



**ISSUES FACED BY HOMESTAY OPERATORS AND LEVEL OF
COMMUNITY CONTRIBUTION**

**(AN ANALYSIS BASED ON OPERATOR'S PERCEPTION)
WITH REFERENCE TO UNAWATUNA AREA**

*This dissertation is submitted as a partial fulfillment of the degree of Bachelor of Business
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Name of the candidate: E.M.K.C.Kaushalya

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ABSTRACT

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E.M.K.C.Kaushalya

Considering the globalization customers' needs and wants rapidly changed. And awareness of the people is distinguished from history. Technological influences create a more holidays to the people. Thus gain a relaxation of the confused mind people tend to travel various destination of the world and feel exotic experiences. Hence many countries of the world have become different destination to the tourist. Sri Lanka is one of many countries in Asia region. To satisfy the guest's needs homestay has become new concepts to Sri Lanka which continuously engage with the host community. In this sense community played major roles in homestay activities. Therefore this study examines the level of community contribution, empowerment and issues faced by homestay owners in operator's perspective with reference to Unawatuna area. In order to that Fourty Un registered Homestay Units were selected as sample based on convenience sampling method using self-administered questionnaire. To collect the data of issues faced by Homestay owners has used semi structured interviews. Descriptive statistic, Correlation coefficient analysis, simple linear regression with SPSS version 21 software and qualitative narratives were used to analyze the data. The results revealed that community contribution was high with regard community perception, planning the use of natural resource in the village, planning the locations for travel attractions in the village, sharing in homestay activities. The communities overall attitude towards government was a negative. Most of HS operator were not prefer to register in SLTDA because waiting time, initial cost annual fee community Contribution and level of empowerment has positive relationship. Apart from this Operators revealed the opinion negatively and positively that the environmental, socio-cultural impact, registering procedures.

Key words: *Homestay tourism, Empowerment, Community contribution*