



**A STUDY ON THE IMPACT OF BEACH TOURISM ON HOST
COMMUNITY DEVELOPMENT IN NILAVELI BEACH**

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Management

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ABSTRACT

Sri Lanka is proving as an emerging tourist destination with its uniqueness and it is famous for its long sandy beaches. It is a fact that tourism is a major income generator in many countries, especially in developing countries. This research is discussing on the topic of beach tourism activities and their impact on the host community development. This research is mainly focusing on three major impacts such as economic impact, socio cultural impact and environmental impact. The research area was Nilaveli Beach which is famous tourism spot for recreational water sports like scuba diving. Independent variables are impact of beach tourism namely economic impact, environmental impact, socio cultural impact and the dependent variable is community development. The research had two major objectives namely identifying the scope of beach tourism activities in Nilaveli Beach and analyzing the impact of beach tourism on host community in Nilaveli Beach. Using convenience sampling hundred respondents were selected. Primary data were collected by using self-administrated questionnaire and questionnaire consisted of twenty-four questions from dependent variable (community development) independent variables (impact of beach tourism namely economic impact, environmental impact, and socio cultural impact). Data were collected from the filled questionnaire. Data analysis was carried through IBM SPSS software packages. Descriptive statistics, correlations analysis were used to analyze data for achieving objectives of the study. Finding of the study revealed that there is an average strong positive relationship between economic impact, environmental impact, socio cultural impact & community of development. Detailed finding proved that economic impact, environmental impact and socio cultural impact in that region strongly influenced the host community development.

Key words: Beach tourism activities, Impacts, Community, Tourist, Host Community Development