



**IDENTIFYING THE POTENTIALS TO PROMOTE
SPECIAL INTEREST TOURISM IN KURUNEGALA
DISTRICT: WITH SPECIAL REFERENCE TO
CULTURAL HERITAGE TOURISM**

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ABSTRACT

Cultural Heritage Tourism is the type of Special Interest Tourism which is fastest growing segment in a Tourism industry. This trend is evident in the rise in the volume of tourists who seek adventure, culture, history, archaeology and interaction with local people¹. Kurunegala is the only district which locates four ancient kingdoms. The cultural quadrangle Program established under the central cultural fund is also based on these four ancient kingdoms namely, Kurunegala, Yapahuwa, Dambadeniya and Panduwasnuwara². Kurunegala can be identified as the destination which can promote as the Cultural Heritage Tourism Destination with its unique resources. But up to now it is not a district which popular among foreign tourists. Therefore the objective of this study is identifying the potentials to promote Kurunegala as Cultural Heritage Tourism destination. Research data mainly depends on the primary data collected by the Researchers from 100 foreign tourists, who are visiting Cultural Heritage Sites in kurunegala District through self-administrated questionnaire. In order to achieve objectives, Researcher used Descriptive analysis to identify the visitor profile of potential cultural heritage tourists visit to destination and conducted exploratory factor analysis method and identified destination attributes which were important to promote the Cultural heritage tourism, the most significant attribute is Location's Cultural Heritage Attractions and finally researcher recommends that providing identity to the district, focusing significant cultural attractions, developing infrastructure facilities are best ways to attract high tourist flow to the District.

Key Words: Potentials, Special Interest Tourism, Cultural Heritage Tourism

¹ Hollinshead, 1993

² Source: Provincial Vocational Education and Training (VET) Plan, North Western Province, April 2013