

Tourism and Regional Development: Special Reference to Ampara District

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Abstract

Tourism is a main strategy for a developing region. If a region is naturally beautiful for any reason it is the capital for the region for development. Ampara Coastal Belt is one of the regions that have attractions for tourism industry. This study attempts (1) to know the preference of tourist arrival; (2) to identify the regional developmental causes for preference of tourist arrival; (3) to find the association between preference of tourist arrival and regional developmental activities; (4) to prove the strength of association between preference of tourist arrival and regional developmental activities. This study considered 100 public for getting their opinion about tourism on regional development using convenient sampling method. Questionnaire was designed to collect data. Non- parametric analyses were carried out in this study. Results of the frequency analysis disclosed that 75% of people prefer tourist arrival in Ampara Coastal Belt (ACB). People prefer tourist arrival for regional development activities. Test results revealed that values of Pearson Chi-Square between preference of tourist arrival and regional development activities vary between 22.222 to 77.778 with degrees of freedom of 2 cum Sig. values of 0.000. These values witness that preference of tourist arrival has association with regional development activities. Values of Phi, Cramer's V and Contingency Coefficient for preference of tourist arrival and regional developmental activities vary between 1.000 to 0.471 with Sig. values of 0.000. These values explain that These values witness that preference of tourist arrival has “moderate” to “strongest” association with regional development activities such as bridge development, irrigation development, water supply development, housing development, education development, health development, community development, fisheries industry development, agriculture development and livelihood development. This study has implications for policy makers to a development tourism industry along Ampara Coastal Belt and Eastern part of the country.

Keywords: Ampara District, Regional development, Tourism.

1. Introduction

There are many definitions of sustainable development, including this landmark one which first appeared in 1987. The Brundtland Commission (1987) defined development as "development that meets the needs of the present without compromising the ability of future generations to meet their own needs." Thus, regional development is meeting the developmental needs of the regional people. Each region has its own potentialities for their development. Mostly, nature has given those potentialities for the development of each region. Many regions in any country has its own developmental capacities naturally. Countries have utilized them to time for their development. On this basis, natural environment for tourism is one of the gift that regions have. Tourism is a main strategy for developing region. If a region is naturally beautiful for any reason, it is the capital for the region for development. Ampara Coastal Belt is one of the regions that have attractions for tourism industry. Ampara Coastal Belt lasts from Arugambay to Maruthamunai. Tourism industry's earnings grew by 22.1 percent this year when compared with the first 10 months of

2011 along with remittances, according to Central Bank data. The earnings have grown to 790.5 million U.S. dollars for the 10 months ending October 2012. During the first 10 months of 2012 total tourist arrivals amounted to 774,151, up by 16 percent. Last year, up to the first 10 months saw a 34 percent increase over the corresponding period of 2010. Earnings from both tourism and workers' remittances are expected to record high growth for the last quarter of 2012. For the first 10 months of the year, workers' remittances recorded a growth of 17.6 per cent year-on-year. It amounted to 4.9 billion U.S. dollars (Source: Sri Lanka Tourist Development Authority). All these areas are covered by nice, clean and beautiful beach for tourist attractions. Free Merriam-Webster (2014) defined development as the act or process of growing or causing something to grow or become larger or more advanced; the act or process of creating something over a period of time; the state of being created or made more advanced. Regional development is an improved state of a region than earlier. Living standards of people should improve than earlier. In Sri Lanka, regional

development is caused by number of aspects. The main economic sectors of Sri Lanka are tourism, tea export, apparel, textile, rice production and other agricultural products. In Sri Lanka, there are nine regional development programmes. Of which, Negenahira Navodaya is one of the programmes for developing the Eastern Province. Regional development is the development of Ampara Coastal Belt that is situated in Eastern part of the country.

Statement of the problem

There were few studies in the area of tourism in Ampara Coastal Belt of Sri Lanka. Ismail (2014) worked on factors for tourism in Ampara Coastal Belt. Ismail (2013) conducted another study about attitudinal perception of tourists on tourist places in South Eastern Region of Sri Lanka using a survey method by considering selected tourist places. It was concluded that few tourist places are more attractive than other places. Further, Ismail, Velnampy and Mustafa (2012) studied about Srilankan tourism using a forecasting method of foreign tourists. This study used secondary data that was based on two important variables such as period (year) and tourist (number of tourists' arrivals to Sri Lanka). Study concluded that Sri Lanka will have good potentialities for attracting the tourists in years to come. These previous studies were focused on factors determining tourism by adopting different methodological aspects for analysing their data. Thus, this proposed study is different from previous studies in few aspects. Specifically speaking, previous studies failed to relate the association with tourism. So as to fill this gap, this study relates tourism and regional development that follows non-parametric techniques for analytical purposes.

Objective of this study

This study attempts (1) to know the preference of tourist arrival; (2) to identify the regional developmental causes for preference of tourist arrival; (3) to find the association between preference of tourist arrival and regional developmental activities; (4) to prove the strength of association between preference of tourist arrival and regional developmental activities.

Significance of this study

This study has a number of advantages. Tourism brings income and employment to the region. This notion has been evidenced by previous research findings. A study from Uttarakhand of India conducted by Ahmed (2013) disclosed that tourism has generated a good source of income and employment to youths and rural masses. Tourism is one of the biggest and fastest-growing economic sectors in the global economy and has significant environmental, cultural, social, and economic effects, both positive and negative. Tourism has been noted as the world's largest and fastest growing industry. This study is important for sustainable development. Without regional development, sustainable development is impossible. Regional development is a prerequisite for sustainable development. Ahmed (2013) Sustainable tourism can be taken in four different interpretations that include economic sustainability of tourism, the ecologically sustainable tourism, sustainable tourism development with both focus of environment as well as long term feasibility of the industry and finally tourism as a part of a strategy for sustainable development. Tourism promotes not only regional development but also sustainable development of the region. One research findings proved this idea. Mathivathany and Sasitharan (2012) studied about potentialities for regional development of tourism industry. Study disclosed that tourist industry develops and contributes to the regional development and sustainable development.

Review of Literatures

Ahmed (2013) studied about sustainable tourism development in Uttarakhand Region of India. Thus study tried to find out the problems and suggest a suitable plan for sustainable tourism development in Uttarakhand. A field based systematic survey was carried out on the basis of questionnaire in some selected tourist destinations to find out the problems and the data has been calculated on the basis of simple percentage methods. Further the maps have drawn through GIS Arc-view 3.1 for better

results. It was found that sustainable tourism is one of the pre-requisites of achieving sustainable development in this region. This form of sustainable tourism, oriented toward the viability of tourism industry, is referred to as the ‘economic sustainability of tourism’ or ‘tourism imperative’. In order to achieve this, the primary aim of tourism development requires physical resources to facilitate its expansion. Maintaining the quality of the environment, however, is usually among the main goals of sustainable tourism. Mathivathany and Sasitharan (2012) studied about potentialities for regional development of tourism industry. Information was gathered through visit to tourist areas, conducting interviews and collect relevant documents. SWOT analysis and descriptive statistical analysis were used for the result. They found that many potentialities for tourisms that can improve the regional development without endangering social, cultural and environmental values. Ministry of Economic Development, Sri Lanka (2014) outlined activities for regional development. They are roads, bridges, irrigation, electricity, water supply, housing, education, health, community development, fisheries industry, agriculture and livelihood development. Vidanage and Kotagama (2010) studied about potential and factors affecting ecotourism in Sri Lanka. The field survey was conducted during the period, October 1994 to February 1995 using questionnaires prepared in English, French and German. Both non-parametric data presentation and regression analysis were employed in data analysis. This study concludes that there is a significant potential for development of nature tourism in Sri Lanka. Nature tourism is proven to be less demanding in terms of accommodation standards and more demanding regarding information about the tourist destination. Social conflicts can also be avoided when local people get involved in managing protected areas through nature tourism. [Kumar](#) (2011) studied about factors responsible for tourism development in India. Surveys indicate that nearly forty per cent of the tourist expenditure in shopping is spent on such items. It was found

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that thrust areas such as infrastructure, products, trekking, winter sports, wildlife and beach resorts and streamlining of facilitation procedures at airports, human resource development and facilitating private sector participation in the growth of infrastructure are crucial for developing tourism.

Methodology

Population and sample

This study considered 100 public for getting their opinion about tourism on regional development. Since the population of Ampara District is so large a convenient sampling method was adopted for selecting the sample size. Samples were selected for major tourist places in Ampara Coastal Belt.

Material

Questionnaire was designed to collect data. Questionnaire tested about the opinion of public. Preference of tourist arrival was measured by dichotomous questions such as “yes or no”. Opinion about tourist arrival on regional developmental activity was measured by high (3), moderate (2) and low (1). Data collectors were undergraduates from Faculty of Management and Commerce, South Eastern University of Sri Lanka, Oluvil.

Methods

Data were analysed using frequency, Chi-square, Phi, Vramer’s V and Contingency Coefficient with the help of SPSS.

Conceptual framework

Review of literature assisted to get the following conceptual model for the study. Figure 3.4.1 depicts the conceptual model for the study.

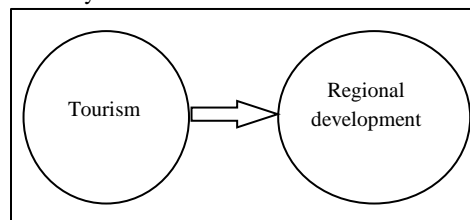


Figure 3.4.1: Conceptual model for the study
Regional development is cascaded into roads, bridges, irrigation, electricity, water supply, housing, education, health, community development, fisheries industry, agriculture and livelihood development. Tourism is cascaded into arrival of tourists.

Results and Discussion of Findings

Frequency analysis

75% of people prefer tourist arrival in Ampara Coastal Belt (ACB). This is because region is developed via the arrival of tourists. However, 25% of the people do not prefer tourist arrival to Ampara Coastal Belt. This may be cascaded due to the cultural destruction, addict of intoxication, drug usage, change in life style by way of dress code, hair style, and so on. Table 4.1.1 tabulates the preference of tourist arrival.

Table 4.1.1: Preference of tourist arrival

Preference of tourist arrival	Percent
Yes	75.0
No	25.0
Total	100.0

Arrival of tourist has impact on regional developmental activities such as roads, bridges, irrigation, electricity, water supply, housing, education, health, community development, fisheries industry, agriculture and livelihood developmental activities. Percentage of impact on regional developmental activities is tabulated in Table 4.1.2.

80% of the public have the opinion that roads are developed due to the arrival of tourists. 80% of those have an idea that bridges are developed to the same extent. This is because road and bridges can be complemented to each other. When constructing roads, bridge construction is unavoidable along the roads. Accessibility of tourist places is important to tourist. Thus, road and bridge infrastructures are developed time to time. 40% of the public stated that irrigations are developed due to the arrival of tourists. Since irrigations are not that much useful for

the arrival of tourist they are not developed to expected level. 90% of the people prefer tourist arrival due to the fact that electricity is developed along the villages. Thus, hotels develop the electricity for accessing internet infrastructure. 95% of the public prefer the arrival of tourist due to the improvement in water supply schemes. Tube wells are constructed then and there. Water supply schemes are implemented in the places where there are arrival of tourists. 75% of the people agreed that houses, buildings, accommodation, residences, hotel apartments, tea rooms are constructed for the sake of public for boosting tourist arrival.

80% of the public think that arrival of tourist promotes tourism and hospitality management, professional cookery courses in tourist places. 85% of the people think that health facilities such as health centres, hospitals, first aid centres are a must for attracting tourist arrival. For minimizing accidents and safeguarding the entertainment accidents in tourist places call for health facilities. 90% of the people accepted that community development schemes are implemented in tourist places; Reading rooms, libraries, community centres, cultural hall, multi- purpose buildings, and other community programmes are undertaken and implemented. 90% of the public considered arrival of tourist as a means for developing fishing industry. People living nearby coastal belt depend on fishing industries for their life. Tourist coming to these places prefer different varieties of sea foods such as fishes, prawns, dried fishes, cuttle fishes etc. which are always in demand for the occasions. Tourists prefer to join with layman who involved in fishing. Tourists prefer boat race and rowing boats. These opportunities attract tourist arrival to coastal belt.

40% of the public stated that agriculture is developed due to the arrival of tourists. This is similar to the percentage as irrigation. Both irrigation and agriculture are important for public food needs than attracting arrival of tourists. However, in the coastal belt of the Eastern Province, tourists are attracted by green

Table 4.1.2: Regional developmental activities

Regional development	Percentage											
	Tourist arrival on roads	Tourist arrival on bridge	Tourist arrival on irrigation	Tourist arrival on electricity	Tourist arrival on water supply	Tourist arrival on housing	Tourist arrival on education	Tourist arrival on health	Tourist arrival on development	Tourist arrival on fisheries industry	Tourist arrival on agriculture	Tourist arrival on livelihood
Low	20.0	20.0	60.0	10.0	5.0	25.0	20.0	15.0	10.0	10.0	60.0	10.0
Moderate	30.0	35.0	20.0	30.0	40.0	30.0	30.0	35.0	30.0	35.0	20.0	25.0
High	50.0	45.0	20.0	60.0	55.0	45.0	50.0	50.0	60.0	55.0	20.0	65.0
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total percentage (Moderate and high)	80.0	80.0	40.0	90.0	95.0	75.0	80.0	85.0	90.0	90.0	40.0	90.0
Ranking	7	7	11	2	1	10	7	6	2	2	11	2

Environment during the seasons of paddy cultivations. 90% of the public consider arrival of tourist promotes their livelihood. Most of the households living nearby the tourist places depend upon their livelihood programmes on tourism. Public run hotels, renting houses, supplying surfing equipments, hiring vehicles for transportation, food supply, guiding tourists, and so on. When arrival of tourist is poor, these households lose their livelihood opportunities.

Association between preference of tourist arrival and regional development

Value of Pearson Chi-Square between preference of tourist arrival and road development is 77.778 with degrees of freedom of 2 cum Sig. value of 0.000. Those between preference of tourist arrival and bridge development are 77.143 with degrees of freedom of 2 cum Sig. value of 0.000. Those between preference of tourist arrival and irrigation development are 22.222 with degrees of freedom of 2 cum Sig. value of 0.000. Those between preference of tourist arrival and irrigation development are 60.000 with degrees of freedom of 2 cum Sig. value of 0.000. Those between preference of tourist arrival and water supply development are 46.667 with degrees of freedom of 2 cum Sig. Those between preference of tourist arrival and housing development are 100.2 with degrees of freedom of 2 cum Sig. value of 0.000. Those between preference of

tourist arrival and education development are 77.778 with degrees of freedom of 2 cum Sig. value of 0.000. Those between preference of tourist arrival and health are 61.905 with degrees of freedom of 2 cum Sig. value of 0.000. Those between preference of tourist arrival and community development are 60.000 with degrees of freedom of 2 cum Sig. value of 0.000. Those between preference of tourist arrival and fisheries industry development are 54.286 with degrees of freedom of 2 cum Sig. value of 0.000. Those between preference of tourist arrival and agriculture development are 22.222 with degrees of freedom of 2 cum Sig. value of 0.000. Those between preference of tourist arrival and livelihood development are 68.000 with degrees of freedom of 2 cum Sig. value of 0.000. Respective Pearson Chi- Square, df and Sig. values are tabulated in Table 4.2.1.

Table 4.2.1: Pearson Chi- Square, df and Sig.values

Association between:	Pearson Chi-Square	df	Asymp. Sig. (2-sided)
preference of tourist arrival and road development	77.778	2	.000
preference of tourist arrival and bridge development	77.143	2	.000
preference of tourist arrival and irrigation development	22.222	2	.000
preference of tourist arrival and electricity development	60.000	2	.000
preference of tourist arrival and water supply development	46.667	2	.000
preference of tourist arrival and housing development	100.2	2	.000
preference of tourist arrival and education development	77.778	2	.000
preference of tourist arrival and health development	61.905	2	.000
preference of tourist arrival and community development	60.000	2	.000
preference of tourist arrival and fisheries industry development	54.286	2	.000
preference of tourist arrival and agriculture development	22.222	2	.000
preference of tourist arrival and livelihood development	68.000	2	.000

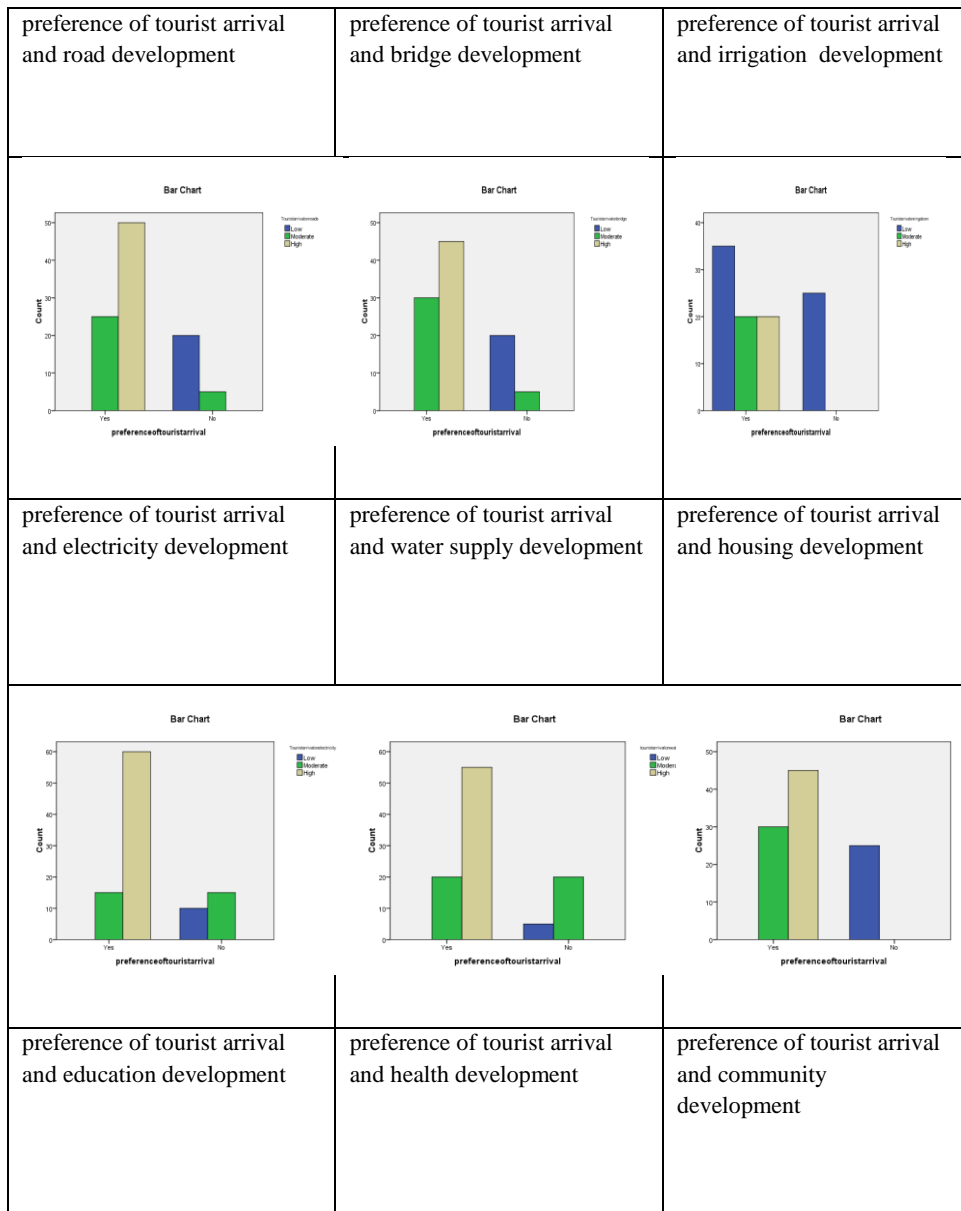
Table 4.3.1

Strength of association between:	Phi	Cramer's V	Contingency Coefficient	Approx . Sig.
preference of tourist arrival and road development	.882	.882	.661	.000
preference of tourist arrival and bridge development	.878	.878	.660	.000
preference of tourist arrival and irrigation development	.471	.471	.426	.000
preference of tourist arrival and electricity development	.775	.775	.612	.000
preference of tourist arrival and water supply development	.683	.683	.564	.000
preference of tourist arrival and housing development	1.000	1.000	.707	.000
preference of tourist arrival and education development	.882	.882	.661	.000
preference of tourist arrival and health development	.787	.787	.618	.000
preference of tourist arrival and community development	.775	.775	.612	.000
preference of tourist arrival and fisheries industry development	.737	.737	.593	.000
preference of tourist arrival and agriculture development	.471	.471	.426	.000
preference of tourist arrival and livelihood development	.825	.825	.636	.000

Strength of association between preference of tourist arrival and regional development

Strength of association between preference of tourist arrival and regional development are indicated by Phi, Cramer's V and Contingency Coefficient. Values of Phi, Cramer's V and Contingency Coefficient for preference of tourist arrival and road development are .882, .882 and .661 with Sig. value of 0.000. Those between preference of tourist arrival and bridge development are .878, .878 and .660 with Sig. value of 0.000. Those between preference of tourist arrival and irrigation development are .471, .471 and .426 with Sig. value of 0.000. Those between preference of tourist arrival and irrigation development are .775, .775 and .612 with Sig. value of 0.000. Those between preference of tourist arrival and water supply development are .683, .683 and .564 with Sig. value of 0.000. Those between preference of tourist arrival and housing development are 1.000, 1.000 and .707 with Sig. value of 0.000. Those between preference of tourist arrival and education development are .882, .882 and .661 with Sig. value of 0.000. Those between preference of tourist arrival and health development are .787, .787 and .618 with Sig. value of 0.000. Those between preference of tourist arrival and community development are .775, .775 and .612 with Sig. value of 0.000. Those between preference of tourist arrival and fisheries industry development are .737, .737 and .593 with Sig. value of 0.000. Those between preference of tourist arrival and agriculture development are .471, .471 and .471 with Sig. value of 0.000. Those between preference of tourist arrival and livelihood development are .825, .825 and .825 with Sig. value of 0.000. Thus, Strength of association between preference of tourist arrival and road development are the strongest. Respective Phi, Cramer's V and Contingency Coefficient values are tabulated in Table 4.3.1.

Data presentation between preference of tourist arrival and regional development



Data presentation between preference of tourist arrival and regional development are depicted in Figure 4.4.1.

Conclusions

Results of the frequency analysis disclosed that 75% of people prefer tourist arrival in Ampara Coastal Belt (ACB). People prefer tourist arrival for regional development activities. Frequency analysis disclosed that water supply schemes are generated. Electricity, community development, fisheries industrial development and livelihood development are possible due to the arrival of tourists. Health facilities are improved due to the visit of tourists. Education, road and bridge construction are improved when tourist visit tourist places. Housing and accommodation facilities are improved to the fact of the tourist visits. Irrigation and agriculture also to develop to certain extent. Association between preference of tourist arrival and regional development is found by values of Pearson Chi-Square. Test results revealed that values of Pearson Chi-Square between preference of tourist arrival and regional development activities vary between 22.222 to 77.778 with degrees of freedom of 2 cum Sig. values of 0.000. These values witness that preference of tourist arrival has association with regional development activities. Strength of association between preference of tourist arrival and regional development are indicated by Phi, Cramer's V and Contingency Coefficient. Values of Phi, Cramer's V and Contingency Coefficient for preference of tourist arrival and regional developmental activities vary between 1.000 to 0.471 with Sig. values of 0.000. These values explain that preference of tourist arrivals has “moderate” to “strongest” association with regional development activities such as bridge development, irrigation development, water supply development, housing development, education development, health development, community development, fisheries industry development, agriculture development and livelihood development.

Managerial Implications

Awareness programmes would highlight the regional developmental advantages of arrival of tourists. Majority (75%) of the people are aware of these benefits of arrival of tourists. These

percentages are a favorable sig for policy makers for development tourism industry along Ampara Coastal Belt and Eastern Part of the country.

Contribution of this study

Many researchers have studied and found their results parametrically. However, this study uses non- parametric statistics in tourism sector. On this basis, this study would add value to the existing body of knowledge in the areas of non-parametric and tourism sector.

Limitations of this study

This study uses a convenient sampling method for collecting data from respondents. In future studies, this shortcoming could be removed by using a probabilistic sampling method. Study used only 100 respondents for undertaking this study. This sample size may not be enough to generalize the findings. When increasing the sample size, this study may be strengthened further. Geographical limitations can be relaxed in future studies.

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