

Prospects and challenges for regional tourism development; the case of Hatton, Sri Lanka

M. Sudharsan and K.T.L.U.S. Dayangana

Department of Tourism and Hospitality Management, Faculty of Management Studies, Rajarata University of Sri Lanka

Corresponding author: maheswaransutha01@gmail.com

Abstract

The Tourism industry of Sri Lanka has been increasing rapidly. Overall performance of the tourism sector of the country is in a good position compared to other regional countries. However, evidence shows that it is performing under its potential. One of the major reasons behind this is that Sri Lanka failed to utilize its natural resources and tourist destinations in an appropriate manner. In Sri Lanka still, there are many places with high tourism potential is to be recognized. Hence the objective of this study was to investigate the prospects and challenges for tourism development in Hatton Region. The researcher selected tourism of Accessibility, Accommodation and Food, Attraction of the Destination and Rest, Relaxation and Leisure Activities as independent variables and potential for tourism development as the dependent variable. For this study, both primary and secondary data were used. A well-structured questionnaire was employed to collect the primary data. Web sites, articles, annual reports and research articles were used as the secondary data tools. The data were collected from 83 visitors who visited Hatton Region for tourism purpose. Both descriptive and inferential statistics were used in analyzing the collected data with the help of SPSS 21 Statistical Software. Meanwhile, multiple regression analysis was performed to investigate the effect of the variables interested. This can be overcome through forming tourist police task force, improving safety and security at tourist destination, improved infrastructure, developing tourist circuits and providing training. On the other hand, Hatton Region has the potential of promoting tourism both locally and internationally. Several plans have been introduced for tackling these issues by the government under “Tourism Development Strategy”. However, Government departments, private sector and community at large should take part in tourism for sustainable development and maintenance of the tourism sector in Hatton Region.

Keywords: *Domestic tourism, regional tourism, sustainable tourism, tourism development, tourism in Hatton, tourism potentials and challenges*