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A Study On Contemporary Issues And Challenges Of Tourism Operations In Hikkaduwa

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Abstract

Tourism is a booming industry in Sri Lanka where Hikkaduwa is one of the attractive destinations with unique geographical features. This research evaluates contemporary issues and challenges on tourism operations of the Hikkaduwa as a tourist destination in Sri Lanka. This region has so many attractions without the development. Hence, the paper is aimed at examining the issues and challenges of tourism in Hikkaduwa. Data for the research were collected from 100 tourists and 50 community people in the area, using the convenience judgmental sampling and technique, two separate semi structured questionnaires were distributed among the tourists and community people. The main analytical technique of the study was descriptive analysis.

This research identifies major issues and challenges on tourism industry according to both tourist and community opinion. The study found that the tourists in Hikkaduwa preferred to experience nature and beach based leisure activities, rest and relaxation. It also found that the lack of awareness about the area among tourists, difficulties in better customer services, poor infrastructure facilities, too much competition as the challenges to the industry in Hikkaduwa area. This paper highlights the recommendations to decrease barriers on tourism in Hikkaduwa and applies some of the strategies to tourism development according to both community and tourists opinion. Furthermore, complete regulation of the home stay units in the area is a major requirement, while providing necessary infrastructure facilities.

Keywords: Coastal tourism, Hikkaduwa, Tourist destination