

IMPACT OF TSUNAMI DISASTER ON TOURISM INDUSTRY IN AMPARA DISTRICT



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ABSTRACT

Various kinds of industries in Sri Lanka have affected due to recent Tsunami waves held on 26th December 2004. In such a way, the coastal Tourism in Ampara district has adversely disgraced by this disaster. The people who were involved in this industry have lost their properties, professions and their close relatives in this victim and they have impacted economically, socially, environmentally and psychologically.

So I have started to do a research on "Impact of Tsunami on Tourism in Ampara district" to identify the degree of impact. This research consists five chapters; each of it has its own importance.

The first chapter is the introduction. This deals mainly the problem in research, objectives of the study, conceptualization, methodology and limitations of the study.

The second chapter is literature review. It deals mainly with the kind of disasters, impact of Tsunami in Sri Lanka, impact of Tsunami on Tourism industry in Sri Lanka.

The third chapter is data presentation and analysis. It deals with personal information of hotel owners and employees, data presentation regarding economical, social, psychological, personal attitude and rules. Further more it deals with methodology, sampling and data analysis.

The fourth chapter is discussion, which deals the discussion of factors or variables by using univariate and bivariate.

The fifth chapter is conclusion and recommendation. It concerns the degree of impact of Tsunami victim on Coastal Tourism in Ampara district and activities or remedies that have to be taken to reconstruct the Tourism in Ampara district.

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