

Effect of Residents' Perception towards Tourism Impacts on Intention to Involve in Tourism Development; Special Reference to Coastal Area in Negombo

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Abstract

Generosity and cooperation of the residents is essential for the attainment and sustainability of tourism development goals in country. Moreover, the intention of residents to involve in tourism development lead to a solid foundation for a successful tourism industry in the country. The perception of local residents towards tourism impacts determines the success and failure of any tourism developmental project. Hence, this study attempts to investigate the influential impact of the residents' perception towards tourism impacts and their intention to involve in tourism development. The perception of 200 randomly selected residents was surveyed employing a structured questionnaire, from 10 Grama Niladari divisions using stratified sampling technique, in Negombo coastal area which is one of the most attracted tourist destination with ample number of tourism developmental projects. The results of regression analysis reveal that the effect of residents' perception towards economic impacts and environmental impacts are significantly influential on their intention to involve in tourism development while residents' perception towards socio-cultural impacts does not effect on intention to involve in tourism development. Thus, the study recommends the respective authorities to take action to minimize the negative economic and environmental impacts while increasing the positive impacts that eventually leads an upsurge intention of residents to involve in tourism development.

Introduction

Natural environment, economic stability and socio-cultural events create a significant and a solid foundation for tourism development (Brunt.P & Courtney.P, 1999; Wong.P.P, 2004). As a result the tourism related activities create socio-cultural, economic and environmental impacts (Mbaiwa.J.E, 2003). These impacts are both in negative and positive (Nejati.M.B & Mohamed, 2014). The residents have ability to perceive these impacts positively and negatively (Eshliki.S.A & Kaboudi.M, 2012). The perception of local residents support to determine the involvement to the tourism development (Duffield.B.S & Long.J, 1982). Most of the residents in the societies possess positive perception on tourism but this does not said that they also don't have worries about negative impacts on tourism. According to the tourism perspective, there is a debate about perception of residents is influenced by extrinsic characteristics such as the improvement, participation in decision making process, level of socio-cultural impacts, economic impacts and environmental impacts (Beslie.F & Hoy.D., 1980).

Residents involve in tourism development through many ways. Tourism planning and decision making, tour guiding, employment, investment are some ways that can be involve in tourism development (Munikrishnan.U.T, Rajaratnam.S.D, Mura.P, & Nair.V., 2011; Rayel.J.J., 2012). There is a strong relationship between the perception of local communities and the intention to involve in tourism development (Eshliki.S.A & Kaboudi.M, 2012).

The perception of locals towards the impacts of tourism can be determined the success or failure of tourism development, and it is essential to investigate how locals perceive tourism before implementing any development plan in the tourist destination as well as the level of intention of residents to involve in tourism development. (Nejati.M.B & Mohamed, 2014) Satisfied locals in positive impacts of economic, environment and socio-culture are welcome and provide better hospitality towards tourists, and also enhancing the image of the tourist destination and attracting more tourists in future because they having positive perception on tourism (Chandrakala.I.P.L 2010). But the negative perception on negative impacts of tourism creates hostile behaviors among local communities (Eshliki.S.A & Kaboudi.M, 2012). Accordingly, it is important to consider about perception of residents towards economic, environmental and socio-cultural impacts of tourism in planning and policy making for the successful tourism development, marketing and implementation of existing and future programs and projects (Ozturk.A.B, Ozer.O, & Çalis,kan.U, 2015) as well preference of locals to involve in these tourism development projects.

Tourism researches show that there is lack of research into the perception of local communities on economic, environmental and socio-cultural impacts of tourism and their intention to involve in tourism development in developin countries. Therefore this research was conducted in the Negombo coastal area of Sri Lanka. Negombo is a most attractive tourist destination in Sri Lanka. The most important natural resources, sandy beach areas, rich in mangroves as well fish market, used as major tourism hub of destinations that attract visitors are

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some significance of this area (SLTDA, 2017). Through the five years strategic plan (SLTDA, 2017) Negombo identified as tourism development area.

Based on the perception of local residents towards tourism impacts determine the success and failure of the tourism development and degree of involve in tourism development. Hence, it is essential to study the how locals perceive economic, environmental and socio-cultural impacts of tourism and its effect on intention to involve in tourism development (Nejati, Mohamed, & Omar, 2014; Ross, 1992). Therefore this study support to identify what are the most impactable tourism impacts that effect on residents perception and based on that in which degree they intent to involve in tourism development.

Specifically, this study has three objectives: 1) to identify the effect of residents' perception on socio-cultural impacts on intention to involve in tourism development, 2) to identify the effect of residents' perception on economic impacts on intention to involve in tourism development, and 3) to identify the effect of residents' perception on environmental impacts on intention to involve in tourism development. The results of this study will help tourism leaders to identify the most important impact of tourism and understand how different tourism impacts influence their intention to involve in tourism development.

Literature Review

Tourism Development

Tourism development is an important part of economy of country therefore responsible party should be made to maximize the benefits of tourism and minimize negative impacts (Ellis.S., 2007). Successful tourism development is balanced the relationship between tourists, residents, venue they encounter and the organizations that provide tourism services (Sharpley.R, 2014). Sustainable tourism development is improve this relationship without destroying the next generations future (Mi.B., 2014). (Murphy.P.E., 1985) tourism development is strengthen in developing countries and its measure through the major dimension; environment, society, culture and economy. Some scholars had developed different theories to explain the tourism development. According to the Tourists Area Life Cycle model that built by (Butler.R.W., 1980), development stage is more tourists arrive and thus more facilities are established. Go on his intention the significance and the difference in the residents' perception can be determined through the stage of development in tourists' destination.

Residents' Involvement in Tourism Development

(Nejati.M.B & Mohamed, 2014) Residents involvement is the preference for contributing to the tourism related activities. Residents' involvement can be defined as a process that participate all stakeholders including all communities, developers, business people, planners in such way that decision-making is shared (Canalejo.C et al., 2016). According to the tourist area life cycle model, involvement of local communities is fundamental to enable the initial stage of tourism development (Butler.R.W., 1980). It is known as exploration stage. The relationship between residents' involvement and tourism development expressed the avoidance of more likely uncertainties, misunderstanding about tourism development among residents (Afthanorhan.A, Awang.Z, & Fazella.S., 2017).

In the exploration stage the active involvement of residents is crucial because at this stage the tourism development is normally limited (Butler.R.W., 1980). Although they feel that tourism led foundation to get economic, environmental as well as socio-cultural benefits and as a result of that they allured to accept the idea of introduction of tourism in their area, and commence own and operate small scale guesthouses, economy class hotels or souvenir shops, and supply the workforce for the industry (Allen.L.R, Long.P.T, Perdue.R.R, & Kieselbach.S., 1988).

Residents' involvement in tourism development had been occurring in many ways. Promotion and marketing, tour guiding, hosting, product planning and development (Rayel.J.J., 2012), commence small scale business (Gnanapala.A.C & Karunathilake.T.R., 2016), employment, investment, training and education, tourism planning and decision making (Moyo.S & Tichaawa.T.M, 2017; Zhang.Y, Cole.S.T, & Chancellor.C.H., 2013). The involvement of the residents reflects the perception toward tourism industry.

Tourism Impacts

(Allen.L.R et al., 1988) Economy, socio-culture and environment are important aspects because these are most sensitive to the tourism development. But the barrier of this is difficult to measure the impacts in quantitatively as well it occur very slowly in overtime (Hashimoto.A., 2002). Accordingly strengthening traditional value, improve image of the area, improve public services, infrastructure, improve cultural exchange are positive socio-cultural impacts and changes in traditional culture, increase crimes, theft, prostitution, disturb to peace and harmony, commodification of local culture are negative socio-cultural impacts that mainly discussed in the previous studies.

In tourism impacts, economy is the most mentioned impacts and frequently used by government and private sector enterprises in order to justify tourism activity (Jani.D., 2017). The majority of studies have explained that residents, who perceive a greater level of economic gain or personal benefit, tend to have more positive perceptions of impact than others (Turker.N & Ozturk.S., 2013). However, tourism also brings negative economic impacts for destinations as the prices increase in real estate property, goods and services as well as many others (Brida.J.G, Osti.L, & Faccioli.M, 2011). Many scholars used increase investments, employment opportunities, creates new market to local product, standard of life, household income as positive economic impacts and capital outflow, increase undesirable expenses, cost of living, tourism related jobs pay low wages as negative economic impacts in their studies.

Many researches are identified both positive and negative environmental impacts. Negative environmental impacts are the problems or the costs in the ecology (Kuvan.Y & Akan.P., 2005). Such identified negative environmental impacts are increase traffic jam, enhance soil erosion, water, air pollution (Brida.J.G, Disegna.M, & Osti.L, 2014; Eshliki.S.A & Kaboudi.M, 2012), depreciation of wetland and soil, enhance the deforestation, increasing fishing, disappearance of natural habitats (Tichaawa.T.M & Mhlanga.O., 2015; Turker.N & Ozturk.S., 2013), reduce natural beauty (Malik.M, Rawabi.T.A, Kimyani.N.L, & Hadrami.S.L., 2017) and destruction to the ecosystem (Renda.A.I et al., 2014), increase littering, vandalism (Puczko & Ratz, 2000).

Residents' Perception on Tourism Impacts

The perception of residents varying depend on the positive and negative impacts that perceived by them. Perception is an individual's subjective feeling of favor or dislike toward a person, object, behavior, issues, event, etc. (Smith.V. L., 1989). (Beslie.F & Hoy.D., 1980) The residents who are live in the tourism zones have negative feeling about the tourism, but (Hammad.N.M, Ahmad.S.Z, & Papastathopoulos.A, 2017) some residents who near to the tourists attractions having due to the benefits they had received such as increase the image of the city and economic benefits. (Eshliki.S.A & Kaboudi.M, 2012) Residents' perception means the positive and negative understanding about the environmental incidents according to the effects that received to the residents from the particular environment. The economic benefits, environmental benefits, socio-cultural benefits are affecting to the perception of the people. Thereby the evaluation of perception and participation of host community toward tourism impacts and tourism development respectively, is useful for prognosticating the future tourism development in tourist destinations (Renda.A.I, Mendes.J.C, & Valle.P.O., 2014).

Negombo Coastal Area

Negombo is located in Gampaha district that approximately 37km away from the commercial capital city Colombo, in Sri Lanka. And it covers an area 30.8 km². Negombo city has a shoreline of 5 km along the western boundary and it is situated at the estuary of the Negombo lagoon. The major beach resort in West Coast is Negombo which located at the mouth of the Negombo lagoon as well 7 km away from the Bandaranayake International Airport in Katunayake, Sri Lanka. The tourists' attraction to Negombo coastal area is getting high due to the sandy beaches, fishing market and historical value. Negombo is identified as one of the major tourism hubs in Sri Lanka. Today tourism is the main economy in Negombo coastal area. According to the Sri Lanka tourism's life cycle model Negombo, Colombo and Kandy identified as area which are in development stage. The development stage is a period that shows enhancement of foreign direct investments, foreign visitors and market segments as well residents in the destination accept tourism. The acceptance of residents means they have positive perception towards tourism impacts. As a result, residents would prefer to

involve in tourism development and it is helpful to achieve the success of tourism development projects.

Residents’ Perception towards Tourism Impacts and Its Effect on Intention to Involve in Tourism Development

The negative impacts of tourism cause a lower inclination to participate in tourism development programs and its positive impacts support to increase the involvement of residents in tourism development (Eshliki.S.A & Kaboudi.M, 2012). Therefore, the understanding resident’s perception towards tourism development and use maximum involvement of residents in tourism development is fundamental in success of any type of tourism development projects (Chili.N.S., 2015). Several social psychological theories have been applied to explain residents’ perception toward tourism impacts and their intention to involve in tourism development. The most commonly used theory is the Social Exchange Theory (SET) (Brida.J.G et al., 2014; Canalejo.C et al., 2016; Miyakuni.K., 2012). This theory explains the process of the connection or the exchange of resources among people to maximize the benefits for them. According to the tourism perspective the social exchange theory signifies the costs and benefits that received due to tourism and if the analysis turns out to be positive or negative, and then their behavior regarding the tourism business will be become negative and positive. In tourism, social exchange occurs on an economic, socio-cultural and environmental level.

According to the literature, the following hypotheses could be drawn:

- H1: There is a significant effect of residents’ perceived socio-cultural impacts on intention to involve in tourism development
- H2: There is a significant effect of residents’ perceived economic impacts on intention to involve in tourism development
- H3: There is a significant effect of residents’ perceived environmental impacts on intention to involve in tourism development

Conceptual Framework

Based on the hypothesis, conceptual framework was developed with the purpose of describing the effect of perception of residents towards tourism impacts on intention to involve in tourism development. Figure 1 shows the conceptual framework.

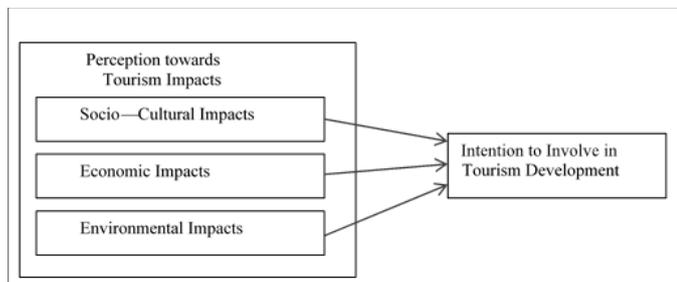


Figure 1. Conceptual Framework

Source: Developed by the Author, 2018

Methodology

This study attempts to find the effect of residents’ perception towards tourism impacts and residents’ intention to involve in tourism development. Therefore, this explanatory research which is a deductive research study employed the quantitative research approach to identify the mentioned effects between dependent and independent variables. Socio-cultural impacts, economic impacts, and environmental impacts are the three independent variables used to determine the dependent variable of intention to involve in tourism development.

Population and Sampling Technique

Population of this research is the residents in Negombo coastal area. According to the recent statistical reports, 2018 in Negombo coastal area the population is 144,995, representing 0.5% of the total population in Sri Lanka. Both stratified sampling and random sampling techniques were used to draw the sample. The

perception of 200 randomly selected residents was surveyed employing a structured questionnaire, from 10 Grama Seva divisions in Negombo coastal area which is one of the most attracted tourist destination with ample number of tourism developmental projects. With stratified sampling, the population is divided into groups, based on Grama Seva divisions. There are 39 Grama Seva divisions in Negombo Divisional Secretariat. Among them, 10 Grama Seva divisions which are located with coastal area were selected as the sample of the study by using random sampling method. Then collected data from residents whom are available to participate in study in each groups by using random sampling technique from these selected grama seva divisions. With considering the time and convenience of research requirement, sample size is selected as 200 residents who live in Negombo coastal area. Thus, primary data evaluate using 200 questionnaires that distributed among residents in 10 Grama Seva divisions in Negombo coastal area

Data Collection

The study used both primary and secondary data. A structured questionnaire was employed as primary data collection method while previous research articles pertinent to the study area and library surveys were used as secondary data collection method. The questionnaire prepared in both Sinhala and English languages and it consisted with three parts. First part consists with 19 questions that indicate tourism impacts of Negombo coastal region, while second part includes 10 questions that indicate residents’ intention to involve in tourism development. These 29 questions were measured using 5-point Likert scale. The third part of the questionnaire reflects the socio-demographic characteristics.

Scale of Analysis

This study used nineteen indicators to measure the independent variables while used ten indicators to measure the dependent variable. Residents’ perception towards tourism impacts is the independent variable and intention to involve in tourism development is the dependent variable of the study. All independent and dependent variables are measured by using five items adopted from past studies. The all dependent and independent variables are measured by using 5-point Likert scale (5 = Strongly Agreed, 4 = Agreed, 3 = Moderate, 4 = Disagreed, 5 = Strongly Disagreed).

Data Analysis

Data were analyzed using the SPSS computer software and MS Excel, employing both descriptive and inferential statistics. The hypotheses were tested through regression analysis in order to identify how the residents’ perception on tourism impacts influence on their intention to involve in tourism development.

Reliability Analysis

Internal consistency of the constructs that were used to measure the key research variables was evaluated using Cronbach's alpha. Cronbach’s Alpha is the most popular test on reliability in multipoint-scaled items that indicates the correlation between the variables, it is found that 0.6 is considered moderate, 0.7 is acceptable and 0.8 or more will be good. Cronbach’s alpha is a reliability coefficient that indicates how well the items are positively correlated to another. The closer Cronbach’s alpha is to 1, the higher internal consistency reliability. The results are shown in Table 1.

Table 1. Result of Reliability Analysis

Variable	No. of item	Cronbach’s alpha
Socio-Cultural Impacts	08	0.727
Economic Impacts	05	0.789
Environmental Impacts	05	0.792
Intention to Involve in Tourism Development	09	0.876

Source: Survey data, 2018

According to table 01 shows the reliability scale for all three independent variables, alpha value of socio-cultural impacts is 0.727, alpha value of economic impact is 0.789 while alpha value of environmental impacts is 0.792. Dependent variable of the study, alpha value of intention to involve in tourism development is 0.876. The entire items alpha values more than 0.7 which indicates the likert scale items are following a uni-direction. Therefore,

researcher can operationalize all of the independent and dependent variables without dropping any item.

Results and Discussion

Demographic Profile of the Respondents

A summary of the respondents' demographic characteristics is shown in Table 2.

Table 2. Demographic Characteristics of the Respondents

Characteristics		Frequency	%
Gender	Male	114	57
	Female	86	43
Educational Level	Pass O/L	32	16
	Pass A/L	98	49
	Degree / Diploma	51	25.5
	No Formal Education	19	9.5
Age	Below 19	7	3.5
	20-29	45	22.5
	30-39	49	24.5
	40-49	54	27
	50-59	25	12.5
	Above 60	20	10
Length of Residency	Since Born	135	67.5
	1-5 years	22	11
	6-11 years	15	7.5
	More 12	28	14
Employment Status	Employed Gov. Sector	30	15
	Employed on Tourism Related Jobs	69	34.5
	Self-employed	43	21.5
	Employed in Private Sector	46	23
	Unemployed	12	6
Income Level	Below 10,000	22	11
	10,001 - 20,000	56	28
	20,001 - 30,000	61	30.5
	30,001 - 40,000	36	18
	40,001 - 50,000	11	5.5
	Above 50,001	14	7

Source: Survey data, 2018

According to the table 02, large portion (57%) of the respondents are male; and most of the respondents (49%) are passed Advanced Level while (9.5%) are not having formal education. Among these respondents, 24.5% are in between 30-39 age groups. Large proportions (67.5%) of the respondents have lived in their respective villages since birth and have become aware of their natural and cultural wealth. In terms of employment status (34.5%) are engaged in tourism related professions; most of respondents (55%) are earning between Rs. 40,001 – Rs. 50,000.

Regression Analysis

Regression analysis was used to test the effect of residents' perception towards socio-cultural, economic, and environmental impacts on their intention to involve in tourism development. The relationship between the dependent variable (intention to involve in tourism development) and the independent variables (socio-cultural impacts, economic impacts, and environmental impacts) were examined using regression analysis. Table 3 shows the model summary.

Table 3. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.803 ^a	.645	.639	.52832	1.837

a. Predictors: (Constant), Socio-Culture, Economic, Environment impacts
 b. Dependent Variable: Intention to involve in tourism development

Source: Survey data, 2018

Co-efficient of determination is 0.645 this indicates that 64.5% of the intention to involve in tourism development has been explained by the regression model. Since the value is more than 60% model is nicely fitted. According to adjusted

R squared 63.9% of dependent variable has been explained by the model. Multiple correlation is 0.803 which means that independent variables (socio-cultural impacts, economic impacts, environmental impacts) are strongly correlated jointly with the dependent variable. Durbin-Watson test statistics is 1.837, which lies between 1.5 and 2.5 revealing that the residuals are independent. Model is appropriate. Regression ANOVA is provided by table 4.

Table 4. ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	99.275	3	33.092	118.556	.000 ^b
	Residual	54.708	196	.279		
	Total	153.983	199			

a. Dependent Variable: Intention
 b. Predictors: (Constant), Environment, Socio-cultural, Economic
 Source: Survey data, 2018

In Regression Anova probability of F test statistics is 0.000, which is highly significant showing that the model is jointly significant. Therefor all the independent variables are jointly influence on intention to involve in tourism development. Individual effect of these factors is given by table 5.

Table 5. Results of Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error				Tolerance	VIF
(Constant)	.115	.162		.711	.478		
Socio-Culture	.148	.081	.116	1.821	.070	.445	2.248
Economic	.248	.084	.247	2.939	.004	.256	3.912
Environment	.515	.074	.502	6.917	.000	.344	2.909

Source: Survey data, 2018

According to table 05 the effect of environment impacts is 0.000, this is highly significant. Individual beta value is 0.515 which indicates that perception towards environment impacts significantly and positively influence on residents' intention to involve in tourism development. Probability and individual beta values of economic impacts are 0.004 and 0.248 respectively. This indicates that the residents' perception towards economic impacts also influence significantly and positively on residents' intention to involve in tourism development.

Probability of socio cultural impacts is 0.070 which is more than 0.05. Thus it is individually insignificant and does not influence individually. According to the standardized coefficient beta, highest value is represented by environment impacts. Therefore, it is the most influential factor. The second influencing factor for the residents' intention to involve in tourism development is their perception towards economic impacts.

Accordingly, the effect of residents' perception towards economic impacts and environmental impacts are significantly and positively influence on intention to involve in tourism development while residents' perception towards socio-cultural impacts do not affecting on intention to involve in tourism development. All of the VIF values are less than 10 and Tolerance values are more than 0.1. Therefore, independent factors are not perfectly or highly correlated indicating that there is no multi-collinearity problem.

Hypothesis Testing

Researcher used the regression analysis to test the hypothesis and the results are shown in table 6. The results indicate that the effect of residents' perception towards economic impacts and environmental impacts are significantly influence on intention to involve in tourism development while residents' perception towards socio-cultural impacts do not affecting on intention to involve in tourism development.

Table 6. Results of Hypothesis Testing

Hypothesis	Sign	Accepted / Rejected
H1: There is a significant effect of residents perceived socio-cultural impacts on intention to involve in tourism development	Insignificant	Rejected
H2: There is a significant effect of residents perceived economic impacts on intention to involve in tourism development	Significant	Accepted
H3: There is a significant effect of residents perceived environmental impacts on intention to involve in tourism development	Significant	Accepted

Source: Survey data, 2018

Discussion

The survey attempts to identify the effect of residents' perception towards tourism impacts on intention to involve in tourism development. According to the research objectives, three hypotheses were developed with the support of literature. In this research impact of independent and dependent variables were tested using regression analyzing in order to measure the developed hypothesis.

Accordingly, the first objective is to identify the significant effect of residents' perception on socio-cultural impacts on intention to involve in tourism development. According to the final results of (An.Y., 2016) the P value of socio-cultural impacts is 0.27. According to this study, $P = 0.070$ ($P < 0.05$) in regression analysis. Hence these two studies have similar result that represent socio-cultural impacts are not effecting to the intention to involve in tourism development.

Second objective is to identify the significant effect of residents' perception towards economic impacts on intention to involve in tourism development. According to the final results of (An.Y., 2016) $P = 0.01$. According to this study, the $P = 0.001$ ($P < 0.05$) in regression analysis. Hence these two studies have similar result that represent there is an effect of residents' perception on economic impacts on intention to involve in tourism development.

Third one is to identify the significant effect of residents' perception on environmental impacts on intention to involve in tourism development. According to the final results of (An.Y., 2016) the $P = 0.71$. According to this study, $P = 0.000$ ($P < 0.05$) in regression analysis, this study proves that there is a significant effect of environmental impacts on intention to involve in tourism development hence (An.Y., 2016) said environmental impacts do not impact on intention to involve in tourism development.

Then researcher was able to identify the significant influence of tourism impacts on intention to involve in tourism development. Literature has proved that all variables are significantly determination of the intention to involve in tourism development, as well as these all variables are applicable for Negombo coastal area. According to results of regression analysis, researcher was able to identify economic and environmental impacts are significantly influence on dependent variable. Therefore, two hypotheses were accepted and one hypothesis was rejected.

Conclusion

The main objective of the study was to examine the effect of residents' perception towards tourism impacts on intention to involve in tourism development. Because the perception of the residents is modified based on what they received from something (SET). Accordingly, the tourism impacts also affecting to the residents' perception and based on those residents decided to involve in tourism development. In tourism development, the support of residents is most important. Therefore researcher strived to investigate the effect of residents' perception towards tourism impacts on intention to involve in tourism development. In this study collected primary data by using a questionnaire. Through the part I and part II of questionnaire measured the independent and dependent variables respectively. While the part III comprised with the questions regarding to get demographic background of the sample including education level, age, gender, employment, income and length of residency.

In tourism development, proper consideration has not given to the residents' intention to involve in tourism development is depending on their perception towards tourism impacts. But in this study it is mentioned the influence of residents' perception towards tourism impacts on intention to involve in tourism development. In here, researcher identified three factors named socio-cultural impacts, environmental impacts and economic impacts that are most likely to impact on residents' perception by reviewing the previous research studies in order to achieve the first objective of the research. The determined factors were tested by using 200 of sample in Negombo coastal area. To achieve the objectives of the research, three hypotheses were constructed based on identified factors. Considering the results of the study, it was identified that, environmental impacts and economic impacts have significant positive impact on intention to involve in tourism development of residents in Negombo coastal area while socio-cultural impacts do not impact on intention to involve in tourism development.

Recommendation

Beach tourism is the major tourist attraction in the study area. The education level of the majority of the residents in Negombo coastal area is in a satisfied level. In order to gain more benefits through beach tourism in this area, the involvement of the residents in tourism related activities are paramount important. Tourism development contributes immensely towards poverty alleviation especially in such areas with ample amount of resources. The residents in such areas could be adapted to engage with tourist activities such as tour guiding, skiing, whales watching, swimming, and handcraft sales which do not require high education level for certain extent. Proportionate of the income generated should go to the residents who involve in tourism developmental activities.

Residents are the ones who have a comprehensive knowledge about their residential area. It provides a better support to prepare successful tourism product planning and development, tourism site planning in the Negombo coastal area. According to the strategic plan 2017-2020, it has been proposed the Negombo area as one of the major tourism developmental area and also a major tourism hub. A sustainable tourism development could be achieved through higher involvement of residents with positive perception towards tourism impacts, on developmental activities pertinent to tourism. In order to create a positive perception towards tourism impacts, the negative environmental, socio-cultural, and economic impacts should be eliminated or minimized at any rate.

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