

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

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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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Date:

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.

TABLE OF CONTENTS

Declaration of the Candidate & Supervisor	i
Acknowledgements	ii
Abstract	iii
Table of content	iv-viii
List of Figures	viii-ix
List of Tables	x
List of Map	x
List of abbreviations	x
CHAPTER 1 : INTRODUCTION	1 - 4
01.1. Introduction	1
01.2. Problem Definition	2 - 3
01.3. The Objective of the study	3
01.4. Scope of the Study	4
01.5. Benefits of the Study	4
 University of Moratuwa, Sri Lanka. Electronic Theses & Dissertations www.lib.mrt.ac.lk	
CHAPTER 2 : LITERATURE REVIEW	5 - 35
02.1. Introduction	5
02.2. Tourism	5
02.3. Major types of Tourism and their Variation	6 - 8
02.3.1. Mass Tourism	6
02.3.2. Adventure Tourism	6
02.3.3. Nature Tourism	7
02.3.4. Community Tourism	7
02.3.5. Eco-Tourism	7 - 8
02.4. Sustainable Tourism	8
02.5. Background of Community-Based Tourism	9

02.6. Definition of Community-Based Tourism	11 -12
02.6.2 Definition of CBT and its derivatives	11-12
02.7. Benefits of Community-Based Tourism	12-14
02.8. Principles of Community Based Tourism Development	14-16
02.9. The main Elements of CBT	16-17
02.10. CBT and Community Development	17-19
02.10.1. CBT and Community Development: Present and Future	18-19
02.11. Related Theories and concepts	19-23
02.11.1. Participation Theory	19-21
02.11.2. Community Development Theory	21-23
02.11.3. Leadership Theory	23
02.12. CBT in International Contexts	24-27
02.12.1. Ban Nalan, Lao PDR	24
02.12.2. Olango Island, the Philippines	25
02.12.3. Matsigenka, Peru	25-26
02.12.4. CBT in Thailand	26-27
02.13. Community Based Tourism Models in International Context	28-35
02.13.1. CBT Model adapted from Pinel 1998a	28-29
02.13.2. Reid's (2003) CBT Model	30-33
02.13.3. CBT Model in Aboriginal Community	33-34
02.13.4. Comparison the Models	34-35
02.14. Conclusion	35
CHAPTER 3 : RESEARCH DESIGN	36-44
03.1. Introduction	36
03.2. Research Question	36

03.3. Research design: an explorative study with a qualitative approach	37-39
03.3.1. In-depth interviews	37
03.2.2. Semi-structured interviews	37
03.2.3. Observation	38
03.2.4. Conducting the analysis: content analysis	38
03.3. Reliability and validity	38-39
03.4. Case study	39-40
03.5. Sample selection	40
03.6. Methodology for Application of the Reid’s CBT Model and Guiding Elements in Kalpitiya Area	40-41
03.6.1. Guiding Elements of Reid’s CBT Model	41-42
03.6.1.1 Better understanding the implications, potentials, Demands and expectation of tourism	41
03.6.1.2 Using tourism planning “pull together” local residents	41
03.6.1.3 Preparing children, youth with values & skills for tourism and community	41
03.6.1.4 Showing pride in the area and in culture backgrounds	41
03.6.1.5 Respecting resident and tourist privacy while also Influencing tourism activities and behaviors	42
03.6.1.6 Treating all local resources as a complete system	42
03.6.1.7 Encouraging friendly and respectful between residents and tourists	42
03.6.1.8 Ensuring the safety of tourists and locals	42
03.6.1.9 Communication clear community message to tourists	42
03.6.1.10 Including broad stakeholder input	42
03.7. Conclusion	44

CHAPTER 4: EXAMING THE PREPERENDENESS OF COMMUNITY FOR COMMUNITY BASED TOURISM FALLING IN LINE WITH REID’S CBT MODEL ON THE CASE STUDY AREA	45-68
04.1. Introduction	45
04.2. Brief Introduction of Case Study Area	45-46
04.2.1. Kandakuliya GN Division	46-47
04.2.2. Dutch bay GN Division	47-48
04.3. Reviewing to what extent Kalpitiya area is prepared for Community based tourism falling in line with Reid’s CBT Model	48
04.3.1. Better Understanding the implications, potentials, demands and expectations of tourism	49-51
04.3.1. Findings	52
04.3.2. Using tourism planning to “pull together” local residents.	52-53
04.3.2.1. Findings	53
04.3.3. Preparing children youth with value and skills for tourism and community stewardships.	53-55
04.3.3.1. Findings	55
04.3.4. Showing pride in the area and in cultural backgrounds.	55-57
04.3.4.1. Findings	57
04.3.5. Respecting resident and tourist privacy while also influencing tourism activities and behaviors.	57-59
04.3.5.1 Findings	59
04.3.6. Treating all local resources as a complete system	59-62
04.3.6.1. Findings	62

04.3.7. Encouraging friendly and respectful attitudes between residents and tourists	62
04.3.7.1. Findings	62
04.3.8. Ensuring the safety of tourists and locals	63
04.3.8.1. Findings	63
04.3.9. Communication clear community message to tourists	64-65
04.3.9.1. Findings	65
04.3.10. Including board stakeholder input	65-66
04.3.10.1. Findings	66
04.4. Conclusion	67-68
CHAPTER 5 : CONCLUSION AND RECOMMENDATION	69-73
05.1 Conclusion	69
05.2 Recommendation	69-70
05.2.1 Guidelines for the CBT model process	70-73
REFERENCES	74-75
LIST OF FIGURES	
Figure 02.1: Major types of tourism and their variations	6
Figure 02.2: Five Principle Aspects of Community Development	18
Figure 02.3: Shows how CBT can be used as a tool for community development	19
Figure 02.4: Community-Based Tourism Planning Process Model (adapted from Pinel 1998a)	28
Figure 02.5: Tourism /Recreation Planning Community Development Model	30

Figure 02.6: Community – Based sustainable Aboriginal tourism product development process	33
Figure 03.1: Methodology	4
Figure 04.1: surrounding area of Kandakuliya	46
Figure 04.2: surrounding area of Dutch Bay Island	47
Figure 04.3: Boat Tours visitors at Kalpitiya	51
Figure 04.4: Horse riding at kalpitiya	51
Figure 04.5: Kite Surfing at Kalpitiya	51
Figure 04.6: Tourism hotels spread out at Kalpitiya	53
Figure 04.7: After tourism development various NGOs came here and they help to poor condition school	55
Figure 04.8: Dutch Church at kalpitiya Town	57
Figure 04.9: St. Anne's Church at Thalawila	57
Figure 04.10: Dutch Fort at Kalpitiya Town	57
Figure 04.11: Hindu Kovil at Sethapola	57
Figure 04.12 : Tourists move with community for their visiting	59
Figure 04.13 : Environment destroyed due to building constructions	6
Figure 04.14: Focus group discussions, informal discussions, in-depth Interviews in field survey	66
Figure 04.15: Community Acceptance level in Kalpitiya area about all Reid's guiding elements	67
Figure 05.1: Developed Reid CBT Model process for kalpitiya Tourism area	73

List of Tables

Table 02.1: Positive and Negative Impacts of Tourism	10
Table 02.2: Benefits of CBT	13-14

LIST OF THE MAP

Map 04.1 Location Map of study area	45
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LIST OF ABBREVIATIONS

Abbreviation	Description
CBT	Community based Tourism
NGO	Non Government Organization
SLTDA	Sri Lanka Tourism Development Authority
WTO	World Tourism Organization
TAT	Tourism Authority Thailand
CBTP	Community Based Tourism Planning
GND	Grama Niladari Division



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