



IMPACT OF TOURISM ON EMPLOYMENT GENERATION IN ELLA, SRI LANKA

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Name: M.D.Gamage

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ABSTRACT

Regional tourism development is very important part in developing countries. In the global context, tourism industry is identified as the single largest economic contributor. So tourism plays a crucial role in the attainment of macroeconomic stability. In Sri Lanka, we can see tourism in everywhere. There for regional tourism development in “Ella” influence to the regional employment rate there. There are many researches for identify the relationship between tourism and employment. But there are limited researches relate to Ella Area. Therefore, research can get more information and examine the influences of employment in Ella Area and the regional tourism development of Ella Area. A qualitative and quantitative research method was employed because the nature of the study was descriptive. The sample of the study consisted of 100 respondents from the study areas. Convenience sampling method used in this research to select sample. The methods of data collection that used in this study were basically focused structured questionnaires. The study findings and analysis showed that Tourism has positively effect for the employment generation in Ella Sri Lanka. Finally, this study has come up with some suggestions.

Key Words: tourism development, poverty alleviation, employment generation.