

A STUDY ON THE CONTRIBUTION OF DOCUMENTARY FILM: AN ANALYSIS OF TOURISM INDUSTRY DEVELOPMENT IN SRI LANKA.

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The tourism industry in Sri Lanka is facing heightened competition in the global market, necessitating the adoption of innovative promotional strategies. This research addresses the dearth of comprehensive documentation regarding the actual contribution of documentary films to the growth and development of Sri Lanka's tourism sector. Documentary films offer a compelling medium through which the nation's distinctive cultural heritage, natural beauty, and diverse experiences can be showcased to a worldwide audience. However, empirical evidence regarding their impact remains limited. The research problem focuses on the need to understand the role of documentary films in Sri Lanka's tourism industry. The research objectives aim to investigate their impact on tourist perceptions and motivations, analyze their role in shaping the destination image, identify barriers and challenges in utilizing these films for tourism development, and propose recommendations for their effective integration into Sri Lanka's tourism promotion strategy. To achieve these objectives, a mixed-method research design will be employed, combining quantitative and qualitative approaches. Structured surveys will be distributed to 100 international tourists during the peak tourism season, while in-depth interviews with key stakeholders will provide valuable insights. Supplementary data will be collected from academic journals, industry reports, and official tourism publications. These data were analyzed by SPSS and NVivo software. Preliminary findings suggest a positive correlation between exposure to documentary films and increased interest among tourists in visiting Sri Lanka. These films play a significant role in creating awareness about the country's cultural richness, ecotourism potential, and authentic experiences. Nevertheless, challenges such as funding constraints, distribution limitations, and content authenticity hinder their full potential to contribute to sustainable tourism development in Sri Lanka. Overcoming these challenges will be crucial to maximizing the benefits of documentary films for the tourism industry.

Keywords: Documentary films, tourism industry, destination branding, tourist perceptions, sustainable development.

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