

The Impact of Sport Tourism on Small Scale Business Development in Sri Lanka

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Abstract : Sport tourism refers to travel which involves either observing or participating in a sporting event apart from their usual environment. Sport tourism in a fast growing sector of the Sri Lankan travelling industry since Cricket are more popular sport game in the country. This study intends to analyze the impact of these popular sport events for creating and developing small scale business in the country. Primary data gathered from 100 small entrepreneurs around Keththarama Cricket Ground in Sri Lanka. Collected data analyzed using descriptive research methods. The study revealed that local and international visitors for cricket games had impacted on small scale business activities such as retail, handicraft, transport, vehicle parking, small restaurant, hotels, foods and beverage industry. In addition, it was identified that these type of small business are sessional income generating activities for the short period.

Keywords : sport tourism, small scale business, cricket, entrepreneurs

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