



**A Study on Contribution of Rural Tourism as a
Development Strategy for Rural Community**
**(Special reference to Hiriwadunna village track, Meemure
and Heeloya knuckles valley tourism village in Sri Lanka)**

This dissertation is submitted as a partial fulfillment of the degree of
Bachelor of Business Management in Hospitality, Tourism and Events
Management
August 2019

P.G.S.S.Pattiyagedara
UWU/HTE /15/041
Department of Tourism Studies

ABSTRACT

Tourism is a significant economic sector in Sri Lanka. Rural tourism is one of the niche market of the tourism industry and crucial determinant which mostly deal with the rural lifestyle. Sri Lanka is a country which has potentials for rural tourism development as an island with rich natural resources and human capital. The study investigated the research area as the Hiriwadunna Village Track, Meemure, and Heeloya Knuckles Valley Tourism village in Sri Lanka, which conduct rural tourism activities in a regular basis as one of their main livelihood. The objectives of this study were to identify the profile of the tourists in rural tourism destinations, identify the impact of destination attributes on tourists satisfaction and determine the contribution of rural tourism initiatives to the household economy and socio-culture of tourism stakeholders. The sample was selected using Convenient sampling method and sample size consists with two sets of respondents such as 100 foreign and local tourists and 12 tourism stakeholders. Study adapted the both quantitative and qualitative analysis methods (Mixed methods). Data were gathered by using Questionnaires and structured interviews. The study used Descriptive analysis, Multiple regression analysis and Thematic analysis methods. The analysis revealed that it is almost agreed with the destination attributes within the rural tourism destinations. Through the derieved results revealed that all six destination attributes (6A's) significantly influence on the visitor satisfaction. Alongside it was found a rural tourism has generated positive economic and socio cultural impact sush as income generation, women employment, economic growth and social empowerment than the negative impact. The finding of this research showed the stakeholders held a favourable image towards the rural tourism development and need for an proper mechanism to promote rural tourism in those places. There is a huge potential to develop sustainable tourism concepts under the rural tourism such as agro tourism, community based tourism and nature based tourism asa an instrument of multidimensional poverty in rural areas.

Key words : *Rural tourism, Destination attributes, Tourists satisfaction, Household economy*