

ABSTRACT

It is a well-known factor that growth of tourism sector contributes the economic growth of a country in macro level, and the rural communities in micro level. The community of the Eastern Province can be developed through various segments such as electricity, highways, railways, airports, ports, tourism, water supply, communication, sheltering, entertainment, shopping, banking, etc. Still tourism is the main development segment of Eastern Province. The objectives were based on the impact of tourism on rural community towards exploring the vital facts that determines the growth of tourism industry in the Eastern Province of Sri Lanka and to suggest, recommend and empower rural community in the war affected areas in Sri Lanka through the tourism sector development. The target population of the study was Eastern Province community people; Simple random sampling technique was utilized to select the 100 sample size for this study. This study involved with primary and the secondary data findings; the primary data collected through the survey and the secondary data collected through the books, articles, journals and the industry reports. Both data supported to achieve the research objectives. Data was gathered from structured questionnaire and it was analysed using SPSS to received descriptive statistics through frequencies, mean, percentages and reliability of the questionnaire, correlation tests and the multiple regression analysis. Cronbach's Alpha of the independent variable and all dependent variable acceptance level of internal consistency. The finding shows that the designed survey questionnaire is reliable and has been accepted by the participants of the study. Pearson correlation between the growth of the tourism sector and economic, social, cultural and education outcome leads to a positive and a strong correlation. Therefore, this study focused on tourism sector and its impact on the economic, social, cultural and educational factors on rural community.

Key words: Economic, Social, Cultural, Education, Tourism, Community Development