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博士論文の要旨

専攻名 システム創成科学専攻

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博士論文題名

The Impact of Informal Institutions on Tourism

Development in Sri Lanka: With Lessons Learnt from

Japan

(スリランカの観光産業の発展に対するインフォーマル・インスティテューションの影響～日本からの教訓)

要旨

Tourism is recognized as an effective strategy for economic development by both developed and developing nations. Its importance is most felt in developing countries, but they also take the brunt of the negative impacts of tourism. Therefore destinations have introduced various institutions to achieve a balance between positive and negative effects of tourism. Institutions are twofold: Formal and Informal Institutions. Formal institutions are laws, policies, rules and regulations enforced by an executive body, and the organizations responsible for formulating and enforcing them. Informal institutions are unwritten rules reflected in norms, values, beliefs, attitudes and folkways of the people in a society.

The thesis consists of seven chapters. The first chapter, 'Institutions and Tourism Development: An Overview of Theories and Concepts' is a discussion of theories and concepts related to tourism, institutions, economic development the complex relationships between them. The second chapter, 'The Impact of Institutions on Tourism Development: The Experience of Sri Lanka' is

the macro level study that analyzes the current situation of the tourism sector in Sri Lanka as reflected by indices and existing literature. The third chapter, 'Tourism and Economic Development in Sri Lanka: Analytical Framework and Methodology of the Study' is a detailed explanation of the methodology, objectives, hypothesis, analytical framework and study areas used in the research. The fourth, fifth and sixth chapters pertain to the micro-level study, of which the fourth chapter, 'The Impact of Institutions on Foreign Tourists' Perception of Sri Lanka as a Tourist Destination: The Results of the Survey' discusses foreign tourists' perception with regard to the tourism products of Sri Lanka as reflected by the results of the study. The fifth chapter, 'The Impact of Community Attitudes and Participation on Tourism Development: The Results of the Survey' discusses the results of the study on local people's attitudes and responses towards foreign tourists and tourism in Sri Lanka. The sixth chapter, 'The Impact of formal and informal Institutions on Tourism Development: Lessons Learnt from Japan' is a general discussion/ analysis based on secondary sources and a few hearing surveys on how formal and informal institutions affect the tourism industry in Japan and Saga Prefecture. Chapter seven gave the summary and conclusions.

The thesis showed how popular theories argue that countries with an abundance of natural and human resources are at an advantage in the tourism sector than those without these resources. However, institutional economics argues that differences in performance of the tourism sectors between countries are mainly due to differences in institutions in these countries and not simply due to availability of resources.

Sri Lanka being a developing country blessed with an abundance of natural and human resources has made tourism a key strategy for economic development in the

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post-colonial era. The role of tourism in economic development in Sri Lanka is very much pronounced as reflected in various economic indicators. Tourist arrivals increased sharply after the civil war in 2009 and so did revenue from tourism. Yet despite the fact that Sri Lanka is blessed with natural and human resources, other countries in the region that do not have as much resources perform much better in terms of tourism indices. Also, after the end of the civil war, there were questions as to how much the flourishing industry is contributing to sustainable economic development of the country. Some of the indices such as tourist guest nights started staggering as a result, and reports of tourist scams increased. This is mainly because the country overemphasized formal institutions and underplayed the importance of informal institutions.

It was under such circumstances that the study was conducted in four tourist areas in Sri Lanka, first to gain an insight into the level of satisfaction of foreign tourists with formal institutions providing tourism goods and services in Sri Lanka and the local people's hospitality; second, to understand attitudes of the host communities to tourism and tourists; third, to discern the level of community participation in tourism-related activities and fourth, to understand how informal institutions are affecting the functioning of formal institutions, and their combined effect in the sum-total tourist satisfaction. It was hypothesized that both formal and informal institutions are important to improve the hospitality

industry of a country. Yet the usually unrecognized informal institutions directly influence the hospitality of a destination, and also indirectly influence the functioning of tourism related formal institutions. The research was followed by a comparative study on Japan and the Saga Prefecture.

The following are the major findings of the study. Satisfying a foreign tourist is important to ensure repeat visitors and potential first time visitors. The Sri Lankan culture has the seeds of hospitality, but some informal institutions are not favorable towards tourists and /or tourism. The most prominent informal institution impeding the hospitality industry was *attitudes* of the local people towards tourism and tourists. The most prevalent attitude influencing both the general public and those employed in the tourism sector was that tourism is a quick form of earning money. This attitude led into various other unfavorable attitudes and stereotyping of foreign tourists. The 'White Complex' is a result of this attitude that trigger discriminative treatment of foreign tourists based on their racial appearance. Manifesting these attitudes in behavior was defined as unprofessionalism, and the study realized that unprofessionalism invariably leads to the breaking of *trustworthiness* of institutions; especially of formal institutions. This shows how informal institutions can influence the functioning of formal institutions. The study argued that professionalism can be achieved through formal institutional training, but the barrier against formal institutional training is again an informal institution: the attitude that tourism needs little or no training. This ring of attitudes and behaviors perpetuate in a vicious cycle. The scenario is especially damaging to small and micro enterprises because tourists associate trust with the size of the enterprise. This means that they trust large institutions over medium, small or micro

facilitates transfer of benefits of the tourism industry to regional economic development. It also helps empower locals and make bottom-up decision making a reality.

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Four publications were made based on the above findings of the study.

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enterprises. The study also showed how politicization, and nepotism combined with other unfavorable informal institutions are directly affecting the safety and security of the tourists negatively. It then showed how they indirectly affect the tourism sector by penetrating the formal institutions that mete out justice, and prevent justice being made.

One of the most important findings of the study was that these attitudes could be improved with community participation in tourism activities. Currently, local people lack access to the tourism sector. They are not empowered to influence the sector in any sense. Unbalanced access has created two groups of locals: 'insiders' (people who run tourism-related businesses/engaged in tourism-related occupations) and 'outsiders' (people who are not engaged in tourism-related occupations or businesses) to tourism. Outsiders enjoy little or economic benefits from tourism, which has resulted in even lesser participation and lack of sense of ownership towards the tourism activities in one's area. Economic benefits were thus seen as a powerful motivator to ensure any type of cooperation from the local people. The study on Japan/ Saga reiterated the importance of informal institutions in improving the tourism sector. It showed how local people's favorable attitudes have made Saga a safe destination for foreign tourists. This is mainly because local people have access to tourism activities in the area through a very transparent system based on institutional linkage that