

Identifying Potentials to Promote Kalawewa as a Tourist Destination

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Sri Lanka is a country rich with natural, cultural and historical attractions while some of the destinations are not much popular among tourists visiting Sri Lanka. Kalawewa is an area rich with different tourist attractions like Kalawewa reservoir, Aukana Buddha statue, Kalawewa national park, Vijithapura and Reswehera ancient temples. According to previous literature it has defined that this area has numerous resources and it only utilized small fraction of total by the tourism industry. This study aimed at identifying potentials to promote Kalawewa area as a tourist destination and the objectives of the study are identifying the current tourism situation, identifying potentials and developing potentials to promote and increase the retention period of tourists. Data for the study were collected using semi structured questionnaires distributed among sample of 100 tourists who visited Kalawewa and 100 community people live in the area using convenience sampling method. The main analytical technique of the study was exploratory factor analysis. If Kalawewa area is promoted as a main destination for tourists, the main influential factor of the tourists is preferred activities and ancillary services and in community most influential factor is financial support and tourism education. This study recommended to develop infrastructure facilities, ancillary services, provide financial support and other related facilities, provide more knowledge and awareness about tourism industry with the support of public and private parties and build good private and public partnerships among the organizations and also by increasing the awareness using different kind of marketing materials and the use of advanced technology will increase the number of tourists' arrivals and retention period of tourists. Finally this study has identified the potential factors to promote Kalawewa area as a tourist destination.

Keywords: Kalawewa, Destination development, Tourist attraction