

**PERCEIVED IMPACT OF TOURISM DEVELOPMENT IN
JAFFNA DISTRICT**

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Project Report
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2016

Abstract

This study investigates the perceived impact of tourism development in Jaffna District. The objectives of this study is to find out the extent of perceived impact of tourism development relating to economic, culture, social and environment in Jaffna District.

This research is limited to the all the resident who are living in tourism places in Jaffna District. Data are collected through the questionnaire. Total of 200 questionnaires were distributed to the residents who were randomly selected from Jaffna District. Only 181 questionnaires have been received for analysis. The data were analyzed using descriptive analyses with the support of Statistical Package for Social Science (SPSS 19.0).

This study revealed that residents who are under 20-29 age group is highly included in this study and most of residencies have been living 6-10 years in that place and they are considered as a self-employees.

The result shows that, perceived impacts of tourism development on economic and cultural impacts are highly positive impact and social and environmental impacts are moderate positive in Jaffna District.

The findings of this study will be useful for resident in Jaffna District to developing and implementing strategies to enhance the economic, cultural, social and environmental impact of tourism development.

Keywords: Economic impact, Social impact, Cultural impact, Environment impact

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