

**ECO TOURISM AND RURAL DEVELOPMENT IN
EASTERN PROVINCE (AN EXPLORATION ON
POTENTIALS ISSUES AND CHALLENGES)**

*This dissertation is a partial fulfillment of the degree of Bachelor of Business
Management in Hospitality tourism And Events Management.*



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ABSTRACT

Key words: -Ecotourism, ecotourism activities, rural development, Eastern province.

Ecotourism has become an important economic activity in natural areas around the world. It provides opportunities for visitors to experience powerful manifestations of nature and culture and to learn about the importance of biodiversity conservation and local cultures. Ecotourism is major element for rural development. Different regional and natural identities should be considered as an alternative economic activity by definition of ecotourism the objectives of the study were to find out ecotourism potential resources support for the rural development in Eastern province. The Eastern province was chosen as the area of the study.

The study was conducted in three districts of the eastern part of the country using a questionnaire survey. The sample of the rural people who are in identified significant eco-tourism destination place in eastern Province here I considered peoples from eastern province as a population and 100 rural people are participated in the data collection as sample. A sample size of 100 respondents was obtained from the rural community making use of Convenience Sampling method techniques. This study based on qualitative research Results analyzed revealed that rural people were serious minded about regarding the tourism development. This research Recommendations Government provide fund for the rural development, improve the basic infrastructure facilities Rural people were engaged in tourism related educational activities and employments create achieving to the rural development of community.