmental conservation is a fundamental pillar of sustainable tourism, as it ensures the long-term viability of natural resources that attract tourists. Additionally, the findings align with Butler’s (1999) tourism area life cycle model,

which emphasizes the need for proactive environmental management to prevent resource depletion and sustain tourism over time.

The study contributes to the existing body of literature by demonstrating how income generation, employment creation, socio-cultural value incorporation, and environmental protection collectively influence sustainable tourism development. The findings also provide practical implications for policymakers and stakeholders in Kattankudy. By prioritizing these factors, they can create a sustainable tourism model that not only enhances economic growth but also preserves cultural and environmental assets for future generations.

Table 10: Hypothesis Summary

	Null Hypothesis	Sig.	Decision
1	H _{0a} : Tourism income generation does not positively impact sustainable tourism in Kattankudy	.010	Reject the null hypothesis.
2	H _{0b} : Tourism employment creation does not positively impact sustainable tourism in Kattankudy	.001	Reject the null hypothesis.
3	H _{0c} : Incorporate the social and cultural values that do not positively impact sustainable tourism in Kattankudy	.002	Reject the null hypothesis.
4	H _{0d} : Environmental protection does not positively impact the sustainable tourism in Kattankudy	.012	Reject the null hypothesis.
5	H ₀ : Income generation, Employment creation, and incorporating social and cultural values do not positively impact sustainable tourism in Kattankudy	.000	Reject the null hypothesis.

Source: Author own compilation, 2024

5. Conclusion

Most of the population engages in business, religious, and cultural activities. A household survey was undertaken to understand the demographic factors and involvement of the community in these activities. In the sample, the majority of them were males. The majority of the sample was employed, and a majority belonged to the middle-income group. The majority of respondents were healthy, and most of them were married. The research has shown that people's interest in religious and cultural tourism activities is essential in including social and cultural values in tourism. The survey also suggested that the degree of interest of the people in cultural festivals and events, traditional craft or cooking, cultural performances, and historical or cultural sites is much higher than that for religious sites or cultural festivals. Thus, it can be pointed out that religious or socio-cultural tourism in Kattankudy needs to be promoted to endorse sustainable Tourism.

The business survey revealed that the dominant industry in Kattankudy is hospitality, and the main contributors are the accommodation industries like homestays, hotels, and guest houses, where over 33.87 percent of businesses are accredited. Other business sectors are food and beverage businesses, travel and transportation,

souvenir shops, and tour operators. The last business occurring is man-made attractions. Kattankudy in Sri Lanka communities now focus on religious, cultural, and beach tourism. The most common is religious and cultural tourism. Beach tourism provides leisure and cultural exploration; equally important are adventure and culinary tourism. However, business and ecotourism are not popularly encouraged.

In Kattankudy, authentic cultural experiences take the lead at 20.97 percent, with beach activities and adventure activities as favorites, along with religious tourism and traditional crafts. Tourism at the destination, therefore, offers a blend of relaxing and exciting experiences for a niche market of tourists looking for particular experiences. Religious and socio-cultural tourism in Kattankudy faces a set of challenges: language barrier, marketing, limited infrastructure, tourist unawareness, and tourist preferences. These elements seem to be barriers to sustainable tourism development and block the rich diversity in terms of unique experiences offered by Kattankudy to potential tourists.

In conclusion, the coefficients and the probabilities of each independent variable in the model. All of the independent variables in this model are statistically significant (p -value < 0.05), meaning they all have a statistically significant relationship with Promoting sustainable tourism. the model shows a good fit. Overall, the model correctly classified 67.2 percent of the observations. Furthermore, Income generation, Employment creation, Social cultural values incorporation, and Environmental protection have statistically significant positive relationships with sustainable tourism. This means that they are all associated with a promoting sustainable tourism approach.

According to Table 13, the significant values are less than 0.05. Therefore, all five null hypotheses were rejected. So the study concluded,

Tourism income generation positively impacts sustainable tourism in Kattankudy

Tourism employment creation positively impacts sustainable tourism in Kattankudy

Incorporate the social and cultural values to positively impact sustainable tourism in Kattankudy

Environmental protection positively impacts sustainable tourism in Kattankudy

Income generation, Employment creation, and Incorporate the social and cultural values positively impact sustainable tourism in Kattankudy

Suggestions

Value Addition of Religious and Socio-cultural Value into Tourism for Economic Gains

Design and innovate religious tourism products and experiences: Itineraries visiting sacred sites, religious practices, and access to religious leaders and scholars

Express and promote cultural heritage and tradition: Promotion of local customs, arts, and crafts to attract culturally inquisitive travelers

Preserve and revive local communities: Integrate sustainable tourism practices that benefit local communities; long-term income opportunities for local communities

Promote responsible and respectful tourism practices: Educate tourist on local cultures and traditions that can foster respectful interactions and minimize negative impacts

Leverage technology to enhance cultural experiences: Develop virtual reality and augmented reality applications that bring cultural heritage to life

Partner with religious and cultural institutions: Collaboration with religious institutions, cultural centers, and local communities in the development and promotion of tourism products and experiences

Train and empower local entrepreneurs: Provide training and support to local entrepreneurs to develop and run tourism businesses that incorporate religious and socio-cultural elements

Promote tourism as an instrument for social cohesion: Encourage tourism that fosters understanding and appreciation of diverse cultures and promotes intercultural dialogue.

Recommendations and Policy Implementation

Address traffic congestion to improve ease of travel for tourists.

Implement measures to improve cleanliness in tourist destinations.

Formalize the tourism industry to improve service quality and consistency.

Invest in expanding and improving healthcare facilities to better serve tourists.

The tourism industry has the potential to be a major driver of economic growth, but it needs to address its weaknesses to capitalize on its strengths.

The government needs to play a more active role in promoting tourism and developing the industry.

There is a need to improve the quality of infrastructure and services and to invest in marketing and promotion.

The industry also needs to be mindful of the potential negative impacts of tourism, such as environmental degradation and social disruption.

Limitation

While the data offers a snapshot of the current tourism landscape in Kattankudy, it is important to acknowledge that, the data might be based on a survey of tourism businesses or residents, and the results may not represent the entirety of the tourism offerings available in Kattankudy. Also, the demographics of those surveyed might be specific to a particular group of people. For instance, if the survey was conducted at a cultural event, it would likely have a higher percentage of people who are already interested in cultural tourism.

Future direction

Future research efforts could involve conducting a more comprehensive survey that targets a broader range of stakeholders within the tourism industry, including tourism businesses, residents, and government agencies. This would provide a more holistic understanding of the tourism offerings in Kattankudy and help identify areas

for further development. Further research efforts could provide a more comprehensive understanding of the tourism industry in Kattankudy and inform future development strategies.

Competing interest: The author declares that there are no competing interests related to this study.

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