



**SOCIO-ECONOMIC IMPACT OF SURF TOURISM ON LOCAL
COMMUNITIES: A CASE STUDY IN MIRISSA AREA**

*This dissertation is submitted as a partial fulfilment of the degree of Bachelor of Business
Management in Hospitality, Tourism & Events Management*

Index number: UWU/EX/12/0301

Name of the candidate: K.G.B Weeratunga

Year 2016

ABSTRACT

Surfers are individuals who ride waves and have deep connect with the natural environment and surfing is the sport of riding the surf on a surfboard. According to SLTDA, tourism industry has become an increasingly responsible sector for the growth of the economy and for foreign exchange earnings in country. Sri Lanka Tourism Development Strategy 2011-2016 mentioned that tourism products was diversified with special emphasis on eco-tourism, recreational tourism, medical tourism, leisure tourism and sport tourism. Surf tourism comes under recreational and sport tourism. Mirissa is developed as a popular surfing

Destination with a long time period. This study mainly focusses on finding the Socio-economic Impact of Surf Tourism on Local Communities and giving recommendation for impact on the local people and other stake holders. Researcher has to use both of qualitative and the quantitative data

Collection method for this research. Researcher have used only primary data. Information of host community has collected through using close ended questionnaires, five point Likert scale questionnaires and information about surf camp owners, employees and community leaders were gather through personnel interviews. Surf tourism in Mirissa area has been identified as a major income source for the most of the people living there. Surf tourism has directly impacted on

elevating the income levels of the people who engaged in tourism related activities. Though surf tourism has this much impact on the local community, relevant authorities has given minimum facilities and support towards this industry. There was a lack of involvement of relevant authorities to conserve the natural resources use for surf industry. As a result of establishment of surf tourism in Mirissa area, it positively impacts on socio-economic improvement of locals who work in the surf tourism industry. Though surf tourism has this much impact on the local community, relevant authorities has given minimum facilities and support towards this industry. Implementing new policies and providing necessary support to the surf industry will definitely boost up the entire tourism industry in Sri Lanka.

Key words: Surf Tourism, Socio-Economic, Local Communities