

ABSTRACT

The number of small and medium-sized restaurants at popular tourist spots is expanding significantly with the expansion of the tourism and hospitality sectors. Globalization and commercialization have had an influence on many establishments. As a result, they are moving away from sector-wide sustainable practices. However, considering the current situation in Sri Lanka, establishing a Sustainable gastronomy system is vital for the environment, community, and economy's well-being. Globalization, behavioural changes, and hurried lifestyles have all had an impact on Sri Lankan culinary culture. As a result, the objectives of the study were to identify restaurant stakeholders' perspectives on promoting sustainable gastronomy tourism in small and medium-scale restaurants in Colombo district. Primary data were collected from the 15 selected from tourists, small and medium scale restaurant staff members and government officers who are the small and medium scale restaurant stakeholders. Stratified purposive sampling was used to formulate the sample and in depth interviews were used to collect data. Under the qualitative research approach, collected data were transcribed and analysed by using the thematic analysis method. The findings of the study illustrated that promoting sustainable gastronomy tourism is important but to promote that concept through small and medium scale restaurants required extra effort, time and cost. Further, this study recommends some suggestions for promoting sustainable gastronomy tourism. like creating demand only for sustainable food products, Give value to the traditional gastronomy culture, Promoting sustainable gastronomy tourism activities, constructing a national gastronomy museums, Create educated and experiences professionals, create good working condition for employees, create a rewarding or certification system,

Key words: gastronomy tourism, sustainable gastronomy tourism, small and medium scale tourism businesses