STAKEHOLDERS' PARTICIPATION TOWARDS SUSTAINABLE TOURISM DEVELOPMENT IN GALLE FORT WORLD HERITAGE SITE

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ABSTRACT

Stakeholders in the tourism industry include many different types of groups. They play different roles to achieve their multi expectations. Achieve sustainable tourism development also one of the main expectations in tourism industry. It is valuable to identify methods that can achieve sustainable tourism through stakeholders’ participation. The direction of tourism development in the area of world Cultural Heritage Site is also aimed to be that manner. For fulfillment of that objective primary data were collected from 30 respondents’ interviews and it included semi-structured, in-depth questions and data were analyzed using framework analysis. Findings were explained different stakeholders’ suggestions to achieve sustainable tourism development. Galle Fort World Heritage Site has its outstanding universal value and authentic architectural features. For conservation and development of this World Heritage Site in sustainable manner, it is important to have clear understood about at which level each stakeholder wants to provide their contribution and the way that match with different situations and conditions.