



Identifying Potentials to Develop Beach Tourism in Karainagar

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ABSTRACT

Throughout the world, tourism has been recognized for its vast contribution to the economy in many countries. Tourism serves to stimulate the development of basic infrastructure, contributes to the growth of domestic industries, attracts foreign investment and facilitates the transfer of technology and information. Sri Lanka is a beautiful island which is one of the popular touristic destinations in the world. The tourism industry plays a key role in regional and destination development. Jaffna district has more tourist potentials to develop the region. Tourism image in Northern province had changed by war during the last three decades. Jaffna has enormous potential for development in the North. Jaffna is a resource land, which was untouched for the past three decades and it is vital to adopt the concept of being green since it is timely to have sustained tourism in the country. In Northern Province, there are No of tourist attraction places such as Casurina beach, Jaffna fort, Nallur Kandasamy kovil, Nainativu, Delft and etc. When considering Northern Province, Casurina beach is one of the most popular beaches in Northern Province situated in Karainagar area.

But when compare with other beach tourism destinations, the availability of recreational activities, services and facilities are very limited one in this region. Therefore there is a potentiality to promote beach tourism in this region. When promote this area, there are some barriers also and only with a proper identification of potentiality and barriers this region should be promoted.

Therefore this study is on identifying potentials to promote beach tourism in Karainagar. Data gathering was conducted with an open ended and Five Likert questionnaire for primary data. Sample size was 100 from tourists who visited to this destination. Data was analyzed qualitative and quantitative data analysis technique. The study identified the factors of potentials to promote beach tourism of this region.

Key Words: Potentials, Beach tourism