AN EXAMINATION OF PREPAREDNESS OF COMMUNITY FOR COMMUNITY BASED TOURISM SRI LANKA
A CASE STUDY OF KALPITIYA TOURISM AREA

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Dissertation submitted in partial fulfillment of the requirements for the degree Master of Science in Town & Country Planning

Department of Town & Country Planning

University of Moratuwa
Sri Lanka

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DECLARATION

I declare that this is my own work and this dissertation does not incorporate without acknowledgement any material previously submitted for a Degree or Diploma in any other University or institute of higher learning and to the best of my knowledge and belief it does not contain any material previously published or written by another person except where the acknowledgement is made in the text.

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The above candidate has carried out research for the Masters Dissertation under my supervision.

Signature of the supervisor:  Date:
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ABSTRACT

Sri Lanka’s diverse landscapes and rich cultural heritage provide a wide range of tourism opportunities, ranging from “sun and sand” holidays, wildlife excursions and cultural tours. The governments recognize this potential and are continuing with their attempts to promote tourism as a means of generating foreign exchange and employment opportunities, and for expanding economic activities.

But, rapid increasing rate of tourists has created negative impact on socioeconomic and environmental conditions, particularly natural exploitation, unequal income distribution and waste management problem. Thus, the need to develop tourism in a sustainable manner has also become a primary concern.

Many governments shifted their policy towards more sustainable tourism development, focusing on conservation and benefits to local communities. Ecotourism development goal is to maintain a healthy natural and social environment, and to foster self-reliance in local communities. However, there are many studies indicating that where ecotourism is not sufficiently community-focused has created negative impact on the environment, and communities have not received sufficient benefits.

The success of community-based tourism depends on various factors such as the tourism resources, level of community participation, strong leadership, the strength of community organization, fair benefit distribution, effective natural resource management and sufficient outside support.

There are many studies, researches and proven concepts, developed techniques in relating the community based tourism in the world. But there are less studies which emphasize clear set of guidelines on suitable model for the community based tourism. However, CBT rarely have been implemented in Sri Lankan context. Isolated cases with varying degrees of success can be observed. Therefore, this research attempted to fill this gap by identifying an appropriate CBT models or guidelines practicing the tourism development process in Sri Lanka.

An attempt has been made to study an appropriate CBT model was selected and formulated appropriate indicators for assessing the case study community. Depending on available data a criteria was developed to find out to what extent the preparedness of community in case study area. Considering the CBT model guiding elements acceptance level of the community marks were given.

According to the analysis of this study and though knowledge from this a theoretical analysis a appropriate CBT model and was developed and recommended to be followed in practicing the community based tourism in Sri Lankan context.

Key words: Tourism planning, Community Based tourism, CBT models, Indicators, Community preparedness.
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<tr>
<td>CBT</td>
<td>Community based Tourism</td>
</tr>
<tr>
<td>NGO</td>
<td>Non Government Organization</td>
</tr>
<tr>
<td>SLTDA</td>
<td>Sri Lanka Tourism Development Authority</td>
</tr>
<tr>
<td>WTO</td>
<td>World Tourism Organization</td>
</tr>
<tr>
<td>TAT</td>
<td>Tourism Authority Thailand</td>
</tr>
<tr>
<td>CBTP</td>
<td>Community Based Tourism Planning</td>
</tr>
<tr>
<td>GND</td>
<td>Grama Niladari Division</td>
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