

Impacts of Tourism Development on Rural Livelihood in Haputhale Area

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Tourism industry has been progressively using for, and directly connected with, rural livelihood poverty reduction in developing countries. In ongoing years, it has, however, been reprimanded by rural developers due to their lack of concern for the rural poor and for being too increasingly focused on tourism specifically. The main purpose of this study was to identify the impacts of tourism development on the livelihood of rural residents in the Haputhale area and specifically to identify the existing level of rural livelihood, the relationship between tourism development and rural livelihood, and identifying the impacts of tourism development on rural livelihood in Haputhale area. A structured questionnaire with a five-point Likert scale was used as a research instrument to gather information from 150 respondents. Further, in the analysis, the reliability analysis, descriptive analysis, correlation analysis, and multiple linear regression analysis were used. The existing level of rural livelihood was analysed using descriptive statistics. According to the correlation analysis, there was a strong positive relationship between tourism development and rural livelihood in the Haputhale area. Based on the research findings it is recommended that in order to develop tourism in Haputhale rural areas it should consider economic, socio-cultural, and environmental impacts considering the livelihood patterns in the rural area.

Keywords: Tourism development, Impacts of tourism, Environmental impacts, Economic impacts, and Socio-cultural impacts