Potentials and Barriers to Promote Beach Tourism in Eastern Province of Sri Lanka

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Pravinth Logeswaran

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ABSTRACT

Tourism is one of the fastest growing industry which contributes to most of the developing countries' economy in the world. From the early time, Sri Lanka is well famous for tourism and its natural beauty attracts the tourist from all around the world. In Sri Lanka, eastern and southern coastal areas are ideal place for beach tourism in the Asian region. Annually, these two regions are having more tourist arrivals in the seasonal times.

Eastern coastal area is consists of three districts as Trincomalee, Batticaloa and Ampara. These districts are having the most exotic beaches for beach tourism. Nilaveli, Pigeion Isaland, Kalkudah, Marble beach, Passikudah and Arugambay beaches are situated in this region and which are giving more natural attractions to the tourists.

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 problems and only with a proper identification, these potentiality and problems in this region should be promoted.

Therefore this study is on identifying potentials and problems to promote beach tourism in eastern province of Sri Lanka. Data gathering was conducted with an open ended and Five Likert questionnaire, and structured interviews for primary data. Sample size was 75 from tourists who visited to this destination and the hoteliers, restaurant owners, and small and medium tourism related business owners from the supplier side. Data was analyzed qualitative and quantitative data analysis technique. The study identified the factors of potentiality and problems to promote beach tourism of this region.

Key Words: Tourism in Eastern province of Sri Lanka, Beach Tourism