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ABSTRACT

The successful culmination of North and East conflict by military means made Sri Lankan military reputable for their efficiency and effectiveness which made military to commence various programmes being implemented to revive the country's economic efficiency in post-conflict. The concept of Malima hospitality venture by Sri Lanka Navy (SLN) is one of the most valuable financial programme made which has focused on the welfare of members of the SLN. Such military commercial ventures are much unique to South Asian militaries. However, it is hard to find studies or research focused on the socio-economy impact of such ventures on a particular local community. Hence, this study basically fulfils the aforesaid gap. The researcher attempts to assess the socio-economic impact on the local community by SLN commercial ventures in the Western province while paying special attention to see the relationship of social and economic factors with five key variables. The study was conducted within local communities including the local community of two SLN commercial ventures in Western province and sample size of the study was 150 personnel. Basically, the research conducted considering five factors namely service quality, customer reach, competitiveness, military outlook and business innovation areas the variables to the socio-economic impact. A questionnaire and a semi-structured interview were used for the data collection and collected data were quantitatively analyzed with the use of Statistical Package for Social Science (SPSS) and thematic approach for qualitative data. According to the findings, variables of customer reach and competitiveness showed a positive relationships in Malima Club House local community which is away from metropolitan area whereas the variable of business innovation is showed a positive relationship towards the socio-economic impact in much urbanized Light House Galley. However, it is identified that Malima ventures in the western naval area are socially acceptable despite distinct issues related to it.

Key Words: Social Factors, Economic Factors, Military commercial ventures, Local community

