

Social Bonding Capital and People's Involvement in the Sri Lankan Tourism Industry

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Social Bonding Capital plays an important role in the sustainable community based tourism. The people's involvement (Personal Involvement) in the tourism development activities is affected by Social Bonding Capital. Four variables related to Social Bonding Capital in tourism development; namely social trust, social relation, social interaction and social mutual helps were identified. These variables fall under the category of independent variables and Personal Involvement comes under the category of dependent variables. The purpose of the study was to investigate the relationship between Social Bonding Capital and Personal Involvement in Community Based Tourism. Data were collected from 50 respondents who were involved with homestay services in Heeloya Tourism Village in Kandy district, Sri Lanka. The correlation analysis was used to examine the association between Social Bonding Capital and Personal Involvement. The results revealed that social mutual help and social trust are associated with Personal Involvement. Furthermore, social relationship and social interaction have no significant influence on personal involvement. Therefore it can be concluded that social mutual help and social trust should be strengthened to enhance the Personal Involvement in Community Based Tourism

Keywords: Social Bonding Capital, people's involvement, community based tourism