



**IDENTIFYING THE COMMUNITY CONTRIBUTION
OPPORTUNITY FOR THE SUSTAINABLE TOURISM
DEVELOPMENT**

(WITH SPECIAL REFERENCE TO PINNAWALA AREA)

*This dissertation is submitted as a partial fulfillment of the degree of Bachelor
of Business Management in Hospitality Tourism and events Management*

Index number: UWU/EX/10/0434

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Year 2014

ABSTRACT

Tourism is booming industry in present Sri Lanka Pinnawala becoming particular tourism destination. As well as sustainable tourism practices are becoming popular tourism concept in Sri Lanka. Moreover purposes of this research identify the community contribution opportunity for the sustainable tourism development in Pinnawala area. More specifically, this study examines present level of community participation tourism industry in Pinnawala area and identify what are opportunity for develop community based sustainable tourism in Pinnawala area.

A sample of 65 local communities was drawn using convenience sampling technique. Primary data was collected by using questionnaire, direct interviews and observation. Descriptive answers, graph chart Picture were used to analyze the data with the support of appropriate tool.

The output of the study thereby identifies any possibilities of developing sustainable tourism in Pinnawala area through identifying the possibilities of community participation for the above mentioned tourism development

Key words: Community contribution, Sustainable tourism