

Women Engagement in the Field of Tour Guide; with special reference to North Central Province in Sri Lanka

U. G.G. Fernando¹, K.K. A. Madhusanka²

Abstract

As a significant tourist, destination in the world, Sri Lanka's fastest growing field is tourism. Since gaining independence from the British in 1947, Sri Lanka has continued to attract foreign investors and tourists to the island. The country's important placement also enables it to attract transit visitors in to the island. From the past, women were engaged in multi-disciplinary fields in Sri Lanka. North Central province was home for two main districts and the oldest kingdoms which was the first kingdom in Sri Lankan history; Anuradhapura and the second kingdom of Sri Lanka; Polonnaruwa. To achieve the objectives quantitative approach has been used and primary data is main type of data obtained from various sources as questionees and interviews. Through the study it has been identified that women engagement in the field of tour guide in North Central province is very low when compared with men's engagement in tour guide in North Central province. Due to less level of education level, lack of knowledge in English language as well as other foreign languages, limitations with family bonds, some cultural and social back grounds specialized to the area which were taken as unmarried women as well as married women were afraid to get these new opportunities in the field of tour guide. From these reasons the problems related to women security and protection can be highlighted. There were several misunderstand ideologies about the field of tourism and most of them think that it's a field who dominance by men and there are problems when they engage in the field of tourism. Some behaviors of tourists are the major issues to the lack of women engagement in the field of tour guide.

Keywords: Women engagement, Field of tour guide, North Central Province, Sri Lanka

¹ *Department of International Relations, University of Colombo; ganguly.garuksika.gg@gmail.com*

² *Area Tour Guide Lecturer, North Central Province*