

Impact of Destination Attributes to Develop Rural Tourism in Medadumbara Divisional Secretary's Division; Perspective of Foreign Tourists

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Tourism industry is a rapidly growing industry in the world as well as in Sri Lanka. 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 aimed to examine the existing situation of destination attributes in Medadumbara area, to ascertain the relationship between destination attributes and rural tourism development. Study has investigated the impact of destination attributes to develop rural tourism. Data collected from 75 foreign tourists who visited Medadumbara area using self-administrated questionnaire as data collecting technique. Buhalis's 6A's framework for destination attributes has been used to determine the impact levels. The result of descriptive statistics is emphasized that respondents almost agreed with existing level of destination attributes. As per the Correlation Analysis, strong positive relationship is recorded between destination attributes and rural tourism development. Multiple linear regression analysis has confirmed positive impact of destination attributes towards rural tourism development in Medadumbara division. It determines that Attractions, Accessibility, Amenities and Activities are the key considerations as these factors strongly influence on rural tourism development. The study implied that the destination attributes is a key player in rural tourism development. Study suggested that tourism related bodies should pay more attention on introduce new tourism activities within this area, improve information services regarding this area and improve quality accommodation facilities, transportation facilities and other amenities to develop Medadumbara as a rural tourism destination.

Keywords: Rural tourism, Destination attributes, Buhalis's 6A's framework, Foreign tourists