

Empirical Study on Impact of Residents 'Characteristics on Tourism Development (With Special Reference to Mahiyanganaya)

L.L.K.S Alwis and W.G.S.R Wijesundara

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

Tourism is a one of the fastest growing industry in the world. Tourism development has been identified as a key performance indicator in tourism industry. The support of the residents' is very much important for the tourism development. Therefore this study focused on the evaluation of the relationship between residents' characteristics and tourism development with special reference to the Mahiyanganaya. This study focus to identify the existing residents' characteristics and tourism development in Uva province, to identify the relationship between residents' characteristics and tourism development and to recognize most significant characteristic that influence on tourism development in Uva province. The study investigated four major dimensions of resident characteristics in general (residents' experience, length of residency, active engagement and knowledge about tourism). A sample of 150 residents was drawn using convenience sampling technique who are engaging tourism related activities in Mahiyanganaya. Primary data was collected by using self-administrated questionnaire. Data was analysed with SPSS version. Besides, the data were analysed by using descriptive statistics, correlation coefficient analysis and multiple regression analysis to achieve the objectives of the study. Findings of the study revealed that there is a positive relationship with residents' characteristics and tourism development. Further, active engagement and knowledge about tourism are significantly influence on tourism development while length of residency and residents' experience are not significantly influence. Respondents were moderately satisfied with the existing level of characteristics; length of residency and resident experience.

Keywords: Residents' characteristics, Resident support, Tourism development