

An Analysis on Sustainable Tourism Development in Sri Lanka

(A study based on Stakeholders' Attitudes and Actions)

A.A.M.Amzal

*Department of Marketing Management, Faculty of Commerce and Management Studies,
University of Kelaniya, Sri Lanka*

C.B.Wijesundara

*Department of Marketing Management, Faculty of Commerce and Management Studies,
University of Kelaniya, Sri Lanka*

This study presents a conceptual model for analyzing residents' attitudes towards sustainable actions in tourism development; define whether there are different kinds of residents in coastal communities in Southern Sri Lanka who have different levels of care for sustainable actions in tourism development. In this study researcher has investigated to find out most significant dimension as community attachment, quality of life, land use, cultural offerings, government services and infrastructure and impacts of tourism; and residents' attitudes towards sustainable tourism.

The purpose of this study was to investigate the factors affecting the stakeholder's attitudes towards sustainable actions in tourism development and to provide useful information to coastal tourism planners who are trying to incorporate sustainable actions in their societies.

Descriptive research method was employed and self administrated questionnaire and face to face interview were used to gather primary data from the 100 respondents Cronbach's alpha has been used to test the reliability of gathered data. SPSS software was used for processing and analyzing the data.

The indicators which represent each dimension have high/moderate relationship with the dependent variable and the influence made by each dimension for sustainable tourism explained with specific managerial implications.

Key Words: *Sustainable Actions, Residents' Attitudes, Coastal Communities, Stakeholder, Tourism Development*