

Abstract

The study will focus on the Pinnawala area, Pinnawala can be known as one of the popular tourist destinations in Sri Lanka. In 2017 SLTDA has recognized Pinnawala as a developable resort region under other resort regions in the 2017-2020 Sri Lanka tourism strategic plan based on the availability of resources with the tourism potentials. According to 2016 annual statistical report presented that both the number of foreign arrivals and total revenue comparatively increased. But when considering the visitors' comments of the well-known websites like trip advisor, Pinnawala has been rated as a place where can stay for a shorter period of time. Therefore, this study is mainly focused to find the ways to lengthen the activity of day visitors with the use of existing sustainable approaches and resources and capabilities in the area. To investigate that, the qualitative research approach was used and case study research design was chosen as research design. The primary data were collected from tourism service providers such as Hoteliers and tour guides in Pinnawala area. Theoretical saturation for the study was reached after conducting fifteen semi structured indepth interviews from fifteen tourism service providers in the area. According to the research findings, majority of tourism service providers believe that the present length of activity day as maximum two to four hours while the majority of tourists believe it as half a day or more. Furthermore, the researcher identified that, there are fourteen natural and manmade attractions which can be used to lengthen the activity of day visitors in Pinnawala. As per the findings of the study, to decide how to lengthen the activity day of visitors with the use of existing resources and capabilities, the researcher able to identified three findings such as the government contribution, marketing and promotions, and create a tour package in order to have a positive impact on extended stays of visitors in the area. In addition to that, at present there are many developable resort regions have identified by the SLTDA within Sri Lanka. Therefore the researcher hopes that, the findings of this research might help them to make new plans and strategies for sustainable tourism. Further, the researchers who indent to do research in the field of tourism management this will be literature for them.

Keywords: Activity of day, Length of stay, Purpose of visit, sustainable tourism