

Eco Tourism Potentials of Waterfalls in Sri Lanka (With Special Reference to Selected Waterfalls in Badulla District)

A.M.I.L. Bandara¹ and C.J.P. Kulathilaka²

¹Department of Public Administration, Uva Wellassa University Badulla Sri Lanka

²Department of Management Sciences, Uva Wellassa University Badulla Sri Lanka

Sri Lanka is home to many scenic waterfalls that have created diversified destinations for tourists both local and foreign. Contemporarily, waterfalls are identified as a growing tourism market as the eco-tourism concept emerging in Sri Lanka. But there is lack of scholarly work carried out on eco-tourism potential of Sri Lankan waterfalls. Thus, this study conducted to investigate the eco-tourism potential of waterfalls in Sri Lanka, particularly selected waterfalls in Badulla district. The objectives of the study were to examine the existing tourism destination attributes in selected waterfalls in Badulla district, to identify eco-tourism potential of them and to ascertain the relationship between eco-tourism potential and destination attributes. Data were collected with the aid of questionnaires from a sample of 150 tourists consist with 75 local and 75 foreign with the use of convenience sampling technique. 05 waterfalls were selected for the study namely, Dunhinda falls, Diyaluma Falls, Bambarakanda Falls, Ravana Falls and Bomuru Falls based on judgmental sampling. The descriptive statistics and Karl Pearson's correlation coefficient was used for the data analysis. Multiple linear equation was constructed with respect to study the variables that come under the 5A's concept which consist of Attraction, Accessibility, Activities, Accommodation and Amenities. The study concluded that, eco-tourism potentials of waterfalls in Badulla district have significant relationship with accommodation, amenities, attraction and activities. The study recommended to develop more tourism activities, accommodation facilities and amnesties to attract more tourists to waterfalls for eco-tourism.

Keywords: Waterfalls, Eco tourism, Destination attributes