

 <p>ISSN NO. 2320-5407</p>	<p>Journal Homepage: -www.journalijar.com</p> <p>INTERNATIONAL JOURNAL OF ADVANCED RESEARCH (IJAR)</p> <p>Article DOI:10.21474/IJAR01/11992 DOI URL: http://dx.doi.org/10.21474/IJAR01/11992</p>	 <p>INTERNATIONAL JOURNAL OF ADVANCED RESEARCH (IJAR) ISSN 2320-5407 Journal Homepage: http://www.journalijar.com Journal DOI:10.21474/IJAR01</p>
---	--	---

RESEARCH ARTICLE

A STUDY OF OUTCOMES OF THE TOURISM SECTOR DEVELOPMENT ON THE ECONOMIC IMPROVEMENT OF THE PEOPLE IN THE BATTICALOA DISTRICT OF SRI LANKA

Mr. V. Navirathan

Deputy Registrar, Eastern University, Sri Lanka.

Manuscript Info

Manuscript History

Received: 01 September 2020

Final Accepted: 05 October 2020

Published: November 2020

Key words:-

Tourism Development, Economic Improvement, Economic Development

Abstract

Tourism is recognized as a rural development mechanism in terms of its socio-economic condition towards rural communities, such as creating local rural incomes and employment, contributing local amenities and services, and aiding local culture resources conservation. Tourism is one of the growing industry in Sri Lanka in the post war development. Its contribution to the Sri Lanka economy is vital in same context. This study investigates how tourism sector development effects on the Economic Improvement of the people in Batticaloa district. The objectives of this study are to find out the content of perceived impact of tourism development on the Economic improvement of the families. The sample population consisting of residents residing in Batticaloa was surveyed. In order to determine the impacts of tourism on quality of life in Batticaloa district, a survey was conducted using a sample of one hundred respondents completed the interview. Data were collected through Primary data collection and secondary data collection. The data were analyzed using descriptive analyses with the support of Statistical Package for social sciences. The results revealed that the residents' perception of tourism impacts did affect their satisfaction with particular life domains significantly. The results indicated that the relationship between the economic improvement and Tourism development. The result show that perceived impact of tourism development on the Economic improvement of the people. The findings show a relationship between impact of tourism sector development and economic improvement of the family have a positive impact. The findings of this study will be useful for resident in Batticaloa district to developing and implementing strategies to enhance economic and social improvement through tourism development.

Copy Right, IJAR, 2020,. All rights reserved.

Corresponding Author:- Mr. V. Navirathan

Address:- Deputy registrar, eastern university, Sri Lanka.

Introduction:-

Tourism is one of the largest and fastest growing industries in the world. In both developed and developing countries, tourism is frequently supposed to be a viable means of raising the economic activity of regions. Additionally, the development of a tourism industry has been noted to promote the destination's image, enabling the region to achieve other objectives, such as Employment and business development. Increasingly, developing countries are embracing international tourism as a source of economic growth. Tourism is one of the world's largest economic activities. It is the leading industry in many countries, as well as a substantial source of job creation worldwide.

The tourist industry contributes better to the economy and society in a number of ways than any other sector of the economy. Employment generation, earning government revenue, and foreign exchange promotion of regional development, and income distribution are the major items of contribution of the tourist industry to the economy in Sri Lanka. The current study focuses mainly on development activities of Tourism programme and therefore, this study evaluates the impact and outcomes of the Tourism development programme in Batticaloa District.

Hypothesis:

Based on this, Researcher plans to develop the following sets of null and alternative hypotheses showing the relationship between tourism sector development and economic improvement of the people.

Hypothesis:

Following hypotheses have been proposed and tested in the study.

H₀:

There is no relationship between study variables

H₁:

There is a relationship between study variables

Hence the hypotheses conducted in order to find out the results regarding.

H1:

There is positive relationship between Tourism development and Income improvement of the people

H2:

There is a positive relationship between Tourism development and self-employment Development

Justification:

In Sri Lanka's rural communities, the rural population is large, poor, resilient and hardworking. An individual is a farmer, a fisherman, and a trader depending on the seasonal employment. Potentials of rural tourism are very high as a household economic development strategy compared to other tourism related development strategies. At Present the government of Sri Lanka has been activating village-based tourism as an instrument of multidimensional poverty. The government of Sri Lanka claims that a village-based tourism will be pursued with a view to create spin offs for the rural community.

Sri Lanka is a small tropical island located to the south of India and endowed with varieties of fascinating attractions. Tourism industry in Sri Lanka was formally activated in 1960s by the government in Sri Lanka. Since then tourism has gradually developed in Sri Lanka's economy. The Eastern Sri Lanka has experienced a very large displacement due to war and natural disaster during 1980 to 2009. Now all the sectors have been developed by Government. Moreover, Government of Sri Lanka, has spending much money to improve the tourism development. Since then, tourism has become a major economic activity in Sri Lanka.

Sri Lanka has an ability to become one of the best tourism countries (TCs) in Asia. However, it missed opportunities on a number of occasions due to inappropriate economic policies, continuous political violence and wars. Since 1983 the Sri Lanka's tourism sector was seriously affected by the nearly three decades of war which ended in May

2009. Immediately after the end of war tourism in Sri Lanka bounced back and it now has become the engine of economic growth in post war Sri Lanka. Now Sri Lankan tourism has been booming since end of the war.

Socio Economic Security and economic development have been the major objective of the development strategies for decades. The objectives of implementing various tourism development projects in the Eastern province is not only national economic development but also to increase the total output of tourism areas people and also to improve the sustainable Socio- Economic conditions of the households by providing land, improved crafts, self-employment development, infrastructure, housing and modern technologies.

Therefore, the major purpose of this study is analysis of outcomes/impact of Tourism programme and lessons learned to future economic development programmes which could be implemented efficiently, effectively and economically.

Literature Review:-

Tourism:

Tourism is an activity. It is an activity that takes place when, in international terms, people cross borders for leisure or business and stay at least 24 hours but less than one year. (Mill and Morrison, 1998:2)

The World Tourism Organization (WTO) defined tourism as an activity involving the travel of persons to places outside their usual environment for not more than once for leisure. Tourism has a connotation of leisure travel and tends to be synonymous with holidays. Tourism as travel for pleasure, business usage. (Medlik, 2003), Ladan (2003) defined tourism as "the sum of the phenomenon and relationship arising from the travel and stay of non-residents, in so far as they do not lead to permanent residence". Tourism consists of a cluster of inter-related economic activities that encompasses various economic undertakings covering the agricultural, manufacturing and the service sectors. Hence, tourism does not just add one commodity to the baskets of exports of a country, but a wide range of activities that could bring broad benefits to a country. Tourism has been identified as one of the most effective ways to diversify and revitalize the economy of any nation and is widely regarded as one of the fastest growing sectors globally. Tourism evolved internationally in a big way since the end of the Second World War and in 1999, it accounted for about 6 percent of the global economy, and in dollar terms, was valued at about \$8,000 billion. The World Travel and Tourism Council (WTTC) estimated that world tourism generates 12% of the global gross national product and it employs around 200 million people worldwide. Tourist arrivals are estimated to reach 1 billion by 2010 and 1.6 billion by 2020 worldwide.

Tourism is often described as an invisible export in that it involves a form of service to foreigners who then pay in foreign currencies. As a result, it forms a source of revenue as well as foreign exchange for the host country. The economic benefit of tourism therefore appears here to be self-evident in that tourist expenditure creates foreign exchange earnings for the host country, revenues to government, together with direct employment opportunities which can be expected to lend higher living standards for the residents (Fitsch, 1986). The potential of tourism development, the huge scope for diversifying mono-cultural economies through tourism has drawn the attention of policy makers, unilateral and multilateral organizations contending with the underdevelopment and the attendant poverty in developing countries to the sector (UNWTO, 2007). Tourism industry is a labour intensive sector. It is a prime sector from which employment can be engineered especially in the case of the developing countries. This is particularly significant given the huge unemployment rate, especially among the youths (O'Higgins, 1998) and the labour surplus characteristic of most developing economies (Ranis, 2004). Given the low-level skills and the relatively short-lead period for training and skills acquisition, the tourism industry lends itself as a sector capable of generating huge employment and income earning opportunities.

Similarly, the tourism sector is a magnet for foreign direct investments and affords developing countries the opportunities to attract inward direct investments both for soft and hard tourism infrastructures. The significance of this trend can only be imagined if the low foreign exchange earning capacity of most developing countries is considered (Schreyer, 1996). Furthermore, Kraph (1961) explains that tourism has a potential to generate, from limited investment in infrastructural facilities, large sum of capital which may be transferred to the other sectors of the economy. Such actions contribute to the growth and development of a country through the multiplier effect on employment generation, education enhancement, as well as increase in Foreign Direct Investment which ultimately boosts the foreign reserves of a country. The positive effects of tourism on a country's economy include the growth and development of various industries directly linked with a healthy tourism industry, such as transportation, accommodation, wildlife, arts and entertainment. This brings about the creation of new jobs and revenue generated

from foreign exchange, investments and payments of goods and services provided. Though improvements in the standard of living of locals in heavily visited tourist destinations is usually little or non-existent, inflation of the prices of basic commodities, due to visiting tourists, is a constant feature of these areas. Therefore, by implication, general price level in these areas tend to be very high relative to those areas without tourist attractions. This makes the cost of living to be high, thereby reducing the standard of living of both the locals and the visiting tourists.

Domestic Tourism in Sri Lanka:

AS per the purpose of visits, all the tourists are categorized into two groups by the United Nations Conference on International Travel and Tourism held in Rome in 1963. They are such as Domestic Tourist and International Tourist. The Domestic tourist is defined as an individual who is traveling from place to place within the domestic country for business, religious activities, entertainment, recreation, health, cultural activities, education, sports, or any other type of purposes for a time period of not less than 24 hours (Bull, 1992). International tourist is defined as a temporary visitor who is staying in a country visited at least 24 hours and their motives for their travel may be listed such as holidays, business, pleasure, sport, study, religion, health, sport, work assignments, and family (Francois and Lionel, 1995).

In the present global context, most of the countries have recorded economic advantages and benefits due to the tourism industrial sector. They have initiated strategic plans systematically with the use of their resources available in their countries both in the international and domestic tourism industrial sectors. The countries such as India, the Maldives, and Bangladesh which are in the close proximity to Sri Lanka have designed this industrial sector with modernization with the view of gaining economic advantages and benefits. The domestic tourism industrial sector has led to the large contribution to the achievement of objectives such as economic growth, employment, regional and rural development, increase of government revenue collection, equity of income distribution in these countries (Sunil Shantha, 2008).

The domestic tourism industrial sector had recorded a significant role in the economic growth and development of these countries. These countries have established the abundance of infrastructural facilities, and supplied the enhancement of the available facilities such as food, transport, tour guidance, accommodation, and other needs and requirements of the domestic tourism industrial sector.

The domestic tourism industrial sector can contribute to a determinant of higher value added to the growth and development of national economy than that of the foreign tourism industrial sector. It is because a large amount of foreign revenue collection is not drained off to the global markets for the distribution of imported beverages and foodstuffs, luxury equipment and items, and transportation so as to fulfill the standard and requirements of international guests, visitors and tourists. The need for recognition of the domestic tourism industrial sector as a vital aspect of Sri Lankan economy is essential to Sri Lanka and particularly to the tourism industrial sector (Sunil Shantha, 2008).

Since the domestic tourism industrial sector in Sri Lanka is presently informal, it is accounting for very less benefits to the economy of the location. It is identified that 70% of domestic tourists and pilgrims of all the communities living in Sri Lanka visit Yala and Kataragama (UNDP/ WTO, 1993). The reasons for choosing Yala and Kataragama are that domestic tourists and pilgrims visit these places throughout the year and the development of the industry in these areas could be significant. Therefore, by formalizing the industry, more benefits will accrue to low income regions, Yala and Kataragama. In addition, the value added to GNP will increase.

Therefore, the income benefits received by the location through domestic tourism are evaluated to understand the extent to which reallocative effects discussed by Bull (1992) have occurred. The growth of the domestic tourism sector in Sri Lanka has been unsystematic. Domestic tourists make annual tours throughout the country but there has not been a recognized program for them so far (Shantha, 2000). This has resulted in the lack of growth of the tourism backward linkage industries. Related industries are also not properly maintained. It is obvious that even the provisions of basic necessities for domestic tourists have been neglected. The institutions and industries located in the tourist attraction areas have shown an under-utilized capacity throughout the Island (Shantha, 2005).

There is a growth in the daily, weekend and annual tours by domestic tourists. Particularly, domestic tourists living in cities are interested in pleasure and weekend holidays, but due to the lack of necessary facilities available, the

industry has been unable to absorb their potential tourist expenditure and thus enhance the economy. It is high time that the needs of middle and highlevel income groups of tourists are adequately satisfied (Nakkawita, 1992).

According to survey the majority of domestic tourists arriving at the study area are from Colombo and other main cities of the island. Most of them are of middle class and high-income groups and their ability to spend is also at a high level. The number of tourist arrivals willing to spend an amount exceeding Rs. 5000 was 21%, while those willing to spend between Rs. 2000 to 5000 were 46 % in the location. The rest had the ability to spend less than Rs. 2000 on the tour (Sunil Shantha, 2008).

The lack of proper programmes, the above amounts could not be spent, by the tourists during their tour in the location. Consequently, the domestic tourism sector has not been able to provide a satisfactory contribution to the economy of the country due to the non-availability of Tour Packages to the domestic tourism in Sri Lanka. There is a possibility of providing tour package systems to the two locations at varying and different costs, but so far sufficient attention has not been paid to this aspect. If implemented, it would definitely bring economic advantages to the region. A growth in the domestic tourist demand and service sectors could be made through the above programme. There would be a high level of contribution to regional development, growth of employment opportunities and the maximization of government revenue (Sunil, 2008).

While looking into the arrivals of foreign tourists in order to generate additionally more foreign income to Sri Lanka, we are not able to neglect the increasing demand from domestic tourists whose per capita income is on the rise. With the increasing demand for better quality hotel rooms the pricing structures in the hotel trade are bound to increase and this can have a negative impact on domestic tourism. Hence the Government is currently looking at a few alternatives to facilitate domestic tourism (Ministry of Economic Development, 2011).

The major problems faced by domestic tourists and pilgrims arriving in the study area are lack of water, the mosquito menace, lack of cleanliness, lack of modes of transport, and difficulties in obtaining food and funding accommodation. In case of the industry related establishments, they are faced with problems arising from the lack of infrastructure facilities, limitation of land, influence of rules and regulations and institutional problems, which have slowed down the growth of this sector. This negligence has undermined the growth of the domestic tourism sector.

The domestic tourism sector can be stimulated to reach a significant level of economic activity with the effective implementation of a well-planned system. Both state and private organizations related to the industry should co-operate to develop clear objectives (Sunil Shantha, 2008).

Benefits and costs of tourism:

Tourism brings both economic and noneconomic benefits and costs to host communities. Some of the considerable economic impacts and benefits were described in the preceding section. There are additional areas of benefit that have not received much research attention. These relate to the benefits of tourism to the traveler, such as the contribution of pleasure travel to rest and relaxation, the educational benefits, the understanding of other people and cultures, and the physical and mental well being of the traveler.

First, we look at the plus side of the ledger.

Tourism:

1. Provides employment opportunities, both skilled and unskilled, because it is a labor- intensive industry
2. Generates a supply of needed foreign exchange
3. Increases incomes
4. Creates increased gross domestic product
5. Can be built on existing infrastructure
6. Develops an infrastructure that will also help stimulate local commerce and industry
7. Can be developed with local products and resources
8. Helps to diversify the economy
9. Trends to be one of the most compatible economic development activities available to an area, complementing other economic activities
10. Spreads development
11. Has a high multiple impact

12. Increases governmental revenues
13. Broadens educational and cultural horizons and improves feelings of self-worth
14. Improves the quality of life related to a higher level of income and improved standards of living
15. Reinforces preservation of heritage and tradition
16. Justifies environmental protection and improvement
17. Provides employment for artists, musicians, and other performing artists because of visitor interest in local culture, thereby enhancing cultural heritage
18. Provides tourist and recreational facilities that may be used by a local population
19. Breaks down language barriers, sociocultural barriers, class barriers, political barriers, and religious barriers
20. Creates a favorable worldwide image for a destination
21. Promotes a global community
22. Promotes international understanding and peace

On the minus side of the ledger, we find a number of problems that can be created by tourism, especially by its overdevelopment:

1. Develops excess demand for resources
2. Creates the difficulties of seasonality
3. Causes inflation
4. Can result in unbalanced economic development
5. Creates social problems
6. Degrades the natural physical environment, creates pollution, and contributes to global warming
7. Degrades the cultural environment
8. Increases the incidence of crime, prostitution, and gambling
9. Increases vulnerability to economic and political changes
10. Threatens family structure
11. Commercializes culture, religion, and the arts
12. Creates misunderstanding
13. Creates conflicts in the host society
14. Contributes to disease, economic fluctuation, and transportation problems

Tourism and Peace:

Tourism is believed to have a positive effect on world peace. When people travel from place to place with a sincere desire to learn more about their global neighbors, knowledge and understanding grow. Then, at least a start has been made in improving world communication, which seems so important in building bridges of mutual appreciation, respect, and friendship.

Tourism provides a vehicle whereby people from one area become acquainted with people of another. Effort to build that acquaintance will contribute to understanding, and understanding is at least the first step in creating and maintaining friendly national relationship. Countries whose leaders understand and encourage tourism are making an effort to improve the personal relationship between their citizens and those of other countries. Although economic considerations may be uppermost, the importance of social contacts is also recognized.

Tourism's Economic Impact:

Tourism is a powerful economic force providing employment, foreign exchange, income, and tax revenue. The generators of economic impact for a city, a state, a province, a country, or a destination area are visitors, their expenditures, and the multiplier effect. The economic impact of tourism spending is a function of the numbers of domestic and international visitors and their expenditures. Tourism destinations are becoming increasingly competitive as more and more destinations look at tourism to become the new economic generator replacing declining activity in agriculture, mining, and manufacturing.

Tourism is an economic activity of immense global significance. Tourism experienced sustained growth towards the end of the last century and this continues at the start of the new millennium. Tourism has long been viewed as a tool for economic development. Tourism helps in investment opportunities, especially for small businesses (Davis, Allen, & Cosenza, 1998), and generates revenues for local communities and governments.

Objectives of the study:-

To make this study very effective the following objectives are listed.

1. To study status of households before and after tourism development in Batticaloa District.
2. To examine the Contributions by tourism development to the family's income in Batticaloa district.
3. To identify the Self-employment improvement through tourism development in Batticaloa District.

Problem statement:

Sri Lanka has been a tourist destination for centuries because of its strategic location and uniqueness. At the end of the 13th Century A.D. Marco Polo visited Sri Lanka, then known as Ceylon, and noted "the traveler reaches Ceylon, which is the untouchably finest island of its size in all the World" (UNDP; WTO, 1993). Therefore, it was known as "The Pearl of the Indian Ocean", "Serendib", "Ceylon" and "Taprobane" among the explorers and merchants for many years (SLTDA, 2011). Although there have been ups and in the number of tourist arrivals to Sri Lanka during the post-independence period, Sri Lanka satisfies the criteria required to be considered as one of the tourism countries" (Brau et al., 2011). Following the end of nearly three decades War in Sri Lanka in May 2009, Sri Lanka has witnessed an unprecedented post-war tourism boom beyond its expectation (Fernando, 2015). This experience is similar to the experience of former war affected Asian countries like Vietnam, Cambodia and Laos (Fernando et al., 2013b). The number of international tourist arrivals to Sri Lanka has sharply increased breaking all previous historical annual and monthly tourist arrivals records. The total number of arrivals has nearly doubled within two years and almost four times after five years (from 447,890 in 2009 to 855,975 in 2011 and 1,527,153 in 2014). The experience of the short history of the post-war period shows that the tourism sector has now become a main driver of the Sri Lankan economy in terms of foreign exchange earnings, employment generation and attracting foreign direct investment. In 2013, tourism generated 112,550 direct and 157,600 indirect employment opportunities and US\$ million 1,715 foreign exchange earnings in the Sri Lankan economy (SLTDA, 2012). The sector attracted 20 per cent of total FDI in 2011 (Fernando, 2016). After recognising the key role that the tourism industry can play in post-war development the Sri Lankan government launched a Tourism Development Strategy (TDS) with a five-year master plan for 2011-2016 setting a number of important targets centered on attracting a large number of international tourists.

Tourism attracts academic attention as a phenomenon and by the sheer diversity of subject areas involved in its construction. Disciplines such as economics, marketing, anthropology, psychology, sociology, history and geography have contributed to the development of a dynamic and productive field of research. Simultaneously, disciplines involved in tourism have profited from its empirical and analytical characteristics. The objective here is not to reignite the contestation over tourism's disciplinary status (cf. Hall et.al 2004; Tribe 1997, 2000) but to emphasize how tourism as an inherently interdisciplinary and multidisciplinary field draws on a wide variety of "primary" academic disciplines. This has led to constructive reflections upon tourism and related phenomena such as mobility, globalization, motivation, consumption, governance, identity, technology, social networks, sustainability and recently, Quality of life. Tourism is also a field, which is greatly influenced by the context of local, national and international tourism demand and supply, tourism industry structure and consumer characteristics. Conceptualizing tourism as a global process of commoditization and consumption involving flows of people, capital, images and cultures (Appadurai, 1990; Clifford, 1997; Meethan, 2001). Tourism may induce changes to places, people and patterns of social and economic relationships, among others, through considerable and unequal redistribution of spending power. Prior to 2000, there were only a few of books and journal articles addressing the topic of quality of life in tourism (Jennings and Nickerson, 2006) whereas the impacts of tourism have received much more attention. The literature review that outlines key findings and the linkages between the socio-cultural environmental and economic dimensions of tourism as they relate to quality of life. Most of the literature is prescriptive in nature, revealing the cultural, environmental, social and economic effects of tourism in a given community, or area, subjected to tourism development

The tourism industry is a major economic pillar of Eastern part of Sri Lanka. Once a community becomes popular with tourists, the local residents in that community are inevitably affected by tourism activities (Kim, Uysal, & Sirgy, 2013; Uysal et al., 2016). Residents may actively participate in tourism activities when they perceive positive tourism impacts (Gursoy & Rutherford, 2004). Many studies have indicated that tourism impacts on a destination are economic, sociocultural, and environmental among others (Andereck et al., 2005; Ogorelc, 2009; Nunkoo & Ramkissoon, 2011; Uysal et al., 2016). Tourism is universally considered as an important industry in improving employment opportunities, tax revenue, and economic diversity (Kim et al., 2013). Negative impacts on quality of life, however, might occur in such a destination. Negative impacts may include crowding, traffic

congestion, and environmental pollution (Andereck&Nyaupane, 2011; Andereck et al., 2005). Tourism can also bring along social problems which could contribute to social and cultural changes in the host community (Perdue, Long, & Kang, 1995). Tourism influences people's quality of life in a community (Andereck&Nyaupane, 2011). The quality of life includes the local residents' perceptions of the objective conditions within the host community (Cutter, 1985). Recently, residents' perception toward tourism impacts on and life quality in a tourist destination have been examined in quite a number of studies (Andereck&Nyaupane, 2011; Andereck et al., 2005; García, Vázquez, &Macías, 2015; Kim, Uysal, &Sirgy, 2013; Woo, Kim, &Uysal, 2015). a few studies have specifically investigated tourism impacts on the quality of life (Andereck&Nyaupane, 2011). Woo, Kim, &Uysal (2015) further indicate that residents' perceptions towards tourism impact on satisfaction with quality of life have to be taken into account in the tourism development process.

It is understandable from the literature review that many studies on tourism development have been conducted in national and international level in Sri Lanka. However, there are no studies relating to impact of the Tourism development on the economic improvement of the peoples in Batticaloa district of Sri Lanka. Tourism sector in Sri Lanka is going to be very challengeable in the present and future because Sri Lanka has to compete with the other tourism destinations in the global. Sri Lanka has to lead in uplifting the positive impacts of tourism industry within the domestic destinations of tourism in terms of social, economic, environmental and cultural aspects and also to minimize the negative impacts of improving the tourism industrial sector within the country in terms of social, economic, environmental, and cultural perspectives. Therefore, the present study tries to find out the relationship between the economic improvement of the peoples of Batticaloa district of Sri Lanka due to the development of tourism sector. This study aim to finds the answer to the question of **“Does tourism development contribute to economic improvement of the people in Batticaloa district of Sri Lanka?”**

Research Questions:

Research questions are an answerable inquiry into a particular issue. It is the initial step in research, and the research questions are the first active step in the research. The research questions for this study were:

1. What are the impact of the tourism development on the economic improvement of the people in the Batticaloa district?
2. Whether the economic impact of tourism development significantly affects the self-employment development of the people in the study area?

Research Methodology:-

A research design was developed to explore through choice of the study areas, data collection, and descriptive studies by the researcher. The following section describes the research design of the study.

Two DS divisions were selected for this study from the Batticaloa District. The main aim of this research is to study the outcomes of the tourism development in Batticaloa of Sri Lanka. I have decided to select families of various income level.

Research Population:

The target population for this study are those living in Batticaloa district which are Valaichenai Ds division and Manmunai North. The study was focused on adults that are engaged in tourist and economic activities in the area, for example, the farmers, petty traders, self-employment people and fishermen, A sample of 100 households were selected randomly from two divisional secretariat.

Sample size:

Number of Tourism division	No of Households	Sample
02	1643	100

Databe gathered:

Data and information collection from primary and secondary sources:

Considering the nature of the research both primary and secondary data will be collected for this study. The primary data will be collected through observation and interview. The secondary data will be collected through materials including statistics, research work, study reports those may provide data and information about conditions in the study area have to be reviewed. These include available data and information about various socio-economic aspects and previous as well as current development schemes. It should be noted that various socioeconomic aspects of the study area have to be considered comprehensively without any bias towards any of the aspect. As Census data is

relatively inexpensive and highly reliable, Census represents one of the main secondary sources of data and information.

Results and Discussion:-

I conducted this study to answer mentioned research questions. The results of the study provided the following answer. Community residents do have perceptions of tourism impact in terms of two aforementioned dimensions: family income and self-employment development. As Jurowski et al. (1997) argued, once a community becomes a tourist destination the lives of residents in the community are affected by the tourism in better or worse ways. After analyzing the survey results and further comparing these to the results of the in-depth interviews and secondary data, found following outputs;

The 100 samples had been analyzed and evaluated on research variable of IncomeImprovement, self-employment development and Tourism development

Independent Variable	R	R Square	Regression
Income improvement	0.580	0.438	4.759
Self-employment development	0.476	0.466	5.188

According to the above analytical outputs, there is a strong positive relationship between Tourism Development and Income improvement and self-employment development of the families since R is more than 0.3 for above independents variables.

Hypothesis Testing:

	Hypothesis	Significance level(P)	α	Decision
H1:	Tourism has an impact on family's income	.000	0.05	Accept
H2:	Tourism has an impact on self-employment	.000	0.05	Accept

If the calculated **F/P** value is greater than significance value, that model can be considered as significant model. That means H0 has to be rejected and alternative hypothesis H1 has to be accepted. On other hand, if the calculated F value, that model cannot be considered as significant model, that means H0 has to be accepted and alternative hypothesis H1 has to be rejected.

The findings of this study also reveal that there is a positive relationship between income and rural tourism development. If rural tourism is being developed, then it stands a chance of creating employment opportunities for the people of the community in the form of tourist guides, trading around the tourist center, hospitality business, etc. As a result, the income

level will be raised, their standard of living will increase the people will start coming to the community for business purposes, thereby reducing the rate of emigration while increasing the rate of immigration in the community.

Conclusion:-

Without any doubt, tourism development can contribute positively to shaping village aesthetics for pretty and neat villages, as they are more likely to attract tourists. Tourism enhances economic improvement of the communities by providing employment opportunities, increasing investment, improving standards of living and local services, and increasing recreational activities and environmental quality.

Rural tourism will continue to play an important role in Batticaloa of Sri Lanka, over the next few decades especially in the area of diversification, employment creation, reduction of poverty, as well as the infrastructural and economic development of rural areas. The income level in the host community is relatively low and this does not increase the standard of living of the people living in the community where the tourist attraction is located, hence, the need for proactive strategies to reverse the trend.

Lastly, the weakness of the rural tourism attractions is expected to pass away with the process of measures to promote its development. Existing policies to aid the development of rural tourism should be continued, while coming up with structural plans to increase the potentials of rural tourism in Sri Lanka. Of paramount importance, the policy measures will speed of the process of promoting the rural tourism attractions, while raising the living standard of the people of the rural areas as the need to increase the income of the people disappears.

Recommendations:-

This study showed that as residents' perception of the tourism impact increases, their life satisfaction with various life conditions increases, and that this effect finally influences their overall life satisfaction.

In view of the major findings and conclusions derived above, the following measures are recommended:

What the Government Can Do:

Formulation and Implementation of Mega Plan towards restructuring the tourist attraction. All these can be done through the tourism board and it will serve as a source of pleasure for those visiting the site as well as promote the cultural heritage of the district.

All these will not just come about like that without the churning of adequate resources into making it a reality. As such, there should be a provision in the budget of the country towards the revitalization of rural tourism in the country. Adequate amount should be earmarked for this both in the federal and states annual budgets. This can take the shape of provision of infrastructures to aid the implementation of the mega plan, expansion of the available market, making the rural tourist centers known to the world through awareness and the provision of cheap transport facilities mainly for the transportation of tourists in different states of the country to the communities where the rural tourist centers are located. All these can be achieved through adequate financial support by the government.

Sri Lankan government should be considered poor people quality of life, income level, economic status and life style when preparing tourism plan and program in the tourism sector.

What the Individuals Can Do:

It should be noted that in the development of rural tourism, not do the government roles to play, the individuals also have their roles to improve the tourism sector in the rural level.

Planners need to develop a short-term perspective of tourism benefits as well as a long-term perspective of resident's quality of life (Kim et al., 2013).

In order to maintain the support of community residents for the tourism sector, and to increase their quality of life, the economic, social, cultural, and physical benefits of tourism should be higher than its cost. Due to this, the participation of local inhabitants in tourism planning activities is highly important. In order to increase the positive impact of tourism on the quality of life of local inhabitants, policies that increase the employment of local residents in the tourism sector, and that encourage their investment in tourism, should be developed. In this way, local inhabitants may come to hold a prominent place in the local tourism sector and their revenues obtained from tourism may increase. This may lead to an increase in their life quality.

References:-

1. Affeld D, (1975) Social aspects of the development of tourism, In United Nations,
2. Planning and development of the tourist industry in the ECE region, United
3. Nations, New York, 109-15.
4. Andriotis, K., & Vaughan, R.D (2003). Urban residents' attitudes toward tourism
5. development: The case of Crete. Journal of travel research, 42(2), 172-185.
6. Annual Report. (2010-2019). Sri Lanka: Central Bank.
7. Ap, J., & Crompton, J.L (1993). Resident's strategies for responding to tourism
8. impact. Journal of travel research, 32(1), 47-50.
9. Ashley, C., & Roe, D. (1998). Enhancing community involvement in wildlife tourism:
10. issues and challenges (Vol.11). IIED.
11. Brunt, P, & Courtney, P. (1999). Host perceptions of sociocultural impact. Annual of
12. tourism Research, 26(3), 493-515.
13. Wickremasinghe, G.B and Ihalanayake, R.2006. The casual relationship between tourism & economic growth in Sri Lanka.
14. Fernando, S.2015. Tourism demand, Volatility and post-war tourism in Sri Lanka.