

# A Sociological study about revolutionary adaptations in the lives of pastoral communities due to tourism industry with reference to river ‘Madu’

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**Abstract:** This thesis study to the Madu River tourism industry and changes in the lives of balapitiya rural community. Most of people worked in the tourism industry. Tourism is a social cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/ professional purposes. This is creating a most of job opportunity there are boat supply, boat rider, food supply and etc... Maduganga has 15 islands of various sizes surrounded by water all round year, 15 islands including two main islands providing shelter to 215 families. Starting the boat ride 1st island is DIK DOOWA Island. There is no human exist in this island. Cinnamon cultivation happens here. We could find mangroves covering the whole island. Next Island is KOTHDUWA. This is where the kothduwa rajamaha viharaya is located. That island holds historical value. This temple was billed by maha kappila walawwa. Next Island is MADHUWA. Maduwa Island is the biggest island found in the Madu River. The entire area of this island in 38.8 hectare. There are around 215 to 220 families' lives in this island. This island is connected to the main land via bridge. GALMANDUWA is land has a separate fish farm for the purpose of fish therapy. SATHAPAHE DUWA is a small island. Cinnamon Island mostly the cinnamon cultivation is done in this island. According to this island we can see most of job category. This tourism industry can be change the human life. Balapitiya human cultural attitude is a very different. According to this research can be introduce new suggestion. There is Promoting Rural Tourism, Creating Sustainable tourism, Preservation of cultural heritage, providing relief to those who are employed in small business.

**Key words - Tourism Industry, Rural Community, Job Category, Life Style, Island**

## I. INTRODUCTION

Tourism is a social cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/ professional purposes. These people are called visitors (which may be either tourists or excursionist residents or non-resident) and tourism has to do with their activities some of which imply tourism expenditure. (United nation's world tourism organization, 2008 ;).

People go to place for different reasons. Temporary change of location relaxation recreation getting acquainted with traditions and spending the leisure time .Today the importance of tourism and the necessity of conducting research on it because of significant economic and social and cultural roles

that it can play is known for everyone. (<http://www.wikioedia.lk>).

Tourism is the generic term to cover both demand and supply that has been adopted in various forms and used throughout the World. Tourism is defined as the activities of persons identified as visitors. A visitor is someone who is making a visit to a main destination outside his/her usual environment for less than a year for any main purpose [including] holidays, leisure and recreation, business, health, education or other purposes....This scope is much wider than the traditional perception of tourists, which included only those travelling for leisure. [UNWTO statistics Guidelines: 2010]

The incumbent government asserts that they would develop the tourism industry to be the major foreign exchange earner of Sri Lanka. Currently the tourism industry is the third foreign exchange earner and has great potential and opportunity to be the highest foreign exchange earner for Sri Lanka a fact that everyone would affirm with confidence. In order to achieve this salient task, there are so many other factors to be fulfilled and accomplished beforehand.

At the outset the most important factor is that the entire country should be set on a cause to adapt to the needs of a tourism economy. For that a comprehensive strategy should be devised encompassing all aspects of tourism in Sri Lanka. Accordingly a public awareness program should be launched to enhance their thinking and attitude towards tourism. In this respect, public media plays a vital role. (Ganewatta,s.n.Tourism in Sri Lanka; the way forward)

The Sri Lanka tourism development authority (SLTDA) under the ministry of economic development is the statutory body responsible for tourism in Sri Lanka. At the local level provincial councils are responsible for presenting tourism plans and budgets to the central government. In addition a number of non-governmental conservation organizations and research institutes are actively involved with the development protection and management of tourism resources Sri Lanka. (Planning and policy of tourism industry in Sri lanka, 2011 ;).

Sri Lanka is a small country but it has a diverse array of ecosystems. A primary advantage of Sri Lanka is that there is easy access to a number of different ecosystems within a short distance from each other. Tourism is a strong industry in

generating foreign exchange and employment in Sri Lanka. Tourist arrivals reach record levels of 600000 for 2010, 46% growth compared to 2009. (eco-tourism in Sri Lanka, 2011;).

Rural tourism can be defined as the country experience which encompasses a wide range of attractions and activities that take place in agricultural or non-urban areas. Its essential characteristics include wide open spaces, low levels of tourism development and opportunities for visitors to directly experience agricultural and natural environments. Consequently rural tourism in its purest form should be.

#### *Located in rural areas*

Functionally rural built upon the world's special features of small scale enterprise open space contact with nature and the natural world, heritage „traditional“ societies and „traditional practices “Rural in scale both in terms of building and settlement and therefore usually small scale. (<http://www.wikipedia.lk>).

Driving forces in rural tourism have been identified by many authors and can be summarized as tourism generating regions for rural tourism are highly developed and urbanized the stresses of urban living and the remoteness from the natural environment has created a desire for escape from the monoculture of city living. Rural locations offer an idealized release from stress and the opportunity to re-engage with a simple quieter way of life that offers rest and relaxation. (Rural development, 2010)

Rural tourism while still only a minority tourism market is making a valuable contribution to rural economies. Its contribution can be expressed not only towards funding conservation encouragement to the adoption of new working practices and the injection of a new vitality in to sometimes weaken economies. Potentially rural tourism promises some of the following benefits to rural development. Job creation new business opportunities for youth service retention and etc... (<http://www.wikipedia.lk>).

According to above descriptions can be identified about the tourism industry. Under the tourism industry can be explain about local community of Madu river area and their relationship with Madu River and tourism.

Madu River is a shallow water body in south west Sri Lanka which enters to the sea at Balapitiya. It is situated 88 km away from Colombo in Galle district within the two divisional secretariats of Balapitiya and Karadeniya. It is considered as Sri Lanka's second largest wetland. Madu River has 15 islands of various sizes surrounded by water all round year, 15 islands including two main islands providing shelter to 215 families.

The incoming methods of the local people are fisheries or employed in tourism industry. Most of the people have multiple incoming streams. Other employment sources include home garden vegetable and fruit production, sold at weekly markets in the main cities, and some local initiatives

to set up small micro-industries using loans from village banks, and also from local initiatives such as BIRDS (Balapitiya Industry Resource Development Society). Maduganga is providing foods and shelter to its natives. During the pre-colonization period maduganga was used as one of the main water way connecting cities. The main treasure of the maduganga is its mangroves, provides protection to the variety of aquatic plants, crabs, shrimps, fish, various invertebrates and other animals including crocodiles. Maduganga has been used by local people mainly for fishing. Traditional fishing methods such as use of youth and other small nets can still see in maduganga.

Shrimp farming is another main use of maduganga, for that they make use of the traditional method of laying separators made out of bamboo known as “ja-kotu”. Islands provide good conditions for cinnamon cultivation. They produce peeled cinnamons and cinnamon powder, now people use it as a tourist attractive activity related to maduganga. In addition to economical use of maduganga, it has a cultural value also. Local people use maduganga as their sacred place which makes their spiritual development. There are two temples in maduganga islands. The village folk tell that a temple in one of its island once housed to the Sacred Tooth Relic, when it has to be protected in the time of Portuguese rule. Cinnamon, rice paddy, banana, home garden, vegetable and coconut cultivation are the major agriculture land use types in the area.

#### *Research problems*

According to tourism industry around the Madu River, it creates a new job opportunities such as guides, boat riders, boat providers, food providers.....etc. it create number of opportunities for the surrounding people. Numbers of tourist's hotels have built during small time period which provides accommodation to local and foreign visitors. The demand for local products such as cinnamon oil, powder has increased. When considering country economy through eco-tourism we can achieve economic growth. Therefore researcher hoped to explain how does madu river tourism industry affect to the rural community of Balapitiya?

## II. RESEARCH OBJECTIVES

Main objective of this study was to study changes in the lives of rural community due to tourism industry and suggestion to uplift it. At the same time the study was lead to identify in balapitiya tourism area, to study about life of the economic background and to study about life of the social and cultural background.

## III. METHODOLOGY

#### *Study area:*

Balapitiya is a coastal town in Sri Lanka, in the South West region. It is a small fishing village which is untouched by the mass tourism. Located 2 hours away from Colombo, this location is famous for beach stays and family getaways. It is

also closest to Bentota, Kosgoda, Aluthgama and Galle Sri Lanka’s top locations for tourism.

*Site description of Madugaga*

Madugaga is a shallow water body in south- west Sri Lanka, which enters to the sea at Balapitiya. It is situated 88 kilometers away from Colombo in Galle district within the two Divisional Secretariats of Balapitiya and Karadeniya. It is considered as Sri Lanka’s second largest wetland. Madugaga has 15 islands of various sizes surrounded by water all round year, 15 islands including two main islands providing shelter to 215 families. It covers 915 and open water area is 770 and total island area is 145. There are three major inflows; Boralessa Ela, Heen Ela and Magala Ela.

*Population*

In the research area the total population was near to 67 thousand. The breakdown of population and age distribution was as below.

Gender	
Males	31,977
Females	35,455

Age Groups	
0-14 years	17,063
15-64 years	43,787
65+ years	6,582

Age Distribution	
0-9 years	11,457
10-19 years	11,310
20-29 years	9,458
30-39 years	9,431
40-49 years	8,595
50-59 years	7,535
60-69 years	5,550

Sources; Balapitiya divisional secretariat

*Sample and sampling*

*Balapitiya divisional secretariat*

*Site description of maduganga*

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It is considered as Sri Lanka's second largest wetland. Maduganga has 15 islands of various sizes surrounded by water all round year, 15 islands including two main islands

providing shelter to 215 families. According to these details most suitable samples is a simple random sample. These include the lottery method, using a random number table, using a computer, and sampling with or without replacement.

*Lottery Method of Sampling*

The lottery method of creating a simple random sample is exactly what it sounds like. A researcher randomly picks numbers, with each number corresponding to a subject or item, in order to create the sample. To create a sample this way, the researcher must ensure that the numbers are well mixed before selecting the sample population.

According to Balapitiya divisional secretariat details researcher can be used to lottery method. Because of this area is a commonly small area.

Census 215

Sample 30/100

$$215 \times 30 / 100 = 64.5$$

65//

*Data collection*

*Primary data collection*

When the data is gathered directly by the researcher for the first time it is called primary data.

Table1. Primary data collection

Primary data	How to retrieve data
Surveys	Person, telephone, mail
Experimental	Laboratory and field
Questioners	Ask the question according to questioners
Observation	Personal and mechanical

Secondary data collection Secondary data refers to data which is collected by someone who is someone other than the user. For the secondary data collection was used books, articles, company record, and internet and government publication.

*Management and administrative structure of Madugaga*

The study site falls within the southern provincial council beneath this are two divisional secretariats (DSD), balapitiya provincial council, an authority set up to provide a framework for public consultation in provincial council decision making. Balapitiya DSD has 52 GN divisions and 142 villages. As a consequence of this, there are different legislation decisions and management priorities from- provincial council, divisional secretariat and pradeshiya sabha, as well as national directives. For example, madugaga has been designated as a site of ecotourism potential by the Sri Lankan Tourism Board, (SLTB 2003)

*Reservation status and legal framework of maduganga*

Considering the importance of the rich bio-diversity heritage of the maduganga estuary, the department of Wildlife Conservation has drawn up plans to declare this wetland as a Sanctuary. Presently Maduganga estuary is among the six sites selected from the southwest coasts of Sri Lanka for the special area management (SAM) project of the coastal conservation department. The SAM has an area of 1587 hectares, and this is used as the basis of the field study area, (CCD and euro consult 2004). It is also listed as a RAMSAR wetland.

*Bio diversity of maduganga*

Maduganga wetland consist of 10 major wetland vegetation types, according to the assessment carried out by IUCN Sri Lanka on the status of bio diversity in the maduganga mangrove estuary. There are 302 species of plants belonging to 95 families, including 19 endemics, 8 nationally threatened species and 9 invasive alien species. A total of 248 species of vertebrate fauna, belonging to 121 families were recorded from maduganga. These included 20 species (8%) of endemics, while 30 species (12%) are nationally threatened. Among the endemic vertebrate species at maduganga, 70% are nationally threatened. The native vertebrate fauna of maduganga represents 30% of Sri Lanka's native inland vertebrate species. Mangroves are evergreen forests that occur in the inter-tidal zone along sheltered coastlines, mainly in the tropical region. The mangrove vegetation possesses physiological and structural adaptations to grow in saline and muddy conditions. Being highly productive ecosystems, mangroves serve multiple functions/uses; including ecological and socio-economic benefits (Aksornkoae, 1993). Mangroves in Sri Lanka occur in a patchy distribution in the island's coastline, in areas adjacent to lagoons, estuaries and river-mouths. In most areas in the island, mangroves are restricted to a narrow strip, due to the low (<1m) tidal amplitude. Based on the topography, flooding characteristics and floristic composition, five types of mangrove, namely, revering, fringing, scrub, over wash and basin have been identified in the island (Balasubramaniam, 1985). According to an analysis of satellite images carried out in 1992 (Legg and Jewell, 1995), the total area of mangrove habitats in the island was estimated to be 8,687 ha, which is about 0.13% of the total land area. The future sustenance of mangrove ecosystems in Sri Lanka is undermined by the steady deterioration of mangrove habitats from over-exploitation of resources and from clearing for coastal aquaculture, agriculture and urban development. The Maduganga estuary is an area that harbors a relatively undisturbed mangrove habitat that is spread over several small islands. It is situated within the two Divisional Secretariats of Balapitiya and Karandeniya in the Galle District of Southern Sri Lanka (Figure 1). The total area of the estuary is 915 ha, of which 770 ha consist of open water, while islands account for 145 ha. A total of 15 islands are surrounded by water throughout the year. Maduganga estuary has three major inflows: Boralessa Ela, Heen Ela and Magala

Ela. The area falls within the South-Western Lowland Wet Zone of Sri Lanka and hence experiences a perennially wet climate.

*Main theories of Tourism**Dependency theory*

Dependency theory is the notion that resources flow from a "periphery" of poor and underdeveloped states to a "core" of wealthy states, enriching the latter at the expense of the former. It is a central contention of dependency theory that poor states are impoverished and rich ones enriched by the way poor states are integrated into the "world system". This theory was officially developed in the late 1960s following World War II, as scholars searched for the root issue in the lack of development in Latin America.

The theory arose as a reaction to modernization theory, an earlier theory of development which held that all societies progress through similar stages of development, that today's underdeveloped areas are thus in a similar situation to that of today's developed areas at some time in the past, and that, therefore, the task of helping the underdeveloped areas out of poverty is to accelerate them along this supposed common path of development, by various means such as investment, technology transfers, and closer integration into the world market. Dependency theories rejected this view, arguing that underdeveloped countries are not merely primitive versions of developed countries, but have unique features and structures of their own; and, importantly, are in the situation of being the weaker members in a world market economy.

*Modernization Theory*

Tourism is a process of temporary movement of people from developed to developing countries from the perspective of the modernization theory. The ability to experience and understand other cultures without abandoning the modern values and traditions will lead to increase in the number of tourists from the developed countries. Tourists from the developed countries are more likely to enjoy the culture of the developing countries within the structure of the modern societies.

*Evolution theory*

Evaluation is change in the heritable characteristics of biological populations over successive generations. These characteristics are the expressions of genes that are passed on from parent to offspring during reproduction. Different characteristics tend to exist within any given population as a result of mutation, genetic recombination and other sources of genetic variation. Evolution occurs when evolutionary processes such as natural selection (including sexual selection) and genetic drift act on this variation, resulting in certain characteristics becoming more common or rare within a population. It is this process of evolution that has given rise to biodiversity at every level of biological organization,

including the levels of species, individual organisms and molecules.

Push-Pull Theory According to this theory, some people move because they are pushed out of their own place, others move because they are pulled or attracted to another place. Ravenstein (1889) concluded that pull factors were important than push factors. Oppressive laws, high taxes, bad climate and uncomfortable surroundings forces people to migrate. Individuals desiring to have leisure have the option of selecting a place that best meets their standards, and are attracted towards those places because of what it has to offer. Thus pull factors are important in determining the destination for a tourist. Traditionally, Europe attracts a large number of tourists, but in the recent years, Asia has been attracting the tourists, due to its unique cultural and social attractions. This theory frames the hypothesis that “the greater the level of pull factors, the greater will be the increase in tourism.”

#### IV. DATA ANALYSIS

Data analysis is a process of inspecting, cleansing, transforming and modeling data with the goal of discovering useful information, informing conclusion and supporting decision-making. Data analysis has multiple facets and approaches, encompassing diverse techniques under a variety of names, and is used in different business, science, and social science domains. In today's business world, data analysis plays a role in making decisions more scientific and helping businesses operate more effectively. Quantitative data analysis: SPSS and GIS were used to analyzed tables and numerical method used for quantitative data analysis. Qualitative data analysis: Publishing, Codification, Observation and Participant observation were the method of gathering information.

According to questionnaire prepared by the researcher, the researcher was able to obtain information by consulting the people of the age groups recorded in the chart below. Majority of the sample 65 to have 45% are 36-45 age rates. And the next highest number 31% are 26-35 age rates. And next 12% are 46-55 age rates. And next 9% are 18-25 age rates. And the least number more than 56 age rates which consist of 3%.

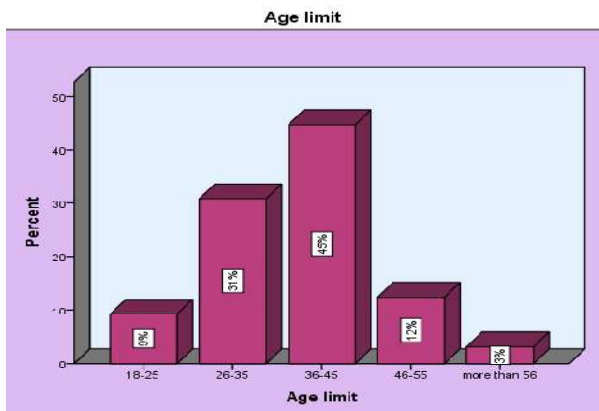


Figure 1. Age Limit

Majority of the sample 65 to have highest number 62 are Sinhala. And the least numb Tamil which consist of 3.

According to researcher research, Most of the people living in the, Madu river in Balapitiya were Sinhala Buddhists.

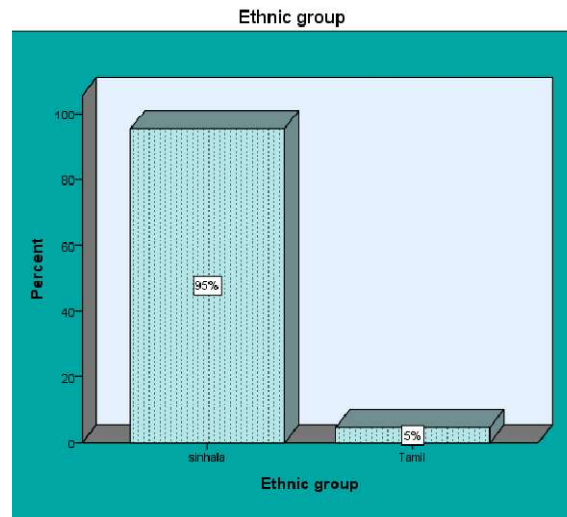


Figure 2. Ethic Group

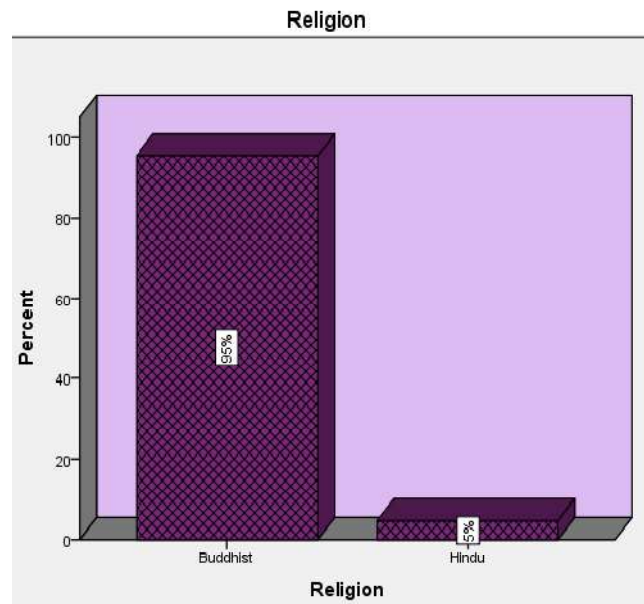


Figure 3. Religion

Majority of the sample 65 to have 91% are married person. And least number unmarried which consists of 9%.All of person is a married and unmarried. Researcher cannot identify separate, divorce and widow persons.

Majority of the sample 65 to have highest number 48% are 5 of family members. And the least numb more than 7 of family members which consist of 5%.

**Marital status**

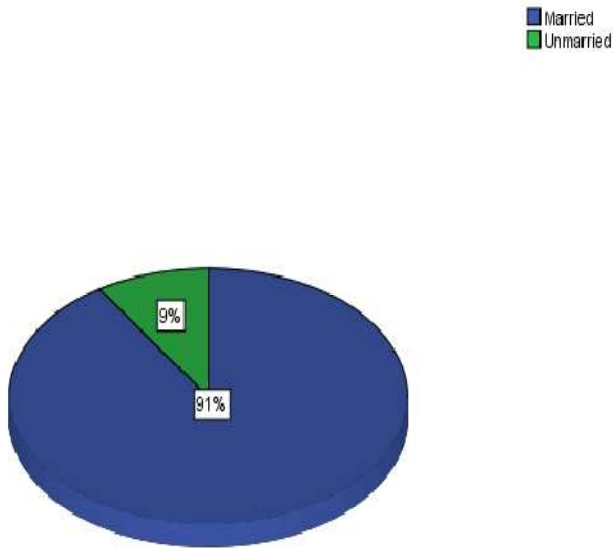


Figure 4. Marital Status

**Did you get a loan**

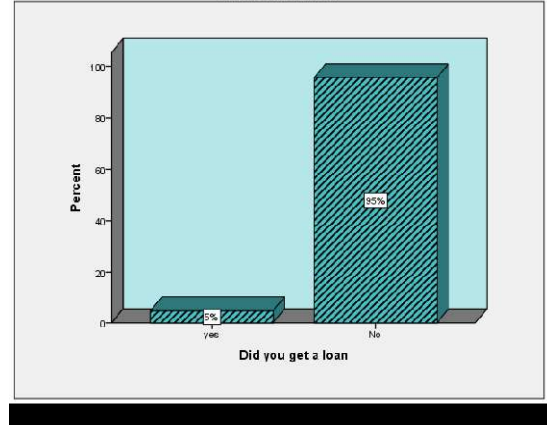


Figure 6. Percentage of get a loan for a business

**Number of family members**

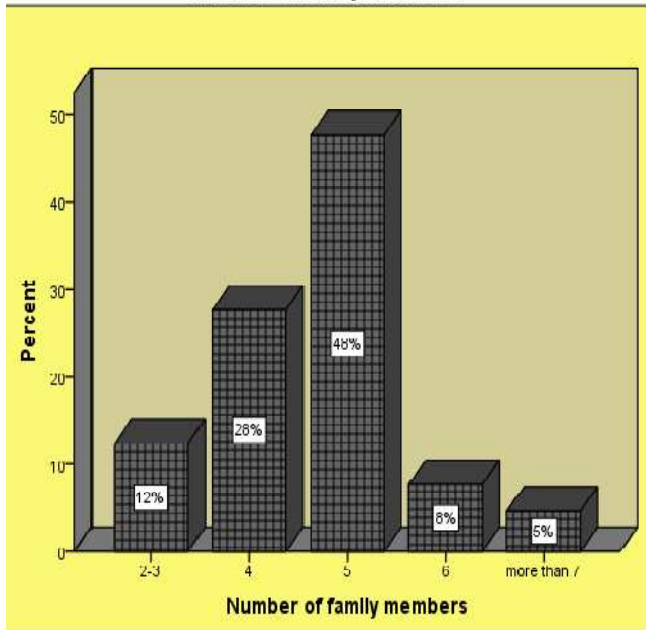


Figure 5. Number of Family Members

Majority of the sample 65 to have 48% are 26000-35000 monthly income rates. And the next highest number 26% are monthly income rates of 36000-45000. And next 18%.and the least number more than 46000.which consists of 8%.

The majority of the sample, 95% had not obtained loan and the remaining 5% had done so.

**monthly income**

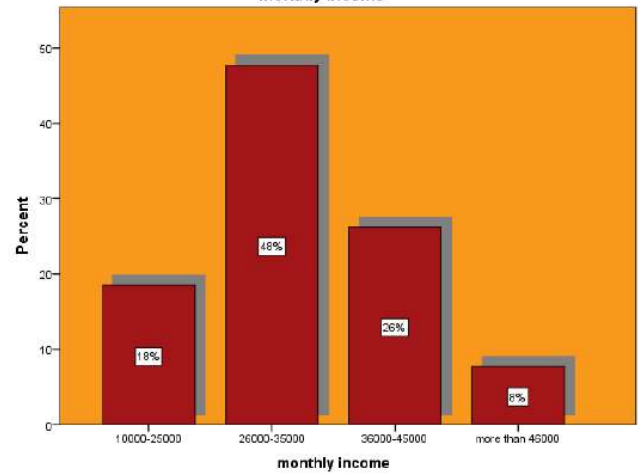


Figure 7. Monthly income from tourism based employment

Majority of the sample 65 to have 92% are middle awareness and the next number 6%. And the least numb weak awareness which consist of 2%.

Majority of the sample 65 to have 52% are October-December period, the next July –September period and the next April-June period. And the least numb January-March period which consist of 8%.

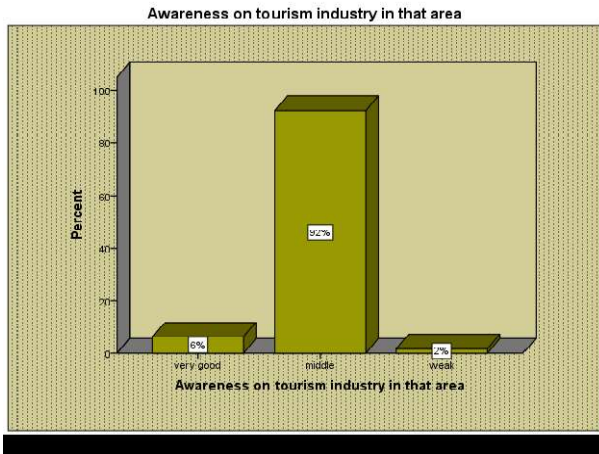


Figure 8. Awareness on tourism industry in Balapitiya area

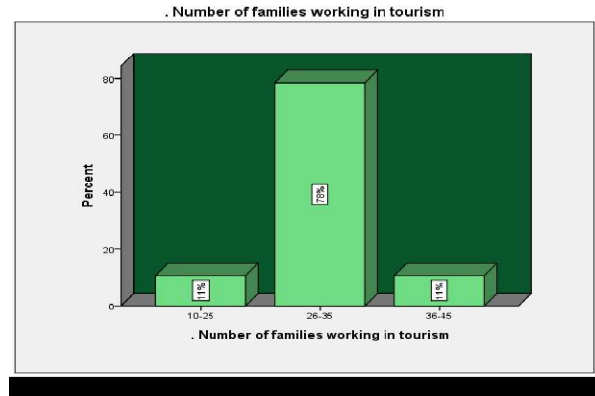


Figure 11. Number of families working in tourism industry

Awareness on regional developments in tourism industry? Majority of the sample 65 to have highest 60% are good awareness. And the least number not recommend idea which consists of 2%.

Family members related jobs due to tourism industry? Majority of the sample 65 to have 52% are food supply. And the next highest number 26%.and the next 11%.and the next 8%. And the least numb boat supply which consist of 3%.

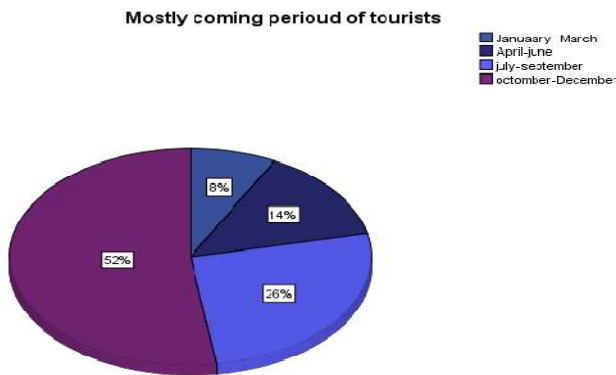


Figure 9. Mostly coming period of tourist

Majority of the sample 65 to have 78% are 26-35 rates. And the next 36-45 rates. And the least numb 10-25 rates have a same percentage.

If so kind of new occupations industries created by tourism in your area? Majority of the sample 65 to have 52% are food supply. And the next number 26% are boat riders. And next number 11% are guide. And the next number 8%.and the least numb boat supply which consist of 3%.

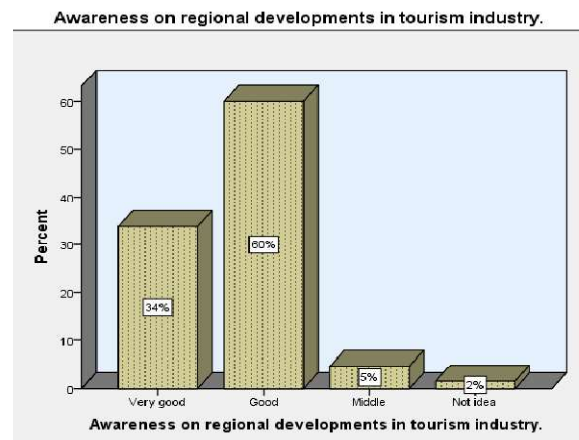


Figure 12. Awareness on regional developments in tourism industry



Figure 10. Kind of new occupations industries created by tourism in balapitiya madu river area



Figure 13. Family members' related jobs due to tourism industry

What is your attitude towards employing family members with the tourism industry? Majority of the sample 65 to have 91% are good attitude. And the least number of middle attitude which consist of 3%.

#### V. CONCLUSION AND SUGGESTION

Tourist Board a ten-year Tourism Development Master Plan covering the period 1967-1976 was formulated in 1967 which laid down the framework within which the tourist industry was to be developed in the country (Samaranayake, 2012). Tourist arrivals which stood at 153,665 in 1977 zoomed to 407,230 in 1982, an increase by more than two and half times in a matter of five years. There was also a similar increase in foreign exchange earnings from tourism, from US\$40 million in 1977 to US\$146.6 million in 1982, more than three and half times in five years. This period, quite understandably, is called the golden era of Sri Lanka tourism. Away from commercialization and mass tourism, Balapitiya is a must visit spot for tourists who are willing to explore Sri Lanka at its rawest best. The 45-minute drive from Colombo brings you to this little yet picturesque village Balapitiya which is known for its golden beaches and lush green surroundings. This untouched village is the best place to enjoy a family getaway and is a paradise for all beach lovers. The beach is definitely quieter than the other nearby resort beaches making Balapitiya the best spot for a couple to plan their romantic getaway. Surrounded by sweet water rivers, Balapitiya is the traditional fishing village of Sri Lanka and hence the fishing tours and river safaris can be arranged easily here. One of the major attractions of this place is Maadu River which is rich in flora and fauna. The river which has become the most visited site of Balapitiya generally attracts tourists for its ECO-Tourism and bird watching activity. The area around the river is the preserved wildlife sanctuary. One can also visit cinnamon estates in the interior and experience the procedure via which the world's best cinnamon go through. One can plan a quiet and serene stay at Balapitiya and choose to relax on the pristine golden beaches or arrange a visit to Aluthgama & Bentota for water sports activities and mask making,

Kosgoda for turtle hatcheries and Galle to take a closer look at UNESCO World Heritage Sites. Madugaga wetland is the one of divisional secretariat division. The population sample consisted of 08 major owners of tourist boat services and 20 boat riders, 20 local tourists and 20 foreign tourists which represent 10 % of total tourists who visit Madugags per day were selected for the questioner survey. Primary data were collected through questionnaires, semi structured and informal interviews and field observations. The finding reveal that Madugaga has lot of ecotourism potentials. The finding also revealed that the Kothdoowa temple, Mangroves Island, cinnamon chopping centers and fish therapy centres are the major ecotourism destinations of Madugaga. The finding also revealed that 75% local tourists get pleasure with boat ride and 25% participate for watching biological diversity of Madugaga and 80% foreign tourist like to doing major tourist activities with boat ride and 20% of tourist like to watching

biological diversity of Madugaga. Therefore government institutions especially Sri Lankan tourist development authority and Balapitiya divisional secretariat necessary to get attention to improve ecotourism potentials as well as want to establish information Centre to get information to the tourist easily and ticket counter should be established to reduce ongoing competitiveness between major boat services. The madugaga is a minor watercourse which originates near uragasmanhandiya in the Galle district of Sri Lanka, before widening in to the madu gaga lake at Balapitiya. The river then flows for a further km (2.7 mi) before draining into the Indian Ocean. The Buddhist kothduwa temple is situated on an isolated island in the lake. The madu gaga wetland has high ecological biological and aesthetic significance, being home to approximately 303 species of plants belonging to 95 families and to 248 species of vertebrate animals. The inhabitants of its islets produce peeled cinnamon and cinnamon oil.

Madugaga environment center is the place for conservation of Madu River. According to environment center Madu River is identified as the 3rd international Ramsar wetland. Ramsar is the international wetlands consensus which was originated in 1971 at the city of Ramsar in Iran. According to this convention every wetland that is being recognized is called Ramsar. 17 July 2006 Madu River has been declared as a century. It is sold that there are 64 islands belong to the madu Gaga. But we lake madu river. It belongs to 31 GN divisions of which 25 GN division in Balapitiya divisional secretariats and 6 GN divisions in karandeniya divisional secretariats. Madu River has spread around 770 hectares. And the island is about 145 hectares. According to that the total area which belongs to Madu River would be 915 hectares. Starting the boat ride 1st island is DIK DOOWA Island. There is no human exist in this island. Cinnamon cultivation happens here. We could find mangroves covering the whole island. Next Island is KOTHDUWA. This is where the kothduwa rajamaha viharaya is located. That island holds historical value. This temple was built by maha kappila walawwa. Next Island is MADHUWA. Maduwa Island is the biggest island found in the Madu River. The entire area of this island is 38.8 hectare. There are around 215 to 220 families' lives in this island. This island is connected to the main land via bridge. GALMANDUWA is land has a separate fish farm for the purpose of fish therapy. SATHAPAHE DUWA is a small island. Cinnamon Island mostly the cinnamon cultivation is done in this island. According to researcher research can summaries as above details.

Local community of madu river area and their relationships with madugaga and tourism

The incoming methods of the local people are fisheries or employed in tourism industry. Most of the people have multiple incoming streams. Other employment sources include home garden vegetable and fruit production, sold at weekly markets in the main cities, and some local initiatives to set up small micro-industries using loans from village



banks, and also from local initiatives such as BIRDS (Balapitiya Industry Resource Development Society). Maduganga providing foods and shelter to its natives. During the pre-colonization period maduganga was used as one of the main water way connecting cities. The main treasure of the maduganga is its mangroves, provides protection to the variety of aquatic plants, crabs, shrimps, fish, various invertebrates and other animals including crocodiles. Maduganga has been used by local people mainly for fishing. Traditional fishing methods such as use of youth and other small nets can still see in maduganga. Shrimp farming is another main use of maduganga, for that they make use of the traditional method of laying separators made out of bamboo known as “ja-kotu”. Islands provide good conditions for cinnamon cultivation. They produce peeled cinnamons and cinnamon powder, now people use it as a tourist attractive activity related to maduganga. In addition to economical use of maduganga, it has a cultural value also. Local people use maduganga as their sacred place which makes their spiritual development. There are two temples in maduganga islands. The village folk tell that a temple in one of its island once housed to the Sacred Tooth Relic, when it has to be protected in the time of Portuguese rule. Cinnamon, rice paddy, banana, home garden, vegetable and coconut cultivation are the major agriculture land use types in the area. Tourism has developed in increasing rate in maduganga because it has very attractive mangrove vegetation, really great scenic value, rich in number of fauna and flora species, cultural values, easy access, it is situated near to Colombo Galle main road Other infrastructure facilities were developed rapidly .Most of the people in the area are directly or indirectly join with the tourism industry. The tourism industry has increased, with tourists often coming to Balapitiya from Colombo for the weekend, or on their way to Galle or Katharagama. Local tourists are also present, but often only stay for one day, arriving in large groups. Hotel rooms can be upwards of 3000 SR/night, and the hotels in the area have between 5 and 25 rooms, and often host wedding events or local conferences etc. These international guests come from most countries, but dominant groups are German, Danish, English, French and Russian.

The boats in the maduganga for boat rides are ranging in size from 4 – 15 passengers. A 10 person boat may cost 3000 SR for 2.5 hours, with an extra 1500 SR for a guide. This price is very flexible depending on season, the negotiating skills of the customer and the number of passengers. The typical tour takes the tourist from the boat mooring near the river mouth into the lagoon, stopping at Kothduwa temple island, looking at mangrove stands, and stopping at one of the islands to see cinnamon being prepared, often with the opportunity to buy some products. Additional charges apply for any additional sites in the lagoon, such as the marshland area in the top of the lagoon, or stopping off at other islands.

Positive and negative impact of the tourism industry were find out at the end of the study .The positive impacts were generation of incomes and jobs; higher living standards,

increased community pride, construction of new and improved infrastructure facilities, modernization of the family via new gender roles, broader social horizons and reduced prejudice among tourists and global understanding and international Peace. The negative impacts were polarization of social structure and increased income inequality; Benefits not evenly distributed disintegration of the family and traditional value structures moral values and social pathology, including prostitution, drugs, and crime.

## VI. RECOMMENDATION

Rural tourism represents a merging of perhaps two of the most influential yet contradictory features of modern life. Not only are the forces of economic, social, cultural, environmental and political change working to redefine rural spaces the world over, but broad global transformations in consumption and transportation patterns are reshaping leisure behavior and travel. For those concerned with both the nature of change in rural areas and tourism development, the dynamics and impacts of integrating these two dramatic shifts are not well known but yet are becoming increasingly provocative discourses for study. Let us recommendation tourism is a dynamic and competitive industry that requires the ability to adapt constantly to customers’ changing needs and desires, as the customer’s satisfaction, safety and enjoyment are particularly the focus of tourism businesses. According to the researcher’s research some of the recommendation that can be drawn about the chosen field of study. Transport facilities in balapitiya area should be improved. Communities in rural areas are less aware of tourism and need to unlimited lending of money through various sectors.

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