

# **Stakeholders Perception on Bentota Tourism Industry**

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## **Introduction**

Bentota is a famous tourist destination in Sri Lanka due to its ancient history, natural and cultural elements. Bentota is a beautiful village, located in the Galle district of the Southern province about 64km from South of Colombo. This area consists of natural attractions like very rare flora and fauna, a beautiful beach, famous Bentota river, cultural and archaeological attractions. The integrated facility in Bentota is an excellent model of sustainable tourism and a classic example of well planned development. Due to the unique features of the Bentota most of the stakeholders motivate to make tourism investments in this area. It is very important to state as to how tourism should be developed in a country, tourists to have a peaceful holiday, private sector to offer tourism facilities and local community to share tourism benefits. The post war scenario of Sri Lanka stimulates many aspects of the economy in particular. Among them Tourism and Hospitality industry is prominent. At the same time the perception of stakeholders is emphasized in the macro perspective as a strategy in strengthening the economy.

## **Research Objectives**

Therefore, the focus of this paper is to investigate tourism in the view of the aspects of stakeholders'. Having identified opportunity recognition as the heart of being the expectations of stakeholders, this paper stresses the need of practice of tourism in the view of stakeholders and thus presence and identifying opportunities are important. Though it is the requirement, issues exist in relation to this.

## **Methodology**

To achieve this motive, the researcher explored five stakeholders of the government & five tourism investors who give their contribution to the Bentota tourism industry. The survey was conducted as an exploratory study highlighting the practice of tourism related the stakeholders' perception.

## **Results and Analysis**

The results were presented fewer than two main sub headings for easy understanding as Government stakeholders' in-depth interview results analysis and Tourism investors' in-depth interview result analysis

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