

Community Based Tourism and Poverty Alleviation in Sri Lanka: With Special Reference to Monaragala District

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Tourism can make a significant impact on rural communities as the customer comes to the facility or product creating a room for direct selling/engagement for the host communities. Accordingly, community-based tourism emerged as a possible solution to the mass tourism in developing countries, which thus became a strategy for a community organization in order to alleviate poverty. Therefore, this research exploited the opportunities for poverty alleviation through Community Based Tourism in Monaragala district and identified the most influencing challenges for Community Based Tourism. The research adopted the quantitative approach to data analysis, especially using multiple regression analysis. The primary data were gathered by using a self-completion questionnaire. The Sample consisted of 60 respondents engage in Community -based Tourism and 60 respondents did not engaged in Community -based Tourism. The major objective of the study was to identify the potentials for poverty alleviation through Community-based Tourism in Monaragala district. The results of the analysis indicated that, CBT engaged people earn more 10123.03 rupees than CBT not engaged people suggesting that earning capability of the CBT engaged people are higher. Therefore, the study concluded that there is a higher potential for poverty alleviation through Community Based Tourism. The second objective of the study was aimed at identifying the most influencing challenges for CBT in the district. The study found that lack of training, lack of e-commerce, lack of skillful employees as the major challenges in developing community based tourism in Monaragala district.

Keywords: Community based tourism, Poverty, Poverty alleviation