

## Can Eco Tourism Save the Resources of a Destination?

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As a tourist destination Sri Lanka can compete successfully with other destinations partly because of its unique resources. Therefore, to grow the tourism industry and make a significant contribution to the national economy, Sri Lanka has to focus on promoting new and effective tourism sub matters. A fresh approach has been to promote the eco tourism which could minimize the negative impacts and highly concern about the wellbeing of the host communities, environment and culture. Therefore, the focus of this paper is to investigate eco tourism in the view of sustainability. To achieve this motive, the researchers explored a sample of 10 local people and 05 tourists in Meemure in Sri Lanka. The survey was conducted as an exploratory study highlighting. The practice of eco tourism in the view of the involvement of the host community. The study was based on both primary and secondary data including observations, interviews, structured questionnaire, books, magazines, tour itineraries & etc.

The results of the study revealed some important implications which need to be addressed in the policy level. Foremost community based tourism. The researchers' investigations revealed that the education of local community in relation to the eco tourism concept is lack. Secondly, the non-routines of the activity. Especially in the tourism industry consistency of activities is seldom which means most of the local people shift from one occupation to another. Apart from that absence of finance, lack of infrastructure, vandalism and the lack of facilities can also be addressed as issues.

Finally, the research provides some important suggestions both the host community and the tourists. Host community need to be educated about their potentials and how to preserve their unique resources for the future generation.

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