



**IMPACT OF DESTINATION ATTRIBUTES TO  
DEVELOP RURAL TOURISM IN  
MEDADUMBARA DIVISIONAL SECRETARY'S  
DIVISION; PERSPECTIVE OF FOREIGN  
TOURISTS**

This dissertation is submitted as a partial fulfilment of the degree of  
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Name of the Candidate: U.G.M. Karunathilaka

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Department Of Public Administration

## ABSTRACT

Today, tourism industry is a rapidly growing industry in the world as well as in Sri Lanka. Hence, the demand of travelling for experiencing the rural tourism related activities within the world is gradually increased. Destination attributes in each and every tourism destination are playing major role in tourism development and they have different weights for different tourism market segments. In this context, this study was investigated the impact of destination attributes to develop rural tourism. The researcher has selected tourism sites in Medadumbara DS division and collected data from 75 foreign tourists who visited this area according to the Convenience sampling method and self-administrated questionnaire is used as the data collecting technique. Buhalis's 6A's framework for destination attributes has been used to determine the impact levels. Descriptive statistics, correlation analysis and regression analysis were used to analyze the data with the support of SPSS 21.0 version. Existing level of destination attributes in Medadumbara area is analyzed in this research by using descriptive statistics. According to the Correlation analysis, there is a strong positive relationship between destination attributes and rural tourism development in Medadumbara DS division. In addition to that multiple linear regression analysis has confirmed the positive impact of destination attributes towards rural tourism development in Medadumbara DS division. Since the study implied that the destination attributes is a key player in rural tourism development, this study provides recommendations and suggestions for practical implementation for tourism related bodies based on the research findings. It determines that attractions, accessibility, amenities and activities are the key considerations as these factors strongly influence on rural tourism development. In addition to that, all the 6 A's in Buhalis's framework should be considered due to the positive impact of them to rural tourism development.

**Key words:** *Rural tourism development, Destination Attributes, Perspective of tourists*