

PERCEPTION OF TOURISM IMPACT AND TOURISM DEVELOPMENT AMONG PEOPLE LIVING KANDY DISTRICT



By

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ABSTRACT

This study investigates the perception of tourism impact and tourism development among people living Kandy district. The objective of this study is to find out the extent of perceived impact of tourism development relating to economic, social and environment in Kandy District.

This research were limited to the all the resident who are living in tourism places in Kandy District. Data are collected through the questionnaire. Total of 200 questionnaires were distributed to the residents who were randomly selected from Kandy District. All the questionnaires which divided are collected for analysis. The data were analyzed using descriptive analysis with the support of Statistical Package for Social Science (SPSS).

This study revealed that residents who are under 30 – 39 age group is highly included in this study and most residencies have been living over 20 years in that place and they are considered as a self – employees.

The result show that, perception of tourism impact and tourism development on economic and social impacts are highly positive impact and environment impact are moderate positive in Kandy District.

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

Keyword: Economic impact, Social impact, Environment impact, Tourism development

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