



**THE STUDY ON IDENTIFYING THE BARRIERS TO PROMOTE
BADULLA DISTRICT AS A POPULAR TOURIST DESTINATION**

***This dissertation is submitted as a partial fulfillment of the degree of Bachelor of Business
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Abstract

Tourism in Badulla is a service industry with enormous potential. However it has not been fully utilized, developed and promote to expected level. This research examines the current tourism situation to identify obstacles that hinder its enhancement. The study investigates difficulties faced by the tourist while visiting the Badulla district and identifying the barriers to promote Badulla as a popular tourist destination. By using convenience sampling technique, a sample of 50 tourists and 10 stakeholders who involved with tourism activities was selected to conduct this survey. Primary data was collected by using questionnaire and interview method. Descriptive statistics were used to analyze the data. This article examines the progress made in promoting tourism in Badulla and explores the factors that facilitate and constrain the promotion of tourism in Badulla district. The analyses show that complicated travel procedures, inadequate infrastructure and transport facilities and the poor quality of management and service, safety and security concerns, lack of marketing strategies, lack of trainee employees have constrained for the promoting tourism in Badulla.

Key words: Tourism, Tourism marketing, Destination Promotion