



**Promotion of Sri Lankan museums as heritage tourism products: *A case study*
on Colombo National Museum**

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Management in Hospitality, Tourism and Events Management.*

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Abstract

This research paper aims at an empirical gap existing in the research context of Sri Lanka. Though there are many museums in Sri Lanka it is evident with solid facts that the museums have a great potential to become profit generating organizations with higher audacity especially with reference to heritage tourism. According to the National Museum Department though the number of international visitors are very low the revenue generated by them are more than four times. This is a lucrative position for the museums to be more marketing oriented and to increase the number of visitors with the governments' interest in developing tourism.

The researcher is more oriented towards the promotion component and has constructed the research in a way of a case study about the Colombo National Museum which is the most successful among the other museums of the country. The questionnaires and semi-structures one-on-one interviews were prepared based on past research and pilot studies were carried out as well.

The data are analyzed descriptively. The main findings in a nutshell are that the museums should change their view point from the custodial role to a more marketing oriented role and should use internet and other sources of communication channels more prudently and assertively.