

HOW DOES TOURISM DEVELOPMENT INFLUENCE ON FAMILY CULTURES IN HOST COMMUNITY IN BEACH TOURISM DESTINATIONS? AN ANALYSIS THROUGH MICRO-INTERLOCUTOR ANALYSIS

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Family is the smallest entity in the society facing the impacts arise from tourism development. There are more evidences either development or displacement of families due to tourism related activities. Therefore this study mainly aims to “identify the impacts of tourism development on family cultures in host community”. The study used the qualitative approach while employing focus group discussions to collect primary data from the sample. Population being the families in host community in Mirissa and Hikkaduwa beach tourism destinations in Sri Lanka, sample which consists with 10 focus groups was selected by using purposive sampling technique. The collected data was analyzed through micro-Interlocutor analysis by using matrix. As results revealed, families in the host community have been received more positive impacts than negative impacts of tourism development. Development of personality and self-confidence, unity of family members, language skills, combine traditional occupations with tourism, economic development, and focus on entrepreneurship were positive impacts while highlighting behavioral changes, adaptation to new trends, changes in expenditure and eating patterns, busyness of life, illegal activities like drugs and prostitution as negative impacts. Hence, this study recommends to encourage personal responsibility as persons/family, initiate a system for giving proper education for school leavers, and impose government rules and regulations with a systematic inspection by the government to avoid minimize the major negative tourism impacts on families. Future research areas are included, research on emerging tourism destinations rather than well establish destinations to experience different kinds of impacts.

Keywords: *Family cultures; Host community; Negative and positive impacts; Tourism development*
