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## **The Impacts of Entertainment Events on Host Community with Special Reference to Hikkaduwa**

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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## ABSTRACT

It is a well-known fact that tourism is a sector that can contribute to the economic growth of any region. Sri Lanka has proved to be one of the fastest growing tourist destinations for most type of tourism and specially events tourism. This research mainly focuses on the entertainment event tourism sector and its impacts on the economy, socio-cultural and environmentally of the host community. Also it was identified the strategies for development of host community needs of local events organizers' in research area.

Research area is Hikkaduwa, the main event tourism destination in the southern Sri Lanka, mostly locals and foreigners visited to engage the entertainment events such as beach parties, Djs, music festivals which held in Hikkaduwa beach. This research contains literature about event tourism; key components in event tourism; entertainment events; host community and impacts of events. These parts are relevant to this research because it was important to understand the topic and previous research done in this field.

In this research work, the researcher adopts the semi-structured interview style to gathered data about impacts of the entertainment event on host community. Local event organizers, government administrative staff and host community in Hikkaduwa are interviewed and their views and opinions are used as the basis of the researcher's analysis from which findings are gotten and recommendations made. Qualitative data have analyzed through thematic analysis using NVivo 11 pro software. By using thematic analysis method researcher identified the themes in the data set.

The findings of this study gave rise to the fact that although entertainment events can be used by host communities as a tool for destination & community needs development, it can also bring negative impacts to the community if not properly planned and organized. A general conclusion is that entertainment events affect host community's mainly positive by constructing a destination image & building community commitment and mainly negative by cost of living, illegal activities, disturbances & pollution.

**Keywords:** *Event tourism, Entertainment events, Impacts of event, Local event organizers, Host community*