

**IDENTIFY THE POTENTIALS TO DEVELOP BUDDHIST
MEDITATION TOURISM WITH SPECIAL REFERENCE TO
FOREIGN TOURISTS IN KURUNEGALA DISTRICT WITH
COMPARISON TO COLOMBO DISTRICT**

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ABSTRACT

Spirituality became an important motive for travel in present as people get tired with their own life. As a result, demand for the satisfaction of spiritual and mental renewal tourism services increased and catering to such requirements became a popular way of income generation. Buddhist meditation tourism can be identified under the spirituality concept. The tendency towards questing spirituality affects number of industries in the world including tourism industry. Many countries which are possessed with cultural, natural and religious resources but which lack the required infrastructure to promote fun based tourism concepts eager in turning to spiritual tourism destinations and meditation tourism is becoming an easy market to promote. This statement expressed the capability of Kurunegala district as a Buddhist meditation tourism destination. In this research study researcher recognized the potential for Buddhist meditation tourism in Kurunegala with comparison to Colombo ditrict by investigating the Buddhist meditation tourists' expectations and the destination capability. Fifty of Buddhist meditation tourists and ten in charge persons have been investigated to achieve the objectives. As this is a new area of research in Sri Lankan context the visitor profile of Buddhist meditation tourist as well has been recognized. This study was based on places located in Kurunegala and Colombo. The numerous potentials have been identified which will be in capable of promoting Buddhist meditation tourism.

Key words: Spirituality, Buddhist meditation tourism, visitor profile, Tourists' expectation and behavior, Destination capability