

Problems and Prospects of Tourism Development: With Special Reference to Negombo Area of Sri Lanka

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The objective of this study is twofold. First, to examine how different socio-economic factors affect tourism and the local community in the Negombo coastline. Second, to examine how demographic factors influence residents' perceptions on socio-economic impact of tourism. A structured questionnaire was used to collect data. OLS and ANOVA were used to analyze the data. Findings revealed that Negombo has gained from tourism as it has affected the socio-economic status of the community. However, among the existing problems overcrowding, social problems, illegal activities and pollution are creating negative impacts on the society.

Keywords: *Coastal Tourism, Dimensions of Tourism, Socio-economic Impact, Socio-economic Development, Local Community*

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