RURAL TOURISM DEVELOPMENT AND POVERTY ALLEVIATION: SABARAGAMUWA PROVINCE IN SRI LANKA

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FACULTY OF BUSINESS, ECONOMICS AND ACCOUNTANCY
UNIVERSITI MALAYSIA SABAH
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DECLARATION

I hereby declare that the material in this thesis is my own except for quotations, excerpts, equations, summaries and references which have been duly acknowledged.

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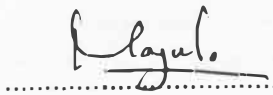

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ABSTRACT

This study examined rural tourism development and poverty alleviation: Sabaragamuwa province in Sri Lanka. It employed mixed method approach. Secondary data were gathered from reputable institutions including Sri Lanka Tourism Development Authority, Central Bank of Sri Lanka, Department of Census and Statistics in Sri Lanka since 1977. Primary data were collected from field survey of Sabaragamuwa province in Sri Lanka using observations, questionnaires and interviews. Primary data represented qualitative and quantitative. Simultaneous and sequential mixing methods were used to integrate both types of data. Based on the cumulative and cyclical inter-dependence theory and literature review, dependent and independent variables were recognized. In that, six hypotheses were tested. The study was designed on a research problem reviewing two main postulations that (1) prevalence of poverty can be alleviated via rural tourism development in Sri Lanka and; (2) rural tourism can be developed in Sri Lanka in its existing tourism system. In that, the study scrutinized the existing relationship between tourism development and poverty alleviation, key factors, existing obstacles and specific determinates regarding rural tourism development and poverty alleviation in Sri Lanka as reflected in its specific objectives and sub-research questions. The study found two main reasons for lack of correlation between rural tourism development and poverty alleviation in Sabaragamuwa, Sri Lanka. They are (1) shortage of available rural resources utilisation and (2) lack of rural community participation. It is also found that, seasonality, war effects, barriers, lack of combing programme had caused above mentioned relationship. The study concluded that existing tourism system in Sri Lanka links with a deficiency of community based approach (DCBA). Also, the study found that there is a significant relationship between community and assets. It means that lack of community participation had resulted in the lack of resources utilisation. The study opined that ABCD model makes a useful path between rural tourism development poverty alleviation in Sri Lanka. The findings, conclusions and suggestions exhort policy makers, researchers and community to make a platform for the advocacy of rural tourism as a viable instrument of poverty alleviation in Sri Lanka. It is important to highlight the role of rural tourism as an economic activity that is capable of alleviating poverty and stimulate the economy of Sri Lanka.

Key Words: Rural Tourism Development, Poverty Alleviation, Economic Development

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ABSTRAK

PEMBANGUNAN PELANCONGAN LUAR BANDAR DAN PEMBASMIAN KEMISKINAN: DI SABARAGAMUWA, SRI LANKA

Kajian ini menyelidik pembangunan pelancongan luar bandar dan pembasmian kemiskinan di Sbarahamuwa, Sri Lanka dengan menggunakan pendekatan kaedah penyelidikan campuran. Data sekunder sejak tahun 1977 dikumpul daripada institusi-institusi yang bereputasi seperti Penguatkuasa Pembangunan Pelancongan Sri Lanka (Sri Lanka Tourism Authority), Bank Pusat Sri Lanka (Central Bank of Sri Lanka), Jabatan Banci dan Stastistik Sri Lanka (Department of Census and Statistics in Sri Lanka). Data primer dikumpul daripada daerah Sabaragamuwa di Sri Lanka melalui kerja lapangan secara pemerhatian, soal selidik dan temu bual. Data primer merangkumi data kualitatif dan data kuantitatif. Kaedah penyelidikan campuran serentak dan berurutan telah diaplikasikan untuk mengintegrasikan kedua-dua bentuk data. Pembolehubah bersandar dan pembolehubah bebas dikenalpasti berdasarkan teori saling-kebergantungan kitaran dan kumulatif. Sebanyak enam hipotesis diuji untuk tujuan kajian ini. Reka bentuk kajian adalah berdasarkan permasalahan kajian yang berkisar di antara dua dalil utama, iaitu (1) kejadian kemiskinan dapat diatasi melalui pembangunan pelancongan luar bandar di Sri Lanka; dan (2) pelancongan luar bandar dapat dibangunkan di Sri Lanka melalui system pelancongan sedia ada. Justeru, kajian ini menyelidik hubungan sedia ada di antara pembangunan pelancongan dan pembasmian kemiskinan, faktor-faktor utama, halangan-halangan yang berkemungkinan dan penentu-penentu spesifik yang berkaitan dengan pembangunan pelancongan luar bandar dan pembasmian kemiskinan di Sri Lanka berdasarkan objektif khusus dan pecahan persoalan penyelidikan. Kajian ini mendapati bahawa terdapat dua sebab utama, iaitu (1) kekurangan sumber di luar Bandar dan penggunaannya; dan (2) kekurangan penyertaan masyarakat luar bandar. Kajian ini juga mendapat faktor, musim, kesan peperangan, halangan dan kekurangan program bersesuaian juga telah menyumbang kepada kelemahan berkenaan. Kajian ini membuat kesimpulan bahawa system pelancongan sedia ada di Sri Lanka berhubung kait dengan Kelemahan Pendekatan Berdasarkan Komuniti atau 'Deficiency of Community Based Approach (DCBA)'. Selain itu, kajian ini juga mendapati bahawa wujudnya hubungan yang signifikan di antara komuniti dan aset. Ia bermakna kekurangan penyertaan komuniti telah menyebabkan kekurangan penggunaan sumber. Dengan itu, kajian ini mencadangkan penggunaan Model Pembangunan Komuniti Berdasarkan Aset atau 'Assets Based Community Development (ABCD) Model'. Kajian ini juga bahawa Model ABCD menawarkan jalan penyelesaian yang berguna antara pembangunan pelancongan luar bandar dan pembasmian kemiskinan di Sri Lanka. Hasil dapatan kajian, kesimpulan dan cadangan daripada kajian ini memanfaatkan penggubal dasar, penyelidik dan komuniti bagi menyediakan platform untuk advokasi pelancongan luar bandar sebagai suatu alat pembasmian kemiskinan yang berdaya maju di Sri Lanka. Hal ini penting untuk menyerlahkan peranan pelancongan luar bandar sebagai suatu aktiviti ekonomi yang berupaya membasmi kemiskinan dan memajukan ekonomi di Sri Lanka.

Kata Kunci: Pembangunan Pelancongan Luar Bandar, Pembasmian Kemiskinan, Pembangunan Ekonomi

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ABBREVIATIONS AND ACRONYMS

ABCD	Assets Based Community Development
ADB	Asian Development Bank
ANOVA	Analyze of Variance
APL	Absolute Poverty Line
Asymp. Sig	Asymptotic Significance
BOISL	Board of Investment in Sri Lanka
BOEP	Bottom of the Economic Pyramid
BRICS	Brazil, Russia, India, China and South Africa
CBN	Cost of Basic Needs
CBSL	Central Bank of Sri Lanka
CCIT	Cumulative and Cyclical Inter-dependence Theory
CCPI	Colombo Consumer Price Index
CES	Constant Elasticity of Substitution
CPASL	Centre for Poverty Analysis in Sri Lanka
CPI	Carbon Footprint Index
CSE	Colombo Stock Exchange
CSEI	Colombo Stock Exchange Index
DCs	Developing Countries
DCSSL	Department of Census and Statistics in Sri Lanka
DGSSL	Department of Commissioner General of Samurdhi in Sri Lanka
DHSS	Department of Health and Social Security
DSD	Divisional Secretariat Division
DWLC	Department of Wild Life Conservation
EDCDSL	Embilipitiya Divisional Secretariat Division in Sri Lanka
EDS	Economic Development Strategy
EMM	Emergent Mixed Method
ETC	English Tourism Council
EU	European Union
FAO	Food and Agriculture Organisation
FDI	Foreign Direct Investment
FEE	Foreign Exchange Earnings

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FEI	Food-Energy-Intake
FGT	The Foster-Greer-Thorbecke
FMM	Fixed Mixed Method
FPL	Food Poverty Line
FYTDS	Five Years Tourism Development Strategy
GCE-A/L	General Certificate of Education-Ordinary Level
GCE-O/L	General Certificate of Education-Advanced Level
GDP	Gross Domestic Products
GHG	Green House Gas
GIS	Geographical Information System
GM	Gravity Model
GMD	Gini Means Difference
GN	Grama Niladari
GNP	Gross National Products
GOSL	Government of Sri Lanka
GSP	Generalized System of Preferences
GSP+	Generalized System of Preferences Plus
HCI	Head Count Index
HDI	Human Development Index
HIES	Household Income and Expenditure Survey
HPI	Happy Planet Index
HRD	Human Development Report
HRTD	Hungarian Rural Tourism Development
IBRD	The International Bank for Reconstruction and Development
ICC	International Cricket Council
ICT	Information and Communication Technology
IDA	The International Development Association
IEF	Index of Economic Freedom
ILO	International Labor Office
IMF	International Monetary Fund
IPAMB	Integrated Participative Assets Management Based
KD	Kegalle District
KM	Kilo Meters
LDCs	Less Developed Countries

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LGI	Living Green Index
LKR	Sri Lankan Rupees
LPL	Lower Poverty Line
MBI	Market Based Instrument
MC	Mahindha Chinthanaya
MCFSP	Mahinda Chinthanaya - Fertilizer Subsidy Programme
MCGs	Mahindha Chinthanaya Goals
MDGs	Millennium Development Goals
MEDSL	Ministry of Economic Development in Sri Lanka
MESL	Ministry of Environmental in Sri Lanka
MFPSL	Ministry of Finance and Planning in Sri Lanka
MICE	Meeting, Conferences and Exhibition
MNBEDSL	Ministry of Nation Building and Estate Infrastructure Development
MPI	Multidimensional Poverty Index
MSL	Mean Sea Level
MSPASL	Ministry of Samurdhi and Poverty Alleviation in Sri Lanka
MSYASSL	Ministry of Samurdhi Youth Affairs and Sports
NEF	New Economics Foundation
NGOs	Non-Governmental Organisations
NP	Non Poor Households
NPL	National Poverty Line
NWEF	New World Economic Forum
OBI	Open Border Index
OLS	Ordinary Least Squares
OPL	Official Poverty Line
OSG	One Sector Growth
PAMSM	Poverty Analysis Macro Simulator Model
PHI	Poverty Headcount Index
PIP	Poverty Alleviation Programme
POTMS	Post Office Travel Money Survey
PPG	Pro-Poor Growth
PPP	Purchasing Power Parity
PRSP	Poverty Reduction Strategy Programme

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RDSL	Rathnapura District in Sri Lanka
RDSDSL	Rambukkana Divisional Secretariat Division in Sri Lanka
RPL	Rural Poverty Line
RPHI	Rural Poverty Headcount Index
RTMP	Rural Tourism Master Plan
SAARC	South Asian Association for Regional Cooperation
SASL	Samurdhi Authority in Sri Lanka
SDM	Strategic Destination Management
SET	Social Exchange Theory
SLCB	Sri Lanka Convention Bureau
SLIMMA	Sri Lanka, Indonesia, Malaysia, Mexico and Argentina
SLITHM	Sri Lanka Institute of the Tourism and Hotel Management
SLLFS	Sri Lanka Labour Force Survey
SLPI	Sri Lanka Prosperity Index
SLTDA	Sri Lanka Tourism Development Authority
SLTPB	Sri Lanka Tourism Promotion Bureau
SME	Small and Medium Enterprises
SPCSL	Sabaragamuwa Provincial Council of Sri Lanka
SPSS	Statistical Package of Social Sciences
ST-EP	Sustainable Tourism - Eliminating Poverty
T&T	Travel and Tourism
TDPF	The Development Policy Framework
TOR	Theory of Resilience
TRPAP	Tourism for Rural Poverty Alleviation Programme
TTCI	Travel and Tourism Competitiveness Index
TTIR	Travel and Tourism Industrial Repot
TWB	The World Bank
TYHD	Ten Years Horizon Development
UN	United Nations
UNCTAD	United Nations Conference on Trade and Development
UNDAF	United Nations Development Assistance Framework
UNDP	United Nations Development Programme
UNESCO	United Nations Educational Scientific and Cultural Organisation

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