

ABSTRACT

Street food is one component coming under the gastronomic culture which excites in the destinations. This novel niche market of street food can support for Sri Lanka to go beyond from the mainstream tourism products. The role of street food in gastronomic development has become one of the significant concept in recent. As a result, this study explored how street foods can contribute to promote Gastronomic tourism in Sri Lanka and the perspective of tourism stakeholders' perspective on it. Basically, this study aims; the potentiality about street food as a gastronomy promotion factor and the opportunities available for the use street foods as a gastronomy promotion factor in Sri Lanka and the challenges for the use street foods as a gastronomy promotion factor in Sri Lanka. The study mainly depends on the primary data that has been collected from the tourism stakeholders. Primary data collected from 14 respondents in selected street food vendors, tourists and Tourism Development Authority covering Galleface, Dambulla and Sri Lanka Tourism Development Authority. Semi-Structured interviews were used with convenience sampling technique. Qualitative data analytical method was conducted throughout the study and the collected data were transcribed and analyzed by content analysis. The findings of the study revealed that to maintain the authenticity of street foods; Awareness, Government Involvement, Unique Recipe and Continuous Ancestors are important. Perception, Involvement and Value addition can make contribution to the development of street food concept in Sri Lanka. Further, Government support, Negative perception and Promotion are challenges to promote street food as gastronomical product. This study concludes with some recommendation for gastronomy tourism such as promotion, improving the knowledge of the street vendors, proper management, increasing government support etc.

Keywords: Gastronomy, tourism promotion, street foods, stakeholders