

**A STUDY ON COMMUNITY PERCEPTION ON TOURISM
IMPACT: SPECIAL REFERENCE TO PASSIKUDA**

KACHCHI MOHAMED MOHAMED RIFAS



Project Report
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**DEPARTMENT OF MANAGEMENT
FACULTY OF COMMERCE AND MANAGEMENT
EASTERN UNIVERSITY, SRI LANKA**

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Tourism is referred as the world's largest industry and it helps to achieve economic goals in destination areas including Sri Lanka. It seems that a successful tourism sector plays a key role in improving the economic situation and escaping poverty. Tourism development will be more successful with the involvement of the local communities as their positive perception and attitudes. So, tourism planners should consider the local communities' involvement and perception in tourism industry. The aim of this study is to investigate the community perception level on tourism impact in Passikuda area. Based on the comprehensive literature review, three tourism impact dimensions were identified which could measure the level of community perception on tourism. They are namely economic impacts, social impacts and environmental impacts. So, the study mainly analyses the objectives that level of community perception on three tourism impact dimensions. The study mainly considers the primary data. The primary data were collected through closed structured questionnaire from 150 community members of Passikuda and used univariate and bivariate analysis techniques in order to analyse data and find the results of study objectives. At the same time the results show that community perception on tourism impact is in high level. Furthermore, community perception on economic impacts and environmental impacts is in high level. Meanwhile community perception on social impacts is in moderate level. The study findings provide an opportunity to understand community perception for tourism planners and local authorities.

Keywords: Community Perception, Tourism Impacts, Economic Impacts, Social Impacts, Environmental impacts, Tourism in Passikuda.

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