

Abstract

The tourism industry plays a prominent role in the economic development of many developing countries. Tourism has both positive and negative effects on residents' life. The concept of CBET takes socio, economic, and environmental sustainability. In this context, this study especially focuses on a study on identifying the potential of promoting community based ecotourism in the Mullaitivu district from a resident's perspective. The main research problem is compared to another district why Mullaitivu cannot promote CBET. The purpose of this research is to explore what are the potential and residents' perceptions who involve on CBET activities directly and indirectly. To achieve this objective, data was collected through qualitative methods. A sample of twelve local residents was drawn using convenience sampling. Primary data were collected by using a structured interview method. Before take an interview researcher explained the concept of CBET to non-tourism related people. Based on the information provided, the researcher developed the survey. The researcher has used the thematic analysis method to analyze the data. In this research number of opportunities were identified to develop CBET in Mullaitivu. Such as nature attractions, and operational facilities. The researcher revealed both positive and negative perceptions of CBET activities in Mullaitivu. Residents perceived a positive perception on economic impact, especially job opportunities. And also, a positive perception of the socio-cultural impact on the other hand leads to illegal activities too. And negative perception was observed on environmental impact in Mullaitivu.

Key words: perceptions, CBET, potential, residents