

ABSTRACT

The study will focus on the Kalpitiya area, Kalpitiya can be known as one of the popular tourist destinations in Sri Lanka. According to 2016 annual statistical report presented that both the number of foreign arrivals and total revenue comparatively increased in Kalpitiya area. But when considering the visitors' comments of the wellknown websites like trip advisor, Kalpitiya has been rated as a place where can get beach tourism experience. Therefore, this study is mainly focused to Study potential of developing Accessible tourism in Kalpitiya area and find the Challenges and opportunities to develop Kalpitiya as an Accessible tourism destination. To investigate that, the qualitative research approach was used. The primary data were collected from tourism service providers such as Hoteliers and tour guides in Kalpitiya area. Theoretical saturation for the study was reached after conducting ten semi structured in-depth interviews from ten tourism service providers in the area. According to the research findings, majority of tourism service providers believe that in present there no any Accessible tourism related actives Furthermore, the researcher identified that, mainly there are four challenges for developing Accessible tourism in Kalpitiya area, As per the findings of the study, mainly there are three of challenges for developing Accessible tourism in Kalpitiya area. In addition to that, SLTDA recognized Kalpitiya Tourism Zone is regarded as the largest tourism development project veiled in the Indian Ocean. 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.

Key words: accessible tourism, disabilities, development, Challenges, opportunities