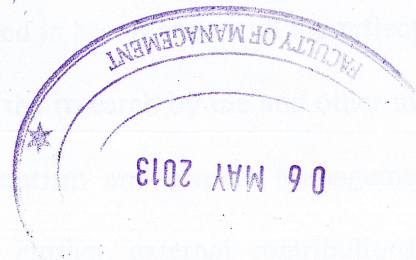


RESIDENTS' PERCEPTION ON SOCIO-CULTURAL
IMPACTS OF TOURISM WITH REFERENCE TO
HIKKADUWA REGION.

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



Faculty of Management

Uva Wellassa University

Registration number: UWU/HTE/09/0039

Year: 2013

ABSTRACT

The purpose of this study was to investigate residents' perceptions on the socio-cultural impacts of tourism of Hikkaduwa. Simple random sampling technique and questionnaire was used to select the sample to collect data. In analyzing data Mann-Whitney and Kruskal Wallis tests was used. The results from the Mann-Whitney and Kruskal Wallis tests indicated that the Hikkaduwa residents' perceptions toward positive socio-cultural impacts of tourism were different in terms of their income level and age. Perceptions on negative socio-cultural impacts were different in terms of their residents' time duration in the area. The results from the Mann-Whitney and Kruskal Wallis tests indicated that the Hikkaduwa residents' perceptions toward positive socio-cultural impacts of tourism were not different in terms of their gender, educational level, employment status, place of the employment, marital status and residents' time duration in the area. The results from the Mann-Whitney and Kruskal Wallis tests indicated that the Hikkaduwa residents' perceptions toward negative socio-cultural impacts of tourism were not different in terms of their gender, age, educational level, employment status, place of the employment, marital status and income level.

Keywords: Socio-cultural Impacts of tourism in Hikkaduwa, perception