

**DEMAND DETERMINANTS OF CULTURAL AND
HERITAGE TOURISM: SPECIAL REFERENCE TO
FOREIGN TOURISTS MARKET IN CULTURAL
TRIANGLE**

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Master of Spatial Planning, Management & Design

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University of Moratuwa

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Thesis Submitted In Partial Fulfillment of the Requirements For The Master of
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STUDENT'S DECLARATION

I declare that this is my own work and this dissertation does not incorporate without acknowledgement any material previously submitted for a Degree in any other University or institute of higher learning and to the best of my knowledge and belief it does not contain any material previously published or written by another person except where the acknowledgement is made in the text.

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Signature of the supervisor:

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ABSTRACT

Cultural triangle is prominent in all over the world as its heritage significance. Hence it has transformed a renowned tourism destination point in Sri Lanka. But, still there isn't any supportable to the tourism field in cultural and heritage tourism destination. Considering to the Sri Lanka Tourism Development Authority data of tourists arrivals and tourists guests night from 2013 to 2018, to identified many variations amongst cultural and heritage cities in Sri Lanka. The cities have been marketed same assets as prominent to cultural and heritage, though their performances are fluctuate how the tourists destination decline in Anuradhapura, Polonnaruwa, and performed in Sigiriya and Dambulla. Therefore a study focused to determine key factors of distinctive destination point and it attempted to fill the paucity for filling the gap. Then can be identified what is the relationship between the factors effect of the variation of tourists demand of above cities as a heritage tourism destination? According to that situation research question were "What are the factors affecting variation of the tourism Development in cultural triangle of Sri Lanka?" Affording to research questions, generate three objectives and identify the factors affecting to the heritage tourism destination in cultural triangle. A wide-ranging literature survey supported with the use of books, journals, and articles to the aim of findings present knowledge on various issues which are affecting to the demand determinants for the cultural and heritage tourism. In that stage most related ten research articles in last ten years selected by "goggle scholar" web site and used to the factor analysis method and then identified limited main seven determinants. There are Cultural and Heritage Attraction or Assets, Entertainment and relaxation, Better ICT facility, Festival events, Hospitality/accommodation/ food and beverage services Transportation services, Tourist Guides services. Then, deliberated the seven determinants how to performed in to cultural and heritage tourism in cultural triangle. And then derived the second objective and it is to identify the impact of demand determinants on cultural and heritage development in the cultural triangle. In second stage collected the data through structured questionnaire survey from 100 foreign tourists selected by Morgan sampling method in each location in the study area in hotels at cultural triangle. Next considered the seven independent variables are performed with dependent variable which is tourist guest night and it is apply to linear regression modal for considering the validity of the determinants. Affording to the results of linear regression modal, identified five elements were best related to the cultural triangle in Sri Lanka as determinants of cultural and heritage tourism. And also, has been deliberated about views of the professional who are engaging in the activities of tourism field since before ten years. The method used for the collecting data from structured interview with Questionnaire and seven

professionals are randomly selected in the study area. Then their answers were analyzed from Nvivo analysis method and the professionals are mainly focused two determinants as key issues among seven independent variables. In the third objective is considered to impact of cluster formation on cultural and heritage tourism. In that situation, has been deliberated about guest services such as lodging, food and beverages, and other main infrastructures with entertainment facilities and destination attraction themes. Third objective full filled from spatial analysis and same features of the determinants are clustering. The sample is selected from trip advisor web site and main five categories of accommodation facilities are included in the clusters. The result of the analysis is minor facility accommodation centers such as restaurants, lodges, vocational rental places are more than located in the Anuradhpura and Polonnaruwa areas and special lodges and standered hotels and entertainment places more than located in the Sigiriya. In the results of the study can be considered to develop the facilities and amenities to tourists' management had substantial effect on the tourism field in Sri Lanka. Tourism planners are encouraged to identify socio economic effects and controls and will be formed tourism development programs positioning in an area like Anuradhapura, Dambulla, Sigiriya, Pollonnaruwa on a well-organized method to obtain fruitful outcome. Cultural and heritage tourism development can explain by Government policies and regulatory framework, Economic Factors, Infrastructure and Services and Natural and Environmental Factors. In the main thing is must be established standard social contexts at the development phases to preserve and defend for cultural heritage tourism in Sri Lanka.

Keywords: Cultural and heritage tourism, Cultural heritage tourism development, demand determinants and variations of the Cultural and heritage tourism, Potential and constraints of Cultural heritage tourism.

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