

# IMPACTS OF TOURISM ON THE LIFESTYLE OF THE VEDDA COMMUNITY: A STUDY ON DAMBANA & RATHUGALA

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## 1. Introduction

The present study discusses the impact of tourism on the Vedda community's traditional way of life in Dambana and Rathugala. This research looks into the impacts brought about by tourism concerning cultural commodification, economic impact, environmental repercussions, and modernization within society. This study will try to add to how sustainable tourism strategies can be implemented to maintain the culture while developing the economy.

## 2. Research Methodology

This research is quantitative and follows the theory of positivism. It was based on a structured questionnaire that was administered to 87 members (according to the Morgan table) of the community, using a purposive sampling method. SPSS was used for the regression and correlation analysis to outline the relationships between the impact of tourism and the lifestyle of the Vedda community. This provides an orderly framework within which to understand how tourism interacts with Indigenous practices within this study context.

## 3. Findings and Discussion

Research findings show that environmental repercussions haven't a significant impact, while commodification of culture, economic impact, and socio-modernization have a significant impact on the traditional lifestyle of the Vedda community in Damban and Rathugala. The trend of modernization and cultural commodification had a negative impact on the traditional lifestyle of the Vedda community. The aspects pinpoint the demand for tourism policies, which must balance economic benefits with the protection of cultural values.

## 4. Conclusion and Implications

This research highlights the need to balance engaging in tourism activities respectfully while maintaining the traditions of the local Vedda communities. The results of this study can be utilized by policymakers and relevant actors in the tourism spheres to conceive strategies that promote economic development while appreciating the cultural values of the people. I suggest that the present study could be extended to other Indigenous co

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