



**STUDY OF RESIDENTS' PERCEPTION ON SOCIAL-CULTURAL  
IMPACTS OF TOURISM WITH REFERENCE TO ARUGAMBAY  
REGION**

*This dissertation is submitted as a partial fulfillment of the degree of Bachelor of Business Management in  
Hospitality, Tourism and Events Management*

UWU/EX/12/0275

PUSHPARAJAH KAMITHHIRAN

2016

## ABSTRACT

Tourism development plays a crucial role for the local economy and residents' quality of life specially in a country like Sri Lanka. Eastern coastal area is consists of many picturesque beaches namely Nilaveli, Pigeon Island, Kalkudah, Marble, Passikudah and Arugambay beaches are situated in this region and which are giving more natural attractions to the tourists. This paper focus on Arugambay regional residents' perception as well as it is investigates their demographic profile, socio-cultural impacts of tourism. A quantitative method is research methods for data collection and analysis. The sample consists of hundred residents in Arugambay region and analyzed using descriptive statistics. The findings reveal that residents' perceptions on socio-cultural impacts affect their support to local tourism development. Residents who perceive positively tourism impacts are more willing to support future tourism development and the native-born residents generally perceive negatively tourism impacts and are less willing to support future tourism development. Therefore assess the impacts as important components for communities' wellbeing and tourism sustainability in particular region. This study concludes that even though Community Structure, Traditional and Culture showing some negative impacts Standard of Living, Community Attitudes are positive to industry development contributing to improve the income level of the residents.

**Key words- Residents, Community structure, Socio cultural impacts, Standard of living**