

The effect of value added facilities on jogging trail users behavior
(With special reference in Weras lake walk way in Sri Lanka)

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ABSTRACT

Recreation is an actor experience, selected by the individual during his leisure time, to meet a personal want or desire, primarily for his own satisfaction. In the world, lot of people engage with jogging for their physical fitness and established various type of jogging trails around the world for jogging people. This paper seeks to explore the effect of added value facility on jogging trail user's behavior. The study carried out with special reference in "Waras lake walk way" in Sri Lanka. This study was thoroughly under taken by the researcher focusing to the problem of "what are the added value facilities on jogging Trail." The main purpose of this study was to identify which added value facilities effect for jogging trail users behavior. In this study a small number of sample was selected within the area of Waras lake walk way. The data were collected as primary and secondary. The sample size of fifteen taken as random sampling method for this study. Semi-structured interview method was used to collect data. All the analysis was carried out using Atlas.ti7 version. Manual coding were used to make the result as better. At the end of the study researcher found several added value facilities that effecting walking trail user's behavior in Sri Lanka. The qualitative nature of this studied allowed us to explore and identify added value facilities effecting for walking that were in addition to those previously identified for trail user's behavior and researcher find out most effective value added facilities as esthetic, cycle trail and cycle service, car park, benches around the trail. It can be concluded that added value facilities effect to people to doing jogging /walking and them expecting favorable physical environmental during having their jogging experience.

Key words : Added value facilities, Jogging trail, User behavior

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