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**IDENTIFY POTENTIALS TO DEVELOP CULTURAL HERITAGE
TOURISM IN MULLAITIVU AREA**

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ABSTRACT

Today tourism industry is rapidly growing industry in the world. It is becoming one of the major income generators of many countries. In this study researcher recognized the potential for cultural heritage tourism in Mullaitivu area by investigating the cultural heritage tourists' awareness and the destination capability. Fifty of cultural heritage tourists, fifty of community members. The personal and visitor profile of cultural heritage tourists in Mullaitivu has recognized as a new research area.

semi structured questionnaires were used to collect data. To analyse the gathered data it was used data summarizing. Percentages were calculated to analyse the data of tourist and community. This study was based on cultural heritage places located in Mullaitivu town, Puthukkudiyituppu, Vattappalai and Oddisuddan area as particular places accounts for highest availability of spiritual tourists according to the indications of Ministry of cultural heritage and Archaeological department, according to the evidence gathered through an initial investigation. The numerous potentials have been identified which will be in capable of develop cultural heritage tourism. Yet a study should be conducted covering and effort should be taken to discover hidden and unrevealed places in other locations in Mullaitivu District.

Keywords: Cultural Heritage, Historical values and places.