



# FIRST INTERNATIONAL RESEARCH CONFERENCE

On the Prospects for Integrated Development  
in the North & East of Sri Lanka



10<sup>th</sup> - 12<sup>th</sup> October  
2025



University of Toronto, Scarborough Campus  
in the Greater Toronto Area or Online

## CONFERENCE ABSTRACTS

Coordinated by



**FEDERATION OF GLOBAL TAMILS**  
அனைத்துலக தமிழர் பேரவை

# **CONFERENCE ABSTRACTS**

## **1st International Research Conference on The Prospects for Integrated Development in the North and East of Sri Lanka**

**University of Toronto, Scarborough Campus**

**Toronto, Canada**

**10-12 October, 2025**

## **Barriers to Digital Marketing Adoption among Tourism MSMEs: Evidence from Post-War Northern Sri Lanka**

**Jude Leon, S.A, Sivanenthira, S, and Dushyenthan, T**  
*Department of Marketing Management, Faculty of Business Studies,  
University of Vavuniya, Vavuniya, Sri Lanka.*

### **Abstract**

Globally, economic development through entrepreneurship remains a primary focus. Particularly, tourism Micro Small Medium Enterprises (MSMEs) play a significant role in fostering economic growth and development, especially in developing countries. MSMEs are stumbled with lack of skills and awareness in applying digital marketing techniques during their entrepreneurial marketing initiatives which set the primary focus of this study. This study followed a qualitative approach using the primary data collected through in-depth semi structured interviews. 30 MSMEs were selected as sample for this study using the combination of cluster and snowball sampling techniques. Qualitative data were tested using Thematic analysis. Findings revealed that unfamiliarity with digital tools, limited time for digital engagement, technological anxiety, infrastructure issues, generational differences, post-war recovery constraints, and language barriers are the major issues in adopting digital marketing tools among tourism MSMEs in Sri Lanka, especially in Northern Region. However, it was found that the rate of adoption of digital marketing is gradually increasing over time. This study recommends strategies and techniques for entrepreneurs to overcome such issues in adopting digital technologies in future.

**Keywords:** Barriers, Digital Marketing Adoption, Northern Sri Lanka, Post-war, Tourism MSMEs,