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**A STUDY ON IDENTIFICATION OF  
POTENTIALS TO FUTURE DEVELOPMENT OF  
CULTURAL AND HERITAGE TOURISM IN  
DAMBULLA**

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## ABSTARCT

Heritage and culture is a major segment in hospitality industry in Sri Lanka and moreover it is rapidly becoming a growing niche tourism market. As a result, demand for the satisfaction of heritage and cultural related tourism services increased and catering to such requirements became a popular way of income generation. This research tries to expresses and identifies the capability of Dambulla, one of the UNESCO world heritage site in Sri Lanka as a heritage and cultural tourism destination. In this study researcher recognized the potential for heritage and cultural tourism in Dambulla by investigating the tourists' expectations and the destination capability. Forty two of foreign tourists were given questionnaires and seven heritage and cultural tourism service providers have been interviewed to achieve the objectives. The research conceptual framework and hypotheses were constructed, based on previous theoretical and empirical studies. Exploratory factor analyses were conducted to analysis the data. The numerous potentials have been identified which will be in capable of promoting heritage and cultural tourism in Dambulla. As a result, Relaxation, Curious about cultural places, Gathering cultural knowledge, Social interaction, To explore the cultural destinations, Desire to participate Cultural events were identified push factors which tourist consider to visit Dambulla and Attraction and Amenities, Price for tourist products, Entertainment and service quality, Accessibility, Archaeological value, Engagemet of local community, Signs and information, Environmental quality were identified destination capabilities in Dambulla. The findings of this research provide a comprehensive view of heritage and cultural tourism behavior in Dambulla.

**Key Words:** *Heritage and cultural Tourism, Destination Capabilities, Tourists' Attitudes, Tourists' Expectations*