

**POTENTIAL OF DEVELOPING RURAL
COMMUNITIES THROUGH COMMUNITY BASED
ECO-TOURISM PROJECTS: A STUDY OF
MADUGANGA AREA**

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ABSTRACT

POTENTIAL OF DEVELOPING RURAL COMMUNITIES THROUGH COMMUNITY BASED ECO-TOURISM PROJECTS: A STUDY OF MADUGANGA AREA UWU/HTE/09/0031

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This paper considers the potential of developing rural community through ecotourism at Maduganga, Sri Lanka, and the potential benefits for the local community can be gain through tourism projects. In present only few villages identified tourism as a source of income; however, this was substantial in comparison to that derived from other economic activities. While most area residents had positive attitudes toward tourism, they had limited awareness of employment or investment opportunities. Lack of awareness, along with increased activity by outside investors, suggests that, in the promotion campaign, awareness programme, the possibilities for the community at Maduganga to further benefit from tourism development will be attractive.

Keywords: *community based ecotourism, community participation, tourism potentials, Maduganga, tourism activities*