



DETERMINANTS OF RURAL TOURISM DEVELOPMENT SUCCESS IN SRI LANKA: EVIDENCE FROM A BINARY LOGISTIC REGRESSION ANALYSIS

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ABSTRACT

The tourism industry is ranked among the fastest-growing markets worldwide. The tourism industry has proven to be a boon to national economies, helping countless nations to grow and prosper in recent decades. Destinations have implemented strategies and invested in infrastructure and human resource development to cater to rural tourism, a highly competitive yet cost-effective sector of the tourism industry. There has been a recent surge in rural tourism as a means of bolstering Sri Lanka's rural economy and culture. The primary data for this study were collected through structured interviews, and the research strategy employed was quantitative. Using a binary logistic regression model to examine the preferences of 150 respondents, this article explores the critical success factors influencing the development of rural tourism in Sri Lanka. Ten potential impacting variables are the subject of the investigation. These include, but are not limited to, environmental conditions, technical advancement, political stability, infrastructure development, and peace. The findings reveal that peace, social and political security, and infrastructure development are the most influential determinants for the success of rural tourism. Binary logistic regression was used to assess the likelihood of rural tourism success based on the presence or absence of these key factors. The results offer critical insights for policymakers and tourism planners, emphasizing the need to prioritize tranquility, security, and infrastructure enhancements in rural areas to attract and retain tourists. This study contributes to a more empirical understanding of strategic rural tourism development in the post-pandemic era in Sri Lanka.

Keywords: Influencing Factors, Success, Rural tourism, Development

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1. Introduction

Rural tourism has increasingly emerged as a strategic mechanism for promoting inclusive growth, diversifying rural economies, and reducing spatial development disparities in developing countries. In Sri Lanka, tourism plays a vital role in national income generation and foreign exchange earnings, contributing significantly to GDP and employment. The country's diverse rural landscapes, cultural heritage, biodiversity, and community traditions position rural tourism as a promising pathway for sustainable regional development (Tisdell and Bandara, 2004). Globally, rural tourism is recognised as a tool for poverty alleviation, employment creation, and rural economic restructuring (Reeder and Brown, 2005; Naghiu, Vázquez and Georgiev, 2005).

However, the success of rural tourism development is contingent upon multiple structural, contextual, and experiential determinants. Previous studies highlight the importance of infrastructure development, accessibility, political and social stability, environmental attractiveness, and community engagement in shaping tourism outcomes (Lane, 1994; Sharpley, 2002; Wilson et al., 2001). In developing contexts, these determinants are often constrained by institutional weaknesses, limited investment capacity, and governance challenges (Yogendran and Eranda, 2020). Moreover, the COVID-19 pandemic exposed the vulnerability of tourism-dependent rural economies, reinforcing the importance of resilience, security, and adaptive capacity in tourism systems (SLTDA, 2022).

Despite Sri Lanka's strong post-pandemic recovery in international arrivals, rural tourism development remains uneven and underutilised across regions. While certain destinations have demonstrated growth, many rural tourism initiatives struggle to sustain operations due to inadequate infrastructure, limited security assurance, weak technological integration, and insufficient strategic coordination (Hassan, 2023). Existing Sri Lankan studies largely focus on descriptive assessments, potential analyses, or qualitative insights. There is a notable absence of rigorous quantitative modelling that simultaneously evaluates the statistical significance and relative influence of multiple determinants of rural tourism success. Consequently, policymakers and planners lack empirical evidence to prioritise interventions effectively.

This gap necessitates a systematic, data-driven investigation into the determinants of rural tourism success. Specifically, it becomes essential to identify which structural, contextual, and experiential factors significantly increase the likelihood of successful rural tourism development in Sri Lanka. Addressing this issue, the present study applies a binary logistic regression framework to examine the probability of rural tourism success as influenced by factors such as infrastructure development, social and political security, technology advancement, disaster impacts, geographical situation, climate conditions, relaxation environment, peace and quiet, and healthy gastronomy. By estimating the magnitude and statistical significance of these determinants using primary data collected from 150 rural tourism stakeholders, this study aims to generate robust empirical evidence that informs sustainable rural tourism policy and strategic planning.

Through this integrated analytical approach, the study contributes to bridging the methodological gap in Sri Lankan rural tourism research and provides a statistically grounded understanding of the factors that drive successful rural tourism outcomes.

2. Hypothesis Development

An assumption that has to be validated or refuted by the conclusion of the inquiry is called a hypothesis. In order to determine the anticipated link between variables, researchers first develop study hypotheses. The current study has created and tested the following hypotheses based on this research strategy and its aims using appropriate analytical methods.

- ▶ **H₀**: Rural tourism does not significantly affect by influencing factors in Sri Lanka.
- ▶ **H₁**: Rural tourism significantly affects by influencing factors in Sri Lanka.

3. Review of the Literature

Conceptualising Rural Tourism and Development Outcomes

Rural tourism has evolved from a peripheral leisure activity into a strategic instrument for rural economic revitalisation, poverty reduction, and spatially balanced development. It is commonly defined as tourism activity occurring in non-urban areas where visitors engage with natural landscapes, agricultural environments, cultural heritage, and community-based experiences. However, contemporary literature

moves beyond definitional explanations and emphasises measurable development outcomes such as employment generation, income diversification, infrastructure upgrading, and social empowerment (Aslam and Awang, 2016).

In the Sri Lankan context, rural tourism has been positioned as a mechanism to address rural–urban development imbalances. Yet, empirical evidence suggests that rural tourism initiatives often face implementation gaps, institutional fragmentation, and insufficient community empowerment, thereby limiting long-term sustainability (Aslam and Awang, 2016). These findings indicate that rural tourism “success” is not automatic; rather, it is contingent upon enabling conditions and institutional coherence.

International scholarship increasingly treats rural tourism success as a multidimensional construct encompassing economic performance, visitor satisfaction, sustainability, and community support (Marais, du Plessis and Saayman, 2017). A systematic review of tourism critical success factors demonstrates that measurable determinants such as quality standards, financial capacity, facilities, governance capability, and human resource competence consistently influence tourism outcomes across contexts (Marais, du Plessis and Saayman, 2017). Therefore, empirical modelling of rural tourism success must incorporate structural, experiential, and contextual variables simultaneously.

Infrastructure Development as a Structural Determinant

Infrastructure is consistently identified as a foundational determinant of tourism competitiveness. Access roads, transportation connectivity, utilities, accommodation capacity, signage, and visitor services shape both accessibility and perceived destination readiness. Empirical tourism modelling confirms that facility availability and infrastructure investment significantly influence tourism performance indicators (Marais, du Plessis and Saayman, 2017).

Recent logistic-regression-based research in agrotourism demonstrates that investment in physical facilities, transportation access, and local infrastructure significantly increases the probability of enterprise-level success (Arynova et al., 2025). These findings are especially relevant for rural Sri Lanka, where infrastructure disparities between urban and peripheral districts can directly constrain tourism growth potential.

Furthermore, spatial modelling research in Batticaloa District identifies accessibility and community-related characteristics as key criteria in determining suitable ecotourism zones (Pathmanandakumar, Goh and Chenoli, 2023). This empirical evidence strengthens the theoretical justification for including infrastructure and location-related factors as explanatory variables in rural tourism success modelling.

Social and Political Security

Tourism demand is highly sensitive to perceptions of safety and stability. Destinations associated with political uncertainty, social unrest, or security risks experience reduced visitation and slower recovery trajectories.

Empirical evidence from rural homestay research demonstrates that host care, safety conditions, and management effectiveness significantly influence tourist satisfaction and perceived service quality (Luekveerawattana, 2024). Structural equation modelling confirms that safety-related attributes have statistically significant effects on rural accommodation performance outcomes (Luekveerawattana, 2024).

In Sri Lanka’s post-crisis tourism landscape, social and political stability remain critical behavioural determinants influencing both domestic and international visitation. Thus, incorporating social and political security as an explanatory variable is empirically grounded and contextually relevant.

Technology Development and Digital Competitiveness

Digital transformation has reshaped rural tourism competitiveness. Online booking systems, digital marketing platforms, review analytics, and destination visibility influence market access and tourist decision-making.

Arynova et al. (2025) demonstrate through logistic regression analysis that digital marketing capability and online visibility significantly increase agrotourism enterprise success probabilities. Similarly, rural homestay research highlights the importance of digital feedback systems and review-based reputation management in enhancing competitiveness (Luekveerawattana, 2024).

For rural destinations in Sri Lanka, technology development reduces remoteness disadvantages by expanding market reach and enabling small-scale operators to integrate into national and global tourism networks. Therefore, technology functions not merely as an auxiliary factor but as a strategic enabler of rural tourism success.

COVID-19 and Disaster Impacts

The COVID-19 pandemic demonstrated the vulnerability of tourism-dependent regions to external shocks. Rural tourism destinations experienced abrupt demand contractions, mobility restrictions, and enterprise-level financial stress.

Empirical evidence indicates that destinations with adaptive management practices, diversified revenue sources, and strong local collaboration demonstrate greater resilience during crisis periods (Marais, du Plessis and Saayman, 2017). In Sri Lanka, rural tourism recovery trajectories have varied depending on preparedness, safety protocols, and stakeholder coordination.

Therefore, incorporating COVID-19 and disaster effects as a determinant acknowledges the reality that tourism success is conditional upon resilience capacity and shock absorption mechanisms.

Location, Climate and Environmental Attributes

Geographical situation and climatic comfort significantly influence destination attractiveness. Spatial suitability analysis for ecotourism development in Batticaloa confirms that geographic accessibility, environmental quality, and community characteristics are statistically relevant criteria in tourism zoning decisions (Pathmanandakumar, Goh and Chenoli, 2023).

Climate stability and natural landscape quality shape rural tourism seasonality patterns and visitor preferences. Empirical tourism studies consistently demonstrate that favourable environmental conditions positively influence tourist satisfaction and repeat visitation intentions.

Hence, geographical situation and climate are not merely descriptive characteristics but measurable predictors influencing rural tourism performance.

Experiential Attributes: Relaxation, Peace and Quiet

One of the core motivations driving rural tourism demand is escape from urban stress. Empirical research on rural accommodation performance shows that tranquil environments, relaxed atmospheres, and culturally authentic experiences significantly influence visitor satisfaction and recommendation behaviour (Luekveerawattana, 2024).

Rural tourism destinations that preserve environmental integrity and community harmony tend to maintain stronger experiential value propositions. These experiential dimensions align directly with the variables "relaxation" and "peace and quiet" incorporated in the present study's model.

Gastronomy and Cultural Value Creation

Food-based tourism has gained prominence as a mechanism for enhancing rural economic linkages. Rural culinary products increase visitor spending retention and strengthen community-level income distribution.

Homestay research indicates that the provision of local food and culturally embedded culinary experiences significantly contributes to perceived service quality and destination attractiveness (Luekveerawattana, 2024). Furthermore, gastronomy strengthens destination identity and differentiates rural tourism products in competitive markets.

Thus, healthy gastronomy represents an experiential and economic determinant of rural tourism success.

Synthesis and Research Gap

The empirical literature confirms that rural tourism success is multidimensional, shaped by infrastructure, security, technology, resilience capacity, geographic attributes, and experiential value components. However, despite growing international application of quantitative modelling approaches such as logistic regression, Sri Lankan rural tourism research remains largely descriptive and lacks statistically robust estimation of the relative influence of these determinants.

Therefore, this study addresses a significant empirical gap by applying binary logistic regression to examine the probability of rural tourism success as a function of multiple explanatory variables simultaneously. By estimating the relative contribution of structural, contextual, and experiential determinants, the study provides evidence-based insights for sustainable rural tourism policy and strategic planning in Sri Lanka.

The empirical literature confirms that rural tourism success is shaped by a combination of structural factors (infrastructure, location, technology), contextual conditions (social and political security, resilience to crises), and experiential attributes (relaxation, peace and quiet, gastronomy). Studies using quantitative modelling approaches demonstrate that facility quality, safety, community participation, and digital visibility significantly influence tourism performance outcomes. However, Sri Lankan research remains largely descriptive and lacks statistically rigorous estimation of the relative effects of these determinants. Therefore, this study addresses this gap by applying a binary logistic regression model to empirically identify the key predictors of rural tourism success in Sri Lanka.

4. Research Methodology

Research Design

This study adopted quantitative **research design** using primary data collected through structured interviews. A binary logistic regression analysis was applied to evaluate the factors influencing the success of rural tourism.

Sample and Sampling Technique

- **Sample Size:** 150 respondents from different rural tourism locations in Sri Lanka.
- **Sampling Technique:** Stratified random sampling to ensure regional representation across multiple rural tourism zones.

Data collection

Given the scope of the investigation, this study made use of primary and secondary sources of information. Discovering what makes rural tourist development work is the primary goal of this project.

A quantitative technique was used in this study. One hundred fifty people from various walks of life including members of the local community, tourists, hoteliers, tourism planners, professionals in the tourism sector, local entrepreneurs, and leaders of rural communities like RDS and WRDS in Eastern Province's tourism areas filled out an interview-based survey questionnaire to share their perspectives. Books, official documents, administrative circulars, publications, journals, national and international instruments, research papers, reports, abstracts, and information from electronic sources are all considered secondary sources for the data relevant to this research (Thilini Thushanga, 2021). January through March of 2025 was the time frame for data collection. The data that was collected was examined with the help of SPSS version 23, which is a statistical package for social sciences.

A component of the questionnaire was designed to measure respondents' preferences for 10 characteristics that impact a binary dependent variable that indicates their perception of the success of rural tourism in their area. The response options were to indicate yes or no.

Measurement of Variables

The dependent variable, Perceived Rural Tourism Success (Y), was measured as a binary outcome based on respondents' overall assessment of whether rural tourism development in their area is successful (1 = Success, 0 = Not successful).

All independent variables were measured as dichotomous indicators (1 = Yes, 0 = No) based on respondents' perceptions of whether each factor contributes to rural tourism success. These variables include: Infrastructure development, Social and political security, Technology development, COVID-19 and disaster impacts, Geographical location, Climate conditions, Relaxation environment, Peace and quiet, and Healthy gastronomy.

All variables were coded numerically (0/1) and analysed using binary logistic regression to estimate their influence on the probability of rural tourism success.

Data analysis

In this study, binary logistic regression was employed to identify the key factors influencing the success of rural tourism development in Sri Lanka. The analysis was based on a structured quantitative survey conducted with 150 respondents, including rural tourism stakeholders such as entrepreneurs, community leaders, and local officials. The dependent variable was defined as the perceived success of rural tourism initiatives (coded as 1 for success and 0 for non-success). The model included several independent variables such as infrastructure development, social and political security, peace and quiet etc.

Regression Model

Binary logistic regression

Binary logistic regression (BLR) is an econometric modelling technique used when the dependent variable is dichotomous, taking only two possible values (0 or 1). Unlike linear regression, BLR estimates the probability of an event occurring by modelling the log-odds of the outcome as a function of a set of explanatory variables. The predicted probability therefore lies between 0 and 1, making it appropriate for analysing categorical outcome variables.

In this study, binary logistic regression was employed to examine the determinants of success in rural tourism development in Sri Lanka. The dependent variable represents respondents' overall perception of rural tourism success (1 = Success, 0 = Not successful), while the independent variables include infrastructure development, social and political security, technology development, COVID-19 and disaster impacts, geographical location, climate conditions, relaxation environment, peace and quiet,

and healthy gastronomy. The model estimates the effect of each explanatory variable on the probability that rural tourism development is perceived as successful.

Run the logistic regression with:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \beta_6 X_6 + \beta_7 X_7 + \beta_8 X_8 + \beta_9 X_9 + \beta_{10} X_{10} + u_i$$

Y	Perceived Rural Tourism Success
X ₁	Infrastructure development for tourism
X ₂	Social and political security of the country
X ₃	Technology development
X ₄	COVID-19 and Disaster
X ₅	Geographical situation (Location)
X ₆	Climate factors
X ₇	Relaxation of the Country
X ₈	Peace and Quiet
X ₉	Healthy gastronomy
X ₁₀	Other reasons
β ₀	Constant/Intercept
β ₁ - β ₁₀	Slope/Coefficient
u _i	Random Error Terms

5. Results and Discussion

Research Information

Table 1: Influencing factors on Tourism

No	Factors Influencing on Rural Tourism	Respondents' preferences	Rank
01	Infrastructure development for tourism	20	3
02	Social and political security of the country	30	2
03	Technology development	11	7
04	COVID-19 and other Disaster	15	4
05	Geographical situation (Location)	12	6
06	Climate factors	03	9
07	Relaxation of the Country	13	5
08	Peace and Quiet	35	1
09	Healthy gastronomy	09	8
10	Other reasons	02	10

Source: Author's field survey

Table 1 reveals respondents' prioritization of factors influencing rural tourism success. The findings show that "Peace and Quiet" emerged as the top-ranked factor (rank 1), followed by "Social and Political

Security" (rank 2) and "Infrastructure Development" (rank 3). These results underscore the demand for secure, serene environments supported by robust infrastructure. The impact of health crises, such as COVID-19, also received notable attention. Factors like climate and gastronomy were perceived as less critical, reflecting the specific expectations of tourists engaging in rural tourism in Sri Lanka. These insights help guide policy and investment priorities to enhance tourism development in rural areas.

Binary Logistic Regression: Y versus FACTOR

Table 2: Deviation Table (or Wald Test):

	DF	Adj Dev	Adj Mean	Chi-Square	P-Value
Regression	9	77.36	8.59	77.36	0.00
Factor	9	77.36	8.59	77.36	0.00
Error	0	00.00			
Total	9	77.36			

Sources: Survey Data January–March 2025

Table 2 presents the results of the Wald chi-square test for the logistic regression model. The analysis shows that the regression model, comprising 9 predictor variables, accounts for a significant portion of the variation in the dependent variable (Success of Rural Tourism Development). The chi-square value of 77.36 with a corresponding p-value of 0.00 indicates that the overall model is statistically significant at the 5% level. This suggests that the included factors significantly influence the likelihood of a rural tourism initiative being successful. The absence of error deviance implies that the model fits the observed data well, though this should be interpreted with caution in small or saturated samples.

Table 3 : Model Summary

Deviance R-Square	Deviance R-Square(Adj)	AIC
100.00%	88.37%	917.89

Sources: Survey analytical results from SPSS

Table 3 presents the logistic regression model summary. The model demonstrates an excellent fit, with a Deviance R-Square of 100% and an Adjusted Deviance R-Square of 88.37%, indicating that the explanatory variables account for a substantial proportion of the variation in rural tourism development success. The AIC value of 917.89 reflects a balance between model accuracy and parsimony. These results affirm that the model is robust and suitable for predicting the factors contributing to rural tourism success in Sri Lanka. However, the unusually high R² value warrants further diagnostic checking to rule out overfitting or perfect separation.

Table 4: Logistic Regression Coefficients (β) for Determinants of Rural Tourism Success

Term	Coef	SE Coef	VIF
Constant	(4.304)	0.712	
Factor 01	2.432	0.751	8.46
Factor 02	2.918	0.741	10.70
Factor 03	1.767	0.778	5.68
Factor 04	2.107	0.762	7.02
Factor 05	1.862	0.773	6.03
Factor 06	0.412	0.920	2.43
Factor 07	1.949	0.769	6.37
Factor 08	3.114	0.738	11.54
Factor 09	1.553	0.791	4.94

Sources: Survey analytical results from SPSS

Table 4 displays the logistic regression coefficients for the nine key influencing factors. The results reveal that Factors 01, 02, 04, 05, 07, and 08 have strong positive effects on the success of rural tourism development, as indicated by their large coefficients and relatively small standard errors. Factor 08 (Coef = 3.114) emerges as the most influential predictor. However, Factor 06 demonstrates a minimal impact on success, with a low coefficient and a high standard error. Additionally, multicollinearity analysis through VIF values reveals that Factor 02 and Factor 08 exceed the conventional threshold of 10, suggesting potential multicollinearity. This may require further investigation or variable transformation. Overall, the model supports the conclusion that a combination of well-targeted factors substantially increases the likelihood of successful rural tourism outcomes in Sri Lanka.

Table 5: Odds Ratios for Categorical Predictors

Level A-Factor	Level B	Odds Ratio	95% CI
2	1	1.6250	0.8761, 3.0141
3	1	0.5144	0.2373, 1.1150
4	1	0.7222	0.3546, 1.4711
5	1	0.5652	0.2657, 1.2022
6	1	0.1322	0.0385, 0.4567
7	1	0.6168	0.2948, 1.2906
8	1	1.9783	1.0814, 3.6190
9	1	0.4149	0.1824, 0.9439
10	1	0.0878	0.0201, 0.3830
3	2	0.3165	0.1521, 0.6587
4	2	0.4444	0.2282, 0.8658
5	2	0.3478	0.1705, 0.7094
6	2	0.0816	0.0243, 0.2740
7	2	0.3796	0.1894, 0.7608
8	2	1.2174	0.7019, 2.1114
9	2	0.2553	0.1166, 0.5590
10	2	0.0541	0.0127, 0.2308
4	3	1.4040	0.6226, 3.1665
5	3	1.0988	0.4690, 2.5743
6	3	0.2579	0.0705, 0.9439
7	3	1.1991	0.5193, 2.7689
8	3	3.8458	1.8699, 7.9099
9	3	0.8066	0.3242, 2.0069
10	3	0.1708	0.0372, 0.7841
5	4	0.7826	0.3533, 1.7336
6	4	0.1837	0.0520, 0.6484
7	4	0.8540	0.3916, 1.8626
8	4	2.7391	1.4242, 5.2679
9	4	0.5745	0.2432, 1.3568
10	4	0.1216	0.0273, 0.5417
6	5	0.2347	0.0648, 0.8494
7	5	1.0912	0.4809, 2.4763
8	5	3.5000	1.7367, 7.0538
9	5	0.7340	0.2998, 1.7915
10	5	0.1554	0.0342, 0.7069
7	6	4.6496	1.2969, 16.6692
8	6	14.9130	4.4735, 49.7149
9	6	3.1277	0.8298, 11.7893
10	6	0.6622	0.1091, 4.0207

8	7	3.2074	1.6198, 6.3509
9	7	0.6727	0.2785, 1.6247
10	7	0.1424	0.0316, 0.6426
9	8	0.2097	0.0968, 0.4542
10	8	0.0444	0.0105, 0.1885
10	9	0.2117	0.0450, 0.9969

Sources: Survey analytical results from SPSS

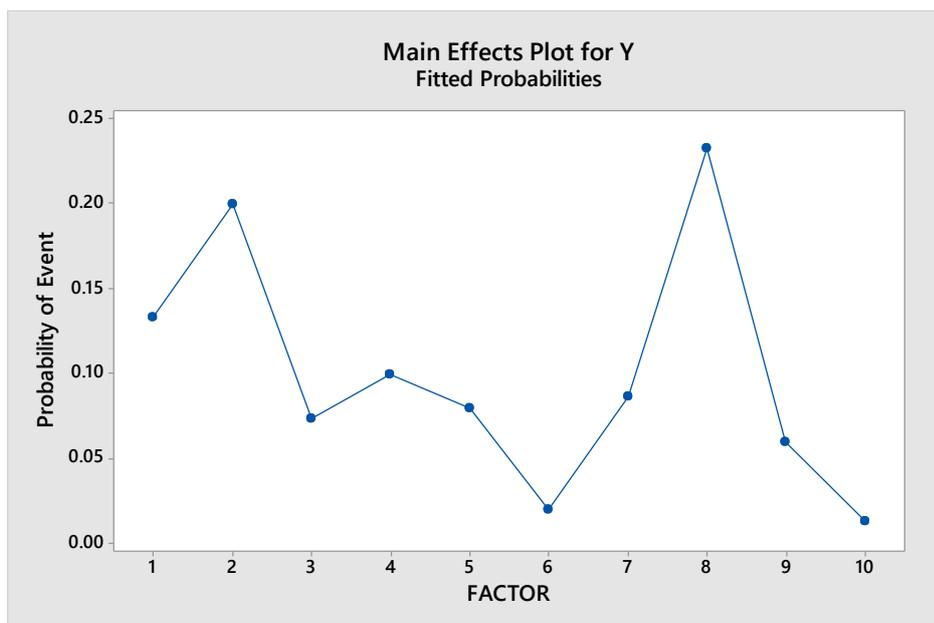
Table 5 presents the odds ratios derived from binary logistic regression to assess the relative impact of different categorical factor levels on the success of rural tourism development in Sri Lanka. The analysis reveals that Level 8 consistently outperforms all other levels, with odds ratios significantly greater than 1 in comparisons with Levels 1 through 7. Notably, Level 8 is nearly 15 times more likely to result in success when compared to Level 6 (OR = 14.91, 95% CI: 4.47–49.71). In contrast, Level 10 shows a strong negative association with success, with significantly lower odds across all comparisons—suggesting it may act as a barrier to successful tourism outcomes. These findings provide clear evidence of the varying influence of categorical levels, highlighting the need for targeted support and development efforts based on specific community or regional conditions.

Regression Equation

$$Y' = -4.304 + 2.432 \text{ FACTOR_1} + 2.918 \text{ FACTOR_2} + 1.767 \text{ FACTOR_3} + 2.107 \text{ FACTOR_4} + 1.862 \text{ FACTOR_5} + 0.412 \text{ FACTOR_6} + 1.949 \text{ FACTOR_7} + 3.114 \text{ FACTOR_8} + 1.553 \text{ FACTOR_9} + 0.0 \text{ FACTOR_10}$$

The regression equation summarizes the relationship between nine key influencing factors and the success of rural tourism development in Sri Lanka. Factor 8 was found to have the greatest positive effect (3.114), followed by Factors 2, 1, and 4. These findings indicate that a unit improvement in these factors substantially increases the likelihood of success. In contrast, Factor 6 showed a minimal positive effect, and Factor 10 had no contribution to the outcome. The intercept value of -4.304 reflects the baseline log-odds of success in the absence of any contributing factors. The equation allows for prediction and scenario modeling, helping policymakers identify the most impactful levers for rural tourism development.

Figure 01: Factors Vs Probability of Event



Sources: Survey analytical results from SPSS

The Main Effects Plot in Figure X provides a visual representation of how each factor influences the predicted probability of rural tourism development success. Factor 8 emerged as the strongest predictor, associated with the highest estimated probability of success (~24%), followed by Factor 2 (~20%). In contrast, Factors 6 and 10 showed the lowest fitted probabilities, suggesting that these factors do not meaningfully contribute to positive tourism outcomes. This plot complements the coefficient and odds ratio analyses, reinforcing the relative importance of specific development drivers in the rural tourism context of Sri Lanka. Main effects plot showing the estimated probabilities of rural tourism development success associated with each influencing factor. The plot confirms that "Peace and Quiet" and "Social and Political Security" are the most impactful predictors, while "Climate Factors" and "Other Reasons" show minimal influence.

6. Conclusion and Recommendation

Conclusion

This study examined the determinants of perceived rural tourism success in Sri Lanka using binary logistic regression based on data from 150 stakeholders. The model was statistically significant ($\chi^2 = 77.36$, $p < 0.001$), confirming that structural, contextual, and experiential variables collectively shape rural tourism outcomes. Among the predictors, peace and quiet, social and political security, and infrastructure development emerged as the strongest determinants, highlighting the central role of stability, safety, and infrastructural readiness in rural tourism performance. In contrast, climate conditions, geographical location, and gastronomy demonstrated comparatively weaker influence within the model. The findings indicate that rural tourism success in Sri Lanka is driven more by governance quality and enabling conditions than by natural endowments alone. This study contributes to the literature by providing a statistically grounded, multi-variable assessment of rural tourism success determinants in the Sri Lankan context.

Recommendations

Based on the findings of this study, several key recommendations are proposed to enhance the success of rural tourism development in Sri Lanka. Firstly, infrastructure development should be prioritized by both national and local governments, focusing on improving road access, accommodation facilities, sanitation, and digital connectivity in rural areas. The statistical analysis showed a strong positive association between infrastructure and tourism success, indicating that such investments are crucial for attracting and retaining tourists.

Secondly, maintaining social and political stability is essential, as it significantly influences tourists' perceptions of safety and willingness to visit rural destinations. The government and local councils should ensure security and promote peaceful coexistence, particularly in post-conflict or previously underserved rural areas.

Thirdly, the promotion of community-based tourism models is recommended to encourage active community participation factors found to be strongly linked to successful rural tourism. Training programs, awareness campaigns, and cooperative development models should be supported to build local capacity and ownership.

Furthermore, marketing efforts should highlight the peaceful and quiet nature of rural Sri Lanka, a factor highly valued by tourists according to the study. Developing unique branding strategies and using digital platforms can help reach both domestic and international visitors.

Finally, establishing a clear policy framework that supports rural tourism, offers incentives for local entrepreneurs, and integrates sustainability standards will ensure the long-term viability of rural tourism. These combined actions can contribute significantly to rural economic development, employment generation, and the overall attractiveness of rural Sri Lanka as a tourism destination.

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