



**Uva Wellassa
University**

**IDENTIFYING THE POTENTIALS
FOR PRO-POOR TOURISM**

(WITH REFERENCE TO KALTHOTA AREA IN BALANGODA)

*This dissertation is submitted as a partial fulfillment of the degree of Bachelor of Business
Management in Hospitality, Tourism and Events Management*

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Name of the candidate: M.G. Kumari

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ABSTRACT

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M.G.R. Kumari and Ms. H.M.H.M. Herath

21st century is becoming complex and rapidly changing to face the global challenges. With advent of globalization the countries have to adopt on the situations. According to the globalization all countries have to face the competition. Therefore countries tried to modify their economy on various concepts. In that time, the tourism became a very attractive industry around the world. As well as countries were found the multifarious tourism concepts to face the global competition. At present most of the countries have paying their attention on community based tourism concepts. Pro- Poor Tourism is one result of their concept implementation and they tried to get community participation for tourism development on that concept. Not only that it helps to develop the rural villages and those villages also have the chance to combine with the global market.

The research was conducted in order to identify the potential for PPT in Kalthota area and to identify the community perception on tourism development in that particular area. The primary data was collected through interview protocol and selected sample was 50 Samurdhi beneficiaries in Kalthota. All the members in sample were used collect the data and to analyze the data qualitative narrations and tabulation method was utilized the Microsoft Excel software.

The research was identified that there are lot of tourism potentials which help to the tourism development. Further this research suggests the requirement for tourism development in rural area for developing the national economy.

Key words: Pro- Poor Tourism, SWOT analysis, Community perception