

## **Exploring Tourism Risk at the Destinations at Jaffna Peninsula with Special Reference to Keerimalai Ritual Beach site.**

Ilangkeeran Bithushan<sup>1</sup>, Kidnarasa Kabilan<sup>1\*</sup>, Kalimuththu Shanmuganathan<sup>1</sup> and Mahalingam Ramanan<sup>2</sup>

<sup>1</sup>*Department of Hospitality and Tourism Management, University College of Jaffna, Jaffna, Sri Lanka.*

<sup>2</sup>*I.C.T Center, University College of Jaffna, Jaffna, Sri Lanka.*

Ritual beach sites are considered as one of the major travel motives of the tourists to visit Sri Lanka. Jaffna is rich with wonderful ritual beach sites including *Keerimalai* and *Villunri* areas. Many local and foreign tourists arrive at these ritual beach sites every day. Ensuring safety of tourist in the tourist destinations are considered as one of the important factors that determine the revisit and sustaining the higher number of tourist arrivals. Nevertheless, the literature in this area is very rare, especially in the ritual beach sites. Further, if tourists feel the particular destination is at high risk, the image of the destination can be affected and tourists may negatively convey the message to others. Therefore, the main objective of this study is to identify the factors influencing the tourism risk in Jaffna *Keerimalai* ritual sea site. And also to make recommendations to overcome the destination risks to ensure propensity of the repeat visit and word of mouth promotion. The study was conducted by using the mixed method approach. Furthermore, the *Keerimalai* ritual beach site was selected through the convenience sampling technique. Primary data were collected through self-administered questionnaires and the observation techniques. The study revealed that *Keerimalai* ritual sea site is risky for tourists and this may affect the revisit intention and word of positive promotion. Alcohol addiction, thief activities, violence, rocks under the sea water, safety and security signs and polluted water are harmful to the tourist. In spite of all these risks, there are many tourists who still visit *Keerimalai* ritual area to accomplish their cultural rituals.

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