



Promoting Ramayana Trail as a Cultural Tourism Product
(With special reference to Uva province and Central province)

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ABSTRACT

Ramayana Trail is an untapped market for studies and investigation which symbolize eminent synthesis of Sri Lankan and Indian cultural value. As trails of Ramayana legend, more than fifty sites were located in Sri Lanka. This has ability to influence tourists for different experiences during their travel since demand of travelling to gain diversified experiences is gradually increased. Ramayana Trail is featured novelty nature in tourism industry which was recognized by the least. Hence, it is crucial to promote Ramayana trail in order to assent as a cultural tourism product. Study identified promoting Ramayana Trail as a cultural tourism product with special reference to Uva and central province through the investigation of tourist's profile, existing awareness of tourist regarding Ramayana trail, destination attributes, opportunities and barriers to promote Ramayana Trail. As a sampling frame one hundred and twenty tourists were included for demand side while two people from each Ramayana sites were included for supply side such as priest, community and tour guides. As data collection method, semi structured questionnaire and interview method were adopted and data collected through the field survey and analyzed by using SPSS statistics. The result of the study indicated that existing level of Ramayana sites is low among foreign tourists. Indian has already aware regarding Ramayana Trail, when comparing with other nationalities. But, tourists have no clear directions regarding Ramayana sites and significance of the places is minor level. Furthermore, the study concluded that attraction was a most significance destination attributes to promote Ramayana Trail and study has recommended that marketing tools and social media can adopt in order to promote Ramayana Trail as a cultural tourism product.

Key words- Ramayana Trail, marketing, Cultural tourism product