DEMAND DETERMINANTS OF CULTURAL AND HERITAGE TOURISM: SPECIAL REFERENCE TO FOREIGN TOURISTS MARKET IN CULTURAL TRIANGLE

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Thesis Submitted In Partial Fulfillment of the Requirements For The Master of Spatial Planning, Management & Design

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ABSTRACT

Cultural triangle is prominent in all over the world as its heritage significance. Hence it has transformed a renowned tourism destination point in Sri Lanka. But, still there isn't any supportable to the tourism field in cultural and heritage tourism destination. Considering to the Sri Lanka Tourism Development Authority data of tourists arrivals and tourists guests night from 2013 to 2018, to identified many variations amongst cultural and heritage cities in Sri Lanka. The cities have been marketed same assets as prominent to cultural and heritage, though their performances are fluctuate how the tourists destination decline in Anuradhapura, Polonnaruwa, and performed in Sigiriya and Dambulla. Therefore a study focused to determine key factors of distinctive destination point and it attempted to fill the paucity for filling the gap. Then can be identified what is the relationship between the factors effect of the variation of tourists demand of above cities as a heritage tourism destination? According to that situation research question were "What are the factors affecting variation of the tourism Development in cultural triangle of Sri Lanka?" Affording to research questions, generate three objectives and identify the factors affecting to the heritage tourism destination in cultural triangle. A wide-ranging literature survey supported with the use of books, journals, and articles to the aim of findings present knowledge on various issues which are affecting to the demand determinants for the cultural and heritage tourism. In that stage most related ten research articles in last ten years selected by "goggle scholar" web site and used to the factor analysis method and then identified limited main seven determinants. There are Cultural and Heritage Attraction or Assets, Entertainment and relaxation, Better ICT facility, Festival events, Hospitality/accommodation/ food and beverage services Transportation services, Tourist Guides services. Then, deliberated the seven determinants how to performed in to cultural and heritage tourism in cultural triangle. And then derived the second objective and it is to identify the impact of demand determinants on cultural and heritage development in the cultural triangle. In second stage collected the data through structured questionnaire survey from 100 foreign tourists selected by Morgan sampling method in each location in the study area in hotels at cultural triangle. Next considered the seven independent variables are performed with dependent variable which is tourist guest night and it is apply to linear regression modal for considering the validity of the determinants. Affording to the results of linear regression modal, identified five elements were best related to the cultural triangle in Sri Lanka as determinants of cultural and heritage tourism. And also, has been deliberated about views of the professional who are engaging in the activities of tourism field since before ten years. The method used for the collecting data from structured interview with Questionnaire and seven

professionals are randomly selected in the study area. Then their answers were analyzed from Nvivo analysis method and the professionals are mainly focused two determinants as key issues among seven independent variables. In the third objective is considered to impact of cluster formation on cultural and heritage tourism. In that situation, has been deliberated about guest services such as lodging, food and beverages, and other main infrastructures with entertainment facilities and destination attraction themes. Third objective full filled from spatial analysis and same features of the determinants are clustering. The sample is selected from trip advisor web site and main five categories of accommodation facilities are included in the clusters. The result of the analysis is minor facility accommodation centers such as restaurants, lodges, vocational rental places are more than located in the Anuradhpura and Polonnaruawa areas and special lodges and standered hotels and entertainment places more than located in the Sigiriya. In the results of the study can be considered to develop the facilities and amenities to tourists' management had substantial effect on the tourism field in Sri Lanka. Tourism planners are encouraged to identify socio economic effects and controls and will be formed tourism development programs positioning in an area like Anuradhapura, Dambulla, Sigiriya, Pollonnaruwa on a well-organized method to obtain fruitful outcome. Cultural and heritage tourism development can explain by Government policies and regulatory framework, Economic Factors, Infrastructure and Services and Natural and Environmental Factors. In the main thing is must be established standard social contexts at the development phases to preserve and defend for cultural heritage tourism in Sri Lanka.

Keywords: Cultural and heritage tourism, Cultural heritage tourism development, demand determinants and variations of the Cultural and heritage tourism, Potential and constraints of Cultural heritage tourism.

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CHAPTER 01
INTRODUCTION

1.1 Introduction

First chapter refers the main, important primary sections in the research. This lays the foundation of the study containing back ground of the study, research problem, and research questions on aligning of research objectives, justification of the research problem, research methodology, thesis preview and limitations.

1.2 Background of the Study

Tourism is one of fast emerging industry in the world and it is main industry in the developing world. Tourisms Phenomenon is continually making considerable impact and influence on economies and societies. It is becoming a major sector even in Asian countries. Tisldell (2001) suggests that the tourism arrivals and its potential are mainly based on rising world population and people motivate to travel due to decline of transportation cost, reduce travel time, increase efficiently and give more leisure time and globalization which speared information. This impact carries huge potential on economic and social developments. Sarpy, (2000) refers that most of the countries are consider tourism carries high economic growth potential which can leverage to develop sustainable development of a country. Tosun (2001) stated that, most of the relevant literature has been mentioned about aspect of tourism development and which are encouraged the occupation of generation, earnings of foreign exchange and community prosperity.

Though, the percentage of involvement in the tourism industry, tourist destinations is highly depends on economic and political stability, terrorist pressures and civil conflict in the etc. (World Travel and Tourism council, 2003). This is a vital factor on finding possibilities to develop tourism as an economic activity. Due to the situation of the country it is very sensitive with the political and civil stability of a region or a county to spread and develop tourism influence successfully. The reason of civil war

in North Eastern parts of Sri Lanka affected dramatically to decline the international arrivals of tourism and movement of domestic tourists. However the current peaceful situation fuels up to the faster boom growth of tourism in the country as well due to the demand increased surrounded the world.

With the existing peaceable situation in the country and prompt development of the road and other infrastructure, the tourism growth potentials are multiplied. However it can be seen that all the tourism activities and initiatives are centralized to the main cities and its surrounding areas as it was not fairly distributed due to many reasons including the civil war prevented people to move more regional areas. Therefore this study mainly focused to possibilities and carrying capacity of tourism arrivals and development of tourists' attraction. And also considers the development of infrastructure and formalizes the tourism activities when establish a sustainable tourism sector positioning in the resort region with reference to the selected areas in the North Central Province and Central Province in Sri Lanka.

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1.2.1 Tourism Industry in Sri Lanka

Sri Lankan history expands more than 2500 years. It is established in the south-eastern strip from India in the Indian Ocean. It consists 65,610 square kilometers in size. Population of the country is 21.2 million according to the statistics 2012, issued by the department of population and senses. Sri Lanka declared their independence from the British rule in the year of 1948. It was famous as Ceylon in the British era. There are three main ethnic clusters in the country. It consists 71 percent of Sinhalese, 15 percent of Tamils, 9 percent of Moors and balance is from other ethnic groups. (Department of Census and Statistics -2001)

In the Sri Lankan context, Ceylon tourist board was established in the year of 1966. They launched a master plan for ten year period from 1967 to 1977 for development

of tourism in Sri Lanka and number of tourists recorded as 153,655 in year 1967.When year of 1982 it was increased to 407,230. At that time, foreign income also increased from US Dollar 40 million to US Dollar 146.6 million. It is identified as the golden era from tourism industry in Sri Lankan history (source). The tourism industry has been developed as spending time of the tourists. According to statistics of SLTDA publications in 2009, the spending for tourism development was USD 6(1968), 27(1978), 33(1988), 59 (1998), 77(2008) in considerable years. Foreign exchange earnings recorded in year 2017and it is increased to 14.8% earnings, compared to previous year earnings of 14.2%.In year 2017 official tourist receipts were estimated at Rs. 598,356 million and compared to 2016, it is growing by 16.7%. (Statistical Report, SLTDA 2017)

When, low improvements of the tourism field, the tourists are spending their time and cost is reduced. And also, tourists become low rate living, low quality accommodation facilities with main services and inflexible price of local lodging house etc. And it is caused to the tourist destination level and several areas of the Sri Lanka become cheap tourist's destination.

When, year 2018 tourism has converted an extremely competitive industry throughout the world. Aimed at this purpose, the industry is vibrant that destinations are able to extent their competitiveness, in order to identify their strengths and weaknesses to improve the forthcoming approaches. Currently there is a significant change in the traveler's dimension. The tourists attentions have been aim to new dimensions as adventure, hobby, relaxation, enjoy natural beauty, pilgrimage, collecting knowledge on historical aspects of the cities and archaeological sites.

Richie and Crouch (2003) and cited in Azizet al (2014) said, Destination competitiveness can be described as the possibility and ability of the destination to maximize expenditures for the tourism and more and more attract visitors while provided that their satisfaction, unforgettable familiarities and to do so in a profitable way whereas increasing living condition of destination populaces and protective the normal principal of the destination for coming groups.

There are several tourist eye-catching places in Sri Lanka spreads all over the country. The Southern and Eastern parts of the country are placed attractive tourist destination of coastal beaches, ancient heritage places are inside in the country and lush green resorts, wild life sanctuaries, waterfalls and other attractive places are found in the mid and mountainous of the country. Historically important Ancient and heritage sites, culturally important and religious places with spiritual values are placed in the inside of the country.
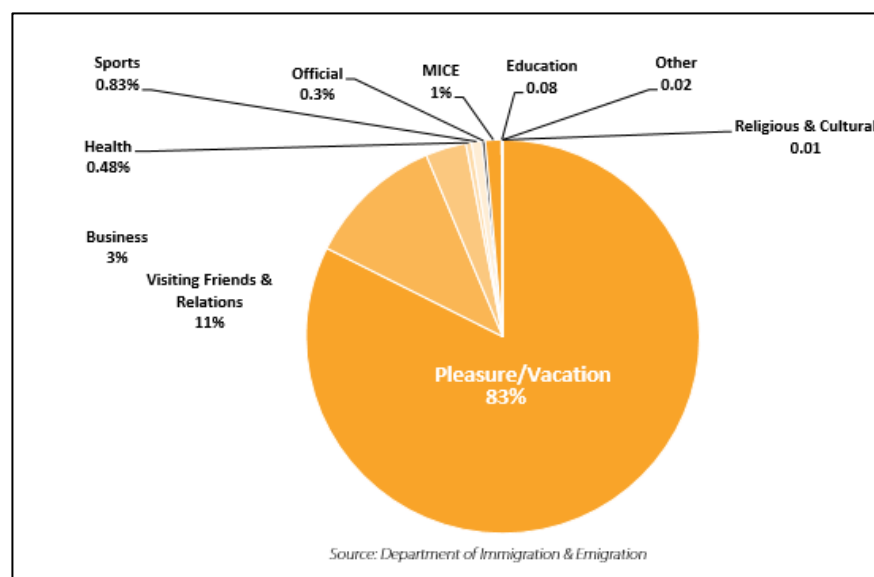
Figure 1: Distribution by purpose of visit (percentage)

Source: Annual Statistical Report (STDA) 2017

A peaceful environment of a country is very much important for growth of the amount of tourists and they attract to Sri Lanka because most of them are coming here to be relax and enjoy with calm and natural environmnet of the country. Compared to other destinantion areas of the country, the number of tourists are arrival to religious and cultural purposes which is very low and percentage is about 0.01per cent(Annual Statistical Report (STDA) 2017)

Most of the tourists are specially attractive to the coastal area of the country. Beautiful and calm beaches around the country have become their favourite destinations. Benefits of sea bath and sun light are adding values to these places and

tourists are affection to that position. Considering the foreign exchange income source of the Sri Lankan economy , the second major part is tourism and it create enormous job market of the country.

As per resort region destination the tourist's arrivals in the ancient cities showing Figure 2.Compared to the tourist's arrivals in other regions tourist's arrivals to Ancient cities are is not higher.
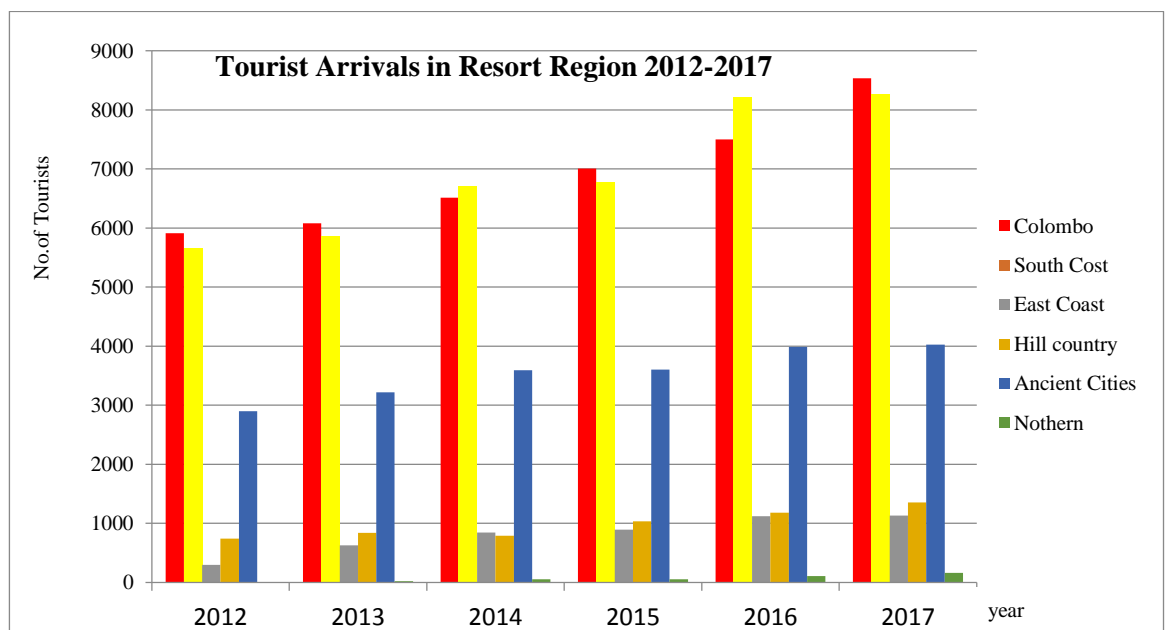
Figure 2: Tourist Arrivals by Resort Region 2012-2017

Source: Sri Lanka Tourism Development Authority 2012-2017

Towns and cities are main residential places of People in developed countries. They like to spend their holiday in a destination where they can relax their mind. Accordingly they choose a place which is different from their day to day life. Tourism industry is developed around the world to fulfill this requirement.

Jayawardena, (2013) stated that, later the civil war, Sri Lankan economy is change along a faster development path, and growth rate of annual GDP around 8 percentage. And also, inflation rate and unemployment rates have dropped down to single digit figures. De Alwis, (2013) said that, today the branded word is "ecotourism". And Sri Lanka has unique opportunity for tourism field as business. Jayawardena, (2013) stated that, comfortable roads and automobiles create

convenience trips and provided all infrastructure facilities to be tiredness free. The World Bank (2010) statements that, end of the civil war in May 2009, Sri Lanka is confronted a historic occasion for improvement and settlement in the hazards areas. Fernando & Arunika (2009) and Ranasinghe & Deyshappriya (2010) explained, cease situation of civil war is a potential for tourism development.

Currently, Sri Lanka has been identified as a middle-income country and income is per capita US Dollar 3,924(World Bank Organization -2015). The long lasting civil war ended in 2009, and the Sri Lanka Tourism Development Authority prepared a strategic plan and named as "Tourism Development Strategy 2017-2020". The ambition of Sri Lanka government is form a model tourist destination place in the country. The biodiversity, culture and history makes Sri Lanka an interesting country in a place branding perspective with focus on tourism simultaneously. This diversity presents a difficult marketing challenge to a particular destination. According to the new strategy the authority promote the Sri Lanka as "after Travel Destination" in the Asia. Year 2013, Sri Lanka was awarded as the world number 1 travel destination and published by "Lonely Planet" which is the travel guide and media publisher. In year 2013, a leading travel magazine named "Conde Nest" has been graded top ten destinations places and Sri Lanka is one of the destination places. And also, the Asian Tourism Association also stated that "Sri Lanka is the world best destination center in 2018" and they have planned improve the tourist trips and linkages in between Asian countries.

According to the Tourism Development Authority annual statistical report 2017, they identified the third largest foreign income source is tourism in Sri Lanka. The contribution is significantly high rate and it was 14.8%. Compared to the previous year foreign earnings were recorded as 14.2% in tourism sector.

1.2.2 Cultural and Heritage Tourism

Heritage or cultural tourism is fragment in the tourism industry. It concern about cultural heritage of the setting up places of tourism promotion. Nation Trust for

Historic Preservation in the United States of America said that, heritage tourism is familiarity and expertise of travelling to the locations and activities that realistically represent the stories and people of former and modern era (www.srilankainformation.lk).

In developing countries, cultural and heritage tourism demonstrations great potential and traditional economic activities are no longer workable. For the economic progress and improve the benefits, cultural heritage values can share and preserving. Considering the united approach in tourism as sustainability, cultural heritage and economic criteria should concentrate.

At the present time tourism is distributed by verity of procedures and types. In the past, tourism is specificity and sovereign such as cultural. Cultural tourism means the travellers who are travelling for identified spiritual values, history, culture, customs, of the area. And other one is create income and significantly inspiration for economic development. Smoothing variation of the tourist's arrivals and distributing tourists streams on the all tourism areas in the country. And other potential is branding of historical and cultural heritage generates positive appearance in the considerable region. Cultural and heritage assets not only bring in income to the city but also share to tourists their proud of the unique.

In the practice of the cultural and heritage tourism, cultural and heritage assets should be well-known, control and preserve and also should realized about impacts of the cultural and heritage tourism, economic and social benefits, method of publicizing and advancements. Heritage tourism is visiting settings of the heritage places and accomplishes admiration of the ancient value. And tourists who engaging the cultural and heritage tourism, they expected to participate the historical events for entertainment. Consequently, cultural and heritage tourism is combination of the entertainment, education, conservation and profitable element of the tourism market

1.2.3 Cultural Triangle in Sri Lanka

The Cultural Triangle is consisted to North Central Province and Kandian Kingdom of the Central province which are dry zone and wet zone in the country. The study area selected in dry zone and enclosed by flat land. The area is largely bounded by thick shrubberies, forest lands, isolated rocky areas. And also the UNESCO World Heritage Sites has been established in surrounded area which is Anuradhapura, Polonnaruwa, Sigiriya, and Dambulla. These areas are famous due to monumental mountains, historical Buddhist worship places, chronological transformation venerable places, and inheritance of the past era. The distance is at about 180 Km from west sea board and Katunayake International Airport to ancient marvels in the Cultural Triangle. Study area has been bounded from north by Anuradhapura and east bounded by Polonnaruwa and Sigiriya. Dambulla and Kandy is west and south boundaries in the existing area. The island populace and world nation are popularly known about the Cultural Triangle in Sri Lanka. Therefore local and foreign tourists and visitors are coming to cities and the number of the guests is increased day by day for visiting, pilgrimage, and study purposes to the above valuable cities.

The Cultural Triangle basically based on Buddhist Temples, Sculptures, ancient monasteries and pagodas. Most of these places and monuments are older than 2000 years. Some of the World Heritage Sites which are announced by UNESCO are available in the cultural triangle, comprising the prehistoric cities of Anuradhapura, Polonnaruwa, Sigiriya, Dambulla and Kandy. There are number of monumental rock establishments that are perfectly converted into places of respect.

1.2.3.1 Anuradhapura

Anuradhapura is first capital and momentous ancient city in Sri Lanka and capital of the Anuradhapura District. It is prominent for well- reserved ruins and an ancient Sri Lankan evolution with cultivation pattern. Now Anuradhapura is UNESCO world heritage site and the focus point of Theravada Buddhism for many centuries. And also, it is one of the eldest inhabited cities in the world and one of the eight world

heritage site in Sri Lanka. Ancient city of Anuradhapura bounded by monasteries covering an area of over sixteen square miles, Anuradhapura was first planned city in Sri Lanka and built by king Pandukabhaya (www.srilankainformation.lk).

1.2.3.2 Pollonnaruwa

In 10th century Cholas attacked to the Polonnaruwa and caught the city for their capital. When 1070 AD king Vijayabahu- i recaptured the city from Cholas and established the Sinhala's Empire. That time was brilliance period in Polonnaruwa and after the reign of Vijayabahu Polonnaruwa was governed by King Parakramabahu the great and King Nissanka Malla. Then there were devoted to develop the segment of agriculture & economy, religion, community development with public facilities and amenities for reached the prospered to the city. King Parakramabahu developed the self-sufficient city and starting support to the more productivity of agriculture and it caused to successful of the city and build a prosperous kingdom.

Considering the geographical perspective, this area placed to central plain in Sri Lanka and the boundaries of kandian kingdom in south and Anuradhapura is north boundary in the city. The city is surrounded by defended areas as Anuradhapura, Parakrama Smudraya and reserved forests. In the past era the city of Polonnaruwa separated an inner city and an outer city. The royal palace and administration building situated in the inner city and sacred area located in the outer city. Buddhists and other religious centers such as king parakramabahu palace, pothgul vehera, shiva dewalaya, Thuparamaya, Vatadageya, Nissanka latha mandapaya, Lankathilaka vehera, Rankoth vehera, kiri vehera, Thiwanka pilima geya eyc. l ocated in the sacred square. Also, the valuable ancient s tructures, archeological sites, and monuments are compacted in this area. Therefore UNESCO is decleared in year 1982 as a world heritage site (http://www.mysrilankaholidays.com/pollonnaruwa).

1.2.3.3 Sigiriya

Sigiriya is belonging to the Matale District. The prominent structure is Lion Rock and it is icon in the city. King Kashyapa ruled in the city from 447- 495 BC and he selected the natural rock for his regime which is close to 200 meters in height and developed his palace on the top of the rock. It is model for the greatest ancient urban planning in the past era and UNESCO named and declared the city as a world heritage place. The king kashyapa planned to the palace and garden with all elements for security, protect and enhance of natural beauty and provide all convenience facility for all. The lion rock is famous in other country due to the frescoes, the mirror wall, well planned water gardens, the boulder gardens and the terraced garden. At the present, "Pidurangala Viharaya "is famous as a heritage site. (www.srilankainformation.lk).

1.2.3.4 Dambulla

Dambulla is a world heritage site and declared by UNESCO in first century BC. It is famous for prehistoric sacred place which are settled the development under an overhanging rock shelf and uppermost of the hill. And otherwise, five memorials contains with pre-Christian rock inscriptions, 149 statuaries of Lord Buddha, 15 meter-long reclining Buddha statue and worldwide famous and biggest antique painting surface which is painted brightly colored frescoes on the walls and ceiling (www.srilankainformation.lk).

1.2.3.5. Kandy

Kandy is famous as "Maha Nuwara" and it is next largest urban town in Sri Lanka. And also, it is administrative capital in the Central Province. Kandy named as an UNESCO World Heritage Site in year1982 and which was Sacred Tooth Relic of Buddha. Significant area is main tourist's attraction point in the country as climate and attractive sceneries in enclosed area which are "Dalada Maligawa" central

highlands, Knuckles mountain range, Alagalla mountain range royal botanical garden, Udawatta Kele, the Royal palace park and the Kandy Lake. The main transportation hub in Central province is located in the area and it is a gate way to the central highlands (www.srilankainformation.lk).
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1.3 Problem Statement

Sri Lanka is consist with cultural and heritage monuments, worldwide famous locations and ancient cities. Eight of them are identified as world heritage sites such as, Dalada Maligawa known as temple of the Sacred Tooth Relic in Central Province, Sigiriya Heritage site considered as 8th world wonder, Anuradhapura, Polonnaruwa, and Dambulla Cave Temple known as the Golden Temple, the colonial city of Galle; and the natural heritage site of the Sinharaja rain forest and the Greatest Wilderness. The cultural triangle consist five world heritage sites and the Sigiriya is famous as the base for cultural tourism. Among above Sigiriya is very special. It is not finalized that who are the constructors of the Sigiriya and few more historians fight for them to claim the creator of the monument. Sri Lanka is potential with so many tourists product with its different types of nature resources.

According to the World travel and Tourism Council, 2012 (WTTC) involvement of tourism industry to the world GDP is rising three percent faster than other industries. Murphy and Price, (2005) explains this significant development impact world tourism related countries in many ways. Therefore, it is important to know how far as an attractive tourism destination, Sri Lanka will gain benefits of this rapid growth with the existing distribution of tourism related activities in the country.

Areas where located far from the urban setup in Sri Lanka mainly depends on agricultural activities still remain under developed due to many reason. Mainly the poverty led by the regular income with the changing weather, sudden droughts, and floods, low investments on irrigation systems other than main tanks and lakes. After this situation with under-utilized resources such as agricultural lands, and touristic value of the area lead the unemployment. This creates rural urban migration and that

affects to the urban areas over populations, moving poverty to the urban. In order to evaluate the contribution of the tourism industry as an alternative for agrarian or subsector toward the socio economic growth in host areas needs an analysis of the linkages among tourism developments with its development potentials.

Sinclair and Stable, (1991) describe that the consequence of currency leakage happens in a way that the proportion of money spend in a destination either leaves the destination or will not even enter to the economy of the destination. Lecher and Nepal, (2010) further explains that the spending of tourists in a destination will not benefiting the economy of the destination. How far a tourist may spends their money on a domestic product instead of imported products in the destination. Rural areas specially does not have adequate domestic production for tourists and most of the imports sold in the destination and leaves the destination as revenue of external investors, companies etc. Identifying the factors and constraints of minimizing the financial leakage by how far possible to retain the generated income in the destination it is important.

However, there are specific method for determine the tourism development. Moreover, several statutory bodies engage in providing support and development of the tourism industry at rural level but suitable and equal development positioning is not always depend on the economic development structure and touristic value promotion of the areas .

Current government of Sri Lanka expects to increase tourism arrivals of four billion in 2020 (SLTDA, 2017). From the budget proposals to boost exports, tourism, Foreign Direct Investments (FDI) and make a brand "Sri Lanka", it is undertaken by a strong, structured and focused on worldwide promotion campaign from allocation of several millions of rupees. And to promote tourism, advice to the Tourist Promotional Bureau to held and organizes a show which highlights our culture every day except on religious holidays. This is to be happens in each and every tourist attractive places identified. Tourism development fund will finance to the project. Updated printed and electronic brochures and guides have been distributed in tourist

attractive areas. All these proposals are stipulated by budget proposal 2017 for future planning. But it is not mentioned how to achieve the targets. It should identify sub locations within the umbrella destinations of Sri Lanka to promote Sri Lanka and focus it to global market.

Anuradhapura and Sigiriya are main destinations with its unique features available within the area. So many factors are arising in order to diminishing features of uniqueness of the city. Tourist visits the Anurahapura city because tradition and its historical values but there are hidden vulnerable places to be developed as eco-tourism and cultural tourism destinations. As such, it is significant to identify these unique points within the Cultural Triangle internationally. And also, Anuradhapura, Polonnaruwa, Sigiriya and Dambulla are main destination hub in Cultural Triangle though; the cities formulated differentiate compared in each other. Taking into consideration of the foreign tourist arrivals for last six years, author analyzed foreign visits in numbers as follows.

Table 1: Foreign Tourists' arrivals to Cultural Triangle

Foreign Visitors Arrivals						
Area	2012	2013	2014	2015	2016	2017
Anuradapura	61,392 11%	69,705 14%	79,685 12%	74,075 10%	77,703 9%	100,117 11%
Sigiriya/ Habarana Dambulla	284,968 48%	269,906 54%	354,997 58%	452,301 64%	562,461 64%	563,759 62%
Polonnaruwa	241,382 41%	155,824 32%	181,344 30%	180,048 26%	234,242 27%	248,510 27%
Cultural Triangle	592,980	504,699	616,576	722,676	889,292	905,333

Source: Sri Lanka Tourism Development Authority 2013-2018
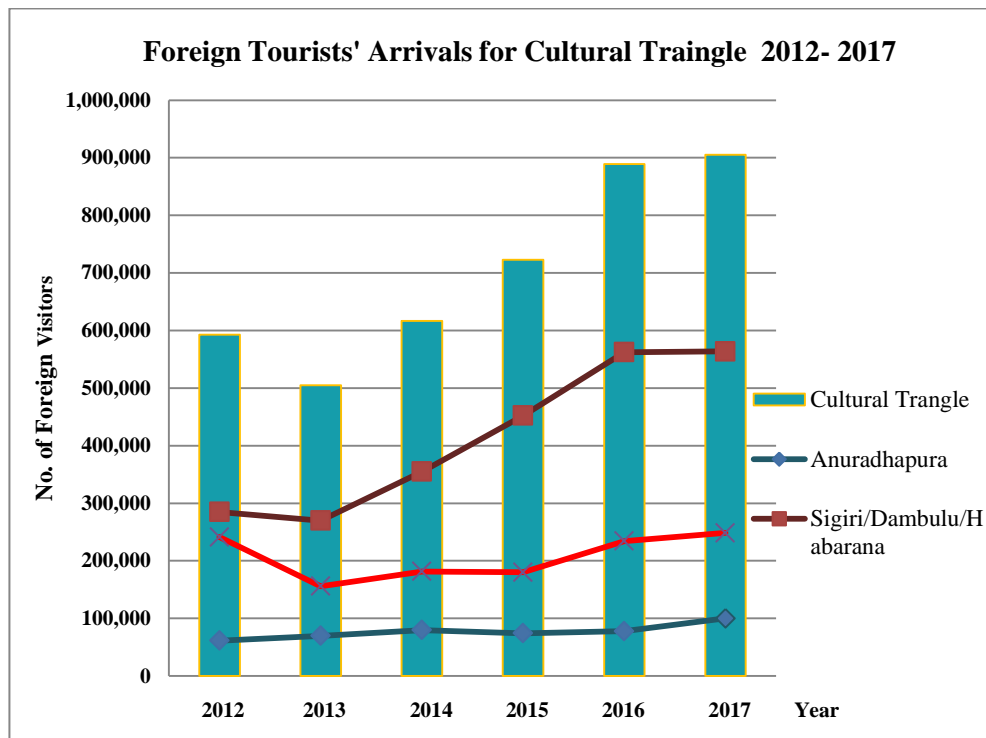
Figure 3: Foreign Tourist's Arrivals

Source: Sri Lanka Tourism Development Authority (2013-2018)

The above figure 3 reveals that, there is variation of the tourist arrivals in between cultural triangle cities. Within five years tourist's arrivals in Anuradhapura is 10%-11% and it is low rate compared with other two cities. From 2012 to 2017, tourists arrivals in Sigiriya is increased by gradually which is since 48% to 62%.

Table 2: Foreign Guest Nights in Graded Accommodation Establishments Cultural Triangle

Area	2012	2013	2014	2015	2016	2017	2018
Kandy	444658 51%	607725 45%	625650 45%	689970 46%	808204 44%	810856 43%	866160 41%
Anuradapura	70096 8%	107889 8%	132477 10%	137328 9%	149478 8%	211837 11%	227676 11%
Polonnaruwa	299576 34%	530215 39%	173275 12%	152170 10%	216861 12%	192494 10%	205344 10%
Sigiriya	60710 7%	114423 8%	459567 33%	515326 35%	646553 36%	679325 36%	792831 38%
Total	**875040**	**1360252**	**1390969**	**1494794**	**1821096**	**1894512**	**2092011**

Source: Sri Lanka Tourism Development Authority (2013-2019)
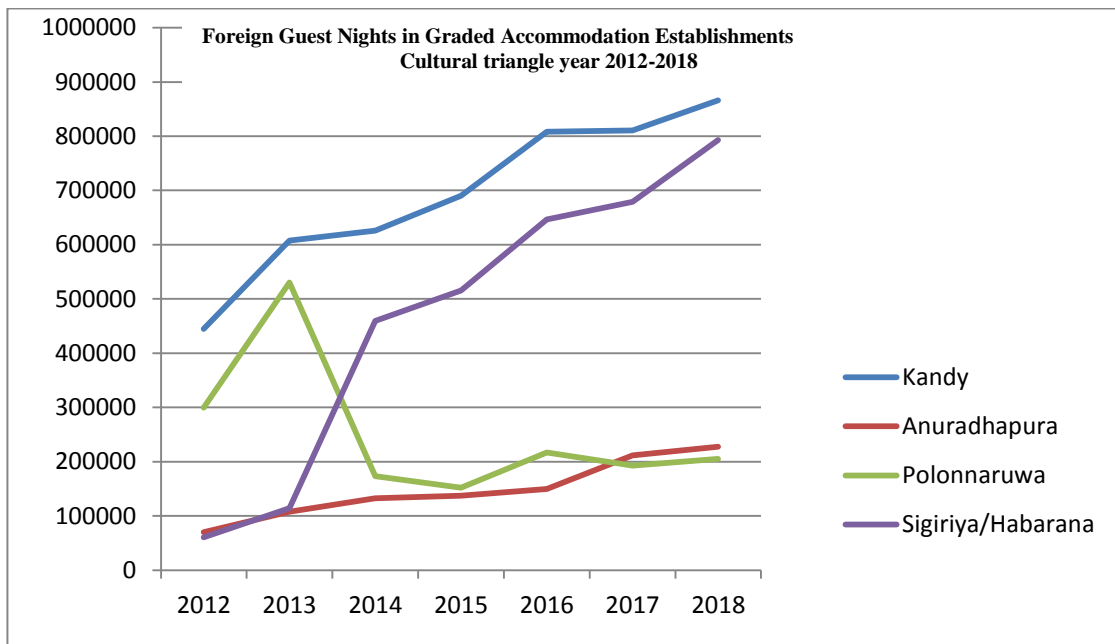
Figure 4: Foreign Guest Nights in Graded Accommodation Establishments
Source: Sri Lanka Tourism Development Authority (2013-2019)

Then Figure 4 explained, Foreign Guest Nights in Graded Accommodation Establishments (classified and unclassified hotels) reveled variation in between same assets of cultural and heritage cities within six years from 2012 to 2018. In 2012 foreign guest nights of Sigiriya was tremendously increased when 2018 and which was commencing 7% to 38%. And also foreign guest nights have been decreased in Polnnaruwa as 24% in the middle of 2012 to 2018.

Considering the tourists arrival gap among Cultural Triangle cities, this study aims to identifying factors affecting the heritage and cultural tourism, compared to Anuradhapura Polonnaruwa, Sigiriya and Dambulla. Having focus on issues of development of heritage tourism in Sri Lanka, this study principally focuses on factors affecting and variation of the tourism Development in Cultural Triangle of Sri Lanka with special reference to foreign tourist market and the problem statement is defined as,

"***What are the factors affecting variation of the tourism development in Cultural Triangle of Sri Lanka?***"

1.4 Problem Justification

There are many literature related to tourism and not specified to tourist turnover comparison in cultural triangle as it has diverse activities and concepts in applicable to different geographical areas. According to the literature, the study based on the selected tourist destinations of Anuradhapura, Polonnaruwa, Sigiriya, and Dambulla Cultural Triangle which can be considered as variations of foreign tourists turnover. The reason for the selection is due to its area specialties and cultural attributes related to historic, cultural, sacred value, lifestyle and facilities available.

Gulnara Ismagilova et.el (2015), identified the main problem of the cultural and heritage tourism is insufficiency of tourists infrastructure, insufficient level of investment for preservations of heritage, inadequate qualified organization for tourists services, international standard transport services, grade of the hotels and service quality of them, discrepancy of hotels services as to the international level, inflated prices of accommodation sites and facilities and amenities in cities, route organizers are travel agencies or attractive and important places or unrelated objects of cultural and heritage, development of the presentation and souvenir products, weak advertising activity in the route. He said, while development of the cultural and heritage tourism ought to be deliberated cultural cognitive activities, comprehension of cultural heritage requirements of a person in familiarity in past, customs and lifestyle image.

Areas that are mostly depends on agrarian activities may tend to risk their regular income due to the undependable weather changes and climate change. These areas in population wise have more potential for developing human capital on transferable skills that can create different entrepreneurs and income generation. With existing peaceful situation in Sri Lanka and growing infrastructures and economic situation the tourism has booming effects as a popular tourism destination. In order to divert some of this development proceeds to the rural areas as it is a timely requirement of Sri Lanka to examine the avenues for the tourism.

1.5 Objectives

1.5.1 Aim of the study

The broad objective of the research is, to identify demand determinants of cultural and heritage tourism in cultural triangle of Sri Lanka with special reference to foreign tourist market.

1.5.2 Objectives

1. To identify the cultural and heritage tourism demand determinants
2. To identify the impact of demand determinants on cultural and heritage development in the cultural triangle.
3. To identify the impact of cluster formation on cultural and heritage tourism

1.6 Significance of the study

The research is important as it, study the social, economic legal and political factors that effects to create the gaps and deficits of development aspects in tourism developments and examine the livelihood development potentials by developing tourism in a sustainable approach. This study limited to the Anuradhapura, Polonnaruwa , Sigiriya and Dambulla destinations. The selection of locations are based on the areas where historic tourist attraction and sacred value for locals and internationally identified as UNESCO world Heritage Site. The living style of this area directly affect for tourism in domestic and international travellers. The development and research focused only on analyzing understanding of existing determinants constraints of the cultural and heritage foreign tourists and their behaviors, satisfaction level through destination images. Also this research affords many advantages to the policy makers and community development personnel to plan and identify perception related to tourism development and positioning the strategies of livelihood enhancement and institutional development. Government of Sri Lanka, Ceylon Tourist Board, Tourism Development Authority, Universities and other compatible organizations will also be profited in this and future acquisition process.

1.7 Limitation of Study

As usual, time and resources are the primary constraints of research studies and this is applicable for this study too. The work at community level is time consuming and costly. The major theoretical limitation is the dependency of the research only on field studies carried out in a limited geographical area which was Anuradhapura, Polonnaruwa, Sigiriya, and Dambulla in 100 cultural and heritage tourists only. When generalizing outcomes of the research founded on field studies in the country situation, criticism may be leveled against for not taking few other areas in order to represent Sri Lankan situation appropriately. In the midst of the time and resource limitations, it is not probable to include many other areas for the research.

This research is narrow to the Anuradhapura, Polonnaruwa, Sigiriya, and Dambulla areas located in an area represents tourist activities as a tourist destination. This areas are consist of residential and commercial properties directly involved in tourism support service and research will focus only on examine differences between above cities and constraints of the areas that affect to the tourist development. This analysis measure and verify the validity on micro, small scale and medium level tourism related activities, services and businesses development as a tourist destination. However, the facts and disputes identified from this research can be implemented for future projects compared to the current tourism development.

1.8 Methodology

Methodology was developed as four steps. The output of the first step is arrangement of research objectives. The objectives derivative from the research gap which was identified as literature and scoping visits.
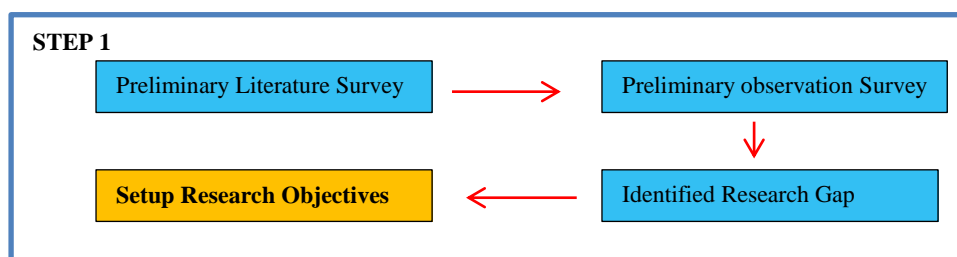
The second step is instigated to satisfy the three objectives and data collection for fulfill the requirement of objectives. Literature survey used to achieve first objective which is identify the cultural and heritage tourism demand determinants. According to the demand determinants factors, prepared a structured questionnaire and key person interview and fulfilled the second objective which is identify the impact of demand determinants on cultural and heritage development. The impact of cluster formation is third objective and it is achieved from GIS data.
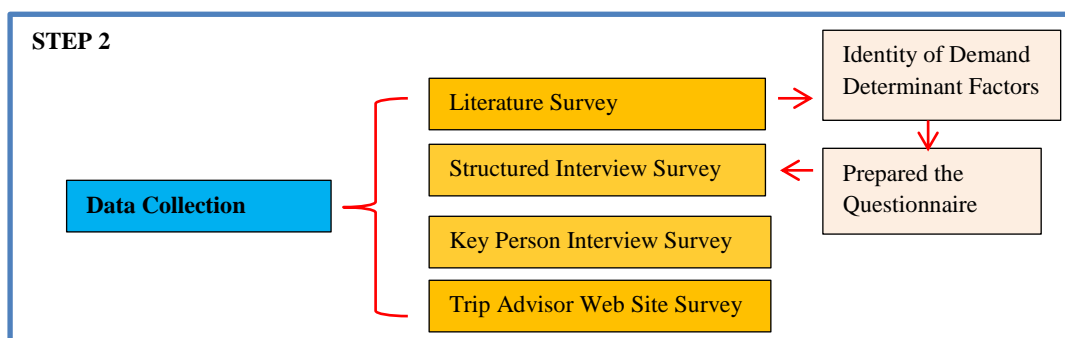
The final step is about completing the objective 1, 2 and 3 by analyzing and discussion of results together will derive the conclusion.
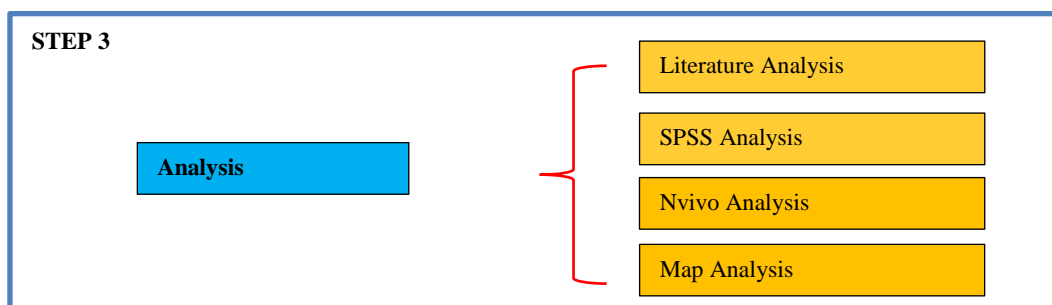
1.9 Research Gap

All through the world many researchers were verified foreign tourist market, in different terrestrial and public scales. And they were investigation about satisfaction level, tourist activities arrangement, destination competitiveness and elements and indicators of cultural and heritage tourists.

According to above situation, identified practically gap within cultural cities in Sri Lanka. Many infrastructure facilities such as sanitary facilities, accommodation and tourists' related activities are not standard and satisfied level in tourists related areas like Anuradhapura and Polonnaruwa. And also any one not identified and not studied in this situation.

Based on secondary data, researcher known enormous variation in between same assets cultural sites in cultural triangle and didn't proper research for identified affecting factors for considerable variation.

Consequently, to fill the research gap in this study intends to explore demand determinants and their influences on variation of cultural and heritage tourism development in cultural triangle.

1.10 Chapter Outline

Chapter One: Discuss the outline of the study including background of the study, problem statement, objectives, significance, clarification in main concepts and also the limitation involved in the study.

Chapter Two: The second chapter includes all literature and reviewing related to the subject and attempt to figure out the results of other studies carried out in nationally and internationally on rural tourism.

Chapter Three: The third chapter will deliberate the methodology of the study built on including formulation of hypothesis, data collection methods involved and data processing in order to bring out the better and fair interpretation of the core study outcome. In addition to this, the respective conceptualization and operationalization will be discussed under this chapter.

Chapter Four: The fourth chapter will be apportioned for the arrangement and study of data from respective methods and present in graphical and tabular interpretation accordingly to this study.

Chapter Five: The fifth and final chapter entails of findings and conclusions, recommendations and suggestions professionals on policy makers especially government and non-government bodies. Further this gives avenues for further researches from this onwards on Cultural and Heritage development aspects.

CHAPTER 02

LITERATURE REVIEW

2.1 Introduction

In literature review analysis the relevant literature use for explorative study of foreign tourist market, in the cultural triangle, tourist and the effecting factors of sustainable tourism and reasons of the tourist satisfaction and qualities or determinants of the destination image of the cultural and heritage cities will be revealed through general review of articles, journals, books and web pages.

2.1.1 Tourists and Tourism Development

"Tour" is a Latin word derived to English. 'Tornos' is conveys the meaning 'circle'. It means that moves around a center or an axis. The French "traveli", the English equal of tourism means hardship. Silva and Wimalaratana, (2009) said that, with the modern development of tourism has brought up with many concepts of tourism segments. Further Silva and Wimalaratana (2009) indicate that there is numerous tourism service deliveries came to the practice as eco-tourism, nature tourism, heritage tourism, Ayurveda tourism etc. These sectors and sub sectors are targeting the different areas of the country and market a place as a tourism purpose which becomes famous for a one or many of the above tourism segments.

Accordance with Dasguptha et al. (2007) presently, the travellers turn to new dimension identically. Those can be identified as hobby, for relaxation, travel as an adventure, to enjoy natural beauty, as a pilgrimage, to attain knowledge, on historical features and archeological spots.

Growth of tourist arrivals and increase the visits of travellers for a certain destination is not always imply that the host area is well developed or it is heading towards the sustainable development. Some researchers argued that consequences of tourism for

the economy has a foreign currency leakage which is a large quantity of the money spend in the destination moves out from the destination as the revenue channels are connected to international or urban private ownerships. This factor can also applied to the rural areas in terms that the elite tourists or middle level recreational tourist who contribute the major mount of spending in tourism will tend to lose form the area as non-availability of means to motivational marketing of the destination activities to this tourists and no local initiatives to fulfill the requirements. According to Sinclair and Stabler, (1991) only five dollars remains in the destination country from each hundred dollars spent by a tourist. All other ninety five dollars are affected by financial leakage.

Palmer (1999:315) said, heritage is "the 'buzz' expression of the 1990s" It is considered to the greatest substantial and rapidly developing part of tourism (Alzua, O'Leary and Morrison 1998; Herbert 1995).Heritage tourism is mentioned as somewhat which requirements to be accomplished (Cheung1999) and promoted differently.(Bennett 1995) As cited in their report by Poria et.al, (2003).

world Heritage Conservation (1972) identified and stated that, Cultural Heritage can be described as a series of buildings, monuments, sites of ancient ,attractive, archeological, systematic, significance and natural inheritance physical, biological and geological features; habitats of threatened plants or animal species and areas of value on scientific or aesthetic grounds or form the point of view of management cultural and natural heritage reflects in many national inventories and case study area of this research is also rich in above mentioned both natural and cultural heritage categories.

Further, tourism industry is a labor intensive industry and creates many employment opportunities to the rural community at local level and help to improve the economic situation. It gives a massive contribution on livelihood development by absorbing rural unemployment. And also WTTC (2011) said, improvement of tourism industry addressed and solved the problems which are dangerous poverty and food shortage, gender equivalence, conservational of the natural environment and international

consolidation. Community based tourism development is mainly contribute to the tourism development in non-urban areas. Local area community gets the opportunity to collectively involve in tourism and receive multiplied benefits that gain from tourism activities. Also the local craftsmanship, other micro level workers can be able to open up their market share toward the major segment of a customer base attract by the development of tourism destination.

Further the tourism industry identified as an effective tool in economic development the national economic policies are formulated manner for growth the tourist arrivals and activities to develop the income generation opportunities of regional development. Ministry of Finance and Planning (2010) said that, the reason of the excessive tourism investment is manufacture, equipment, transportation and food and beverage industries in the country.

Saarinen et.al, (2014) stated that, the tourism is fulfill both aspects which are assistance to the policy's goal ,vision and aim and participating the large number of people for tourism industry for getting benefits for larger numbers of the people in the area.

Furthermore, Silignkis (2001) suggests the tourism has its geographic and demographic characteristic which explains that tourism destinations. An area which has a tourist attraction and activities in small scale agricultural related economies located far from high urbanized area. With related to tourist experience tourism offers highly tourist centric service than the urban tourism. Due to the simple economic activities and lifestyle the setup has built up for offer more flexible service to the tourist demand.

Tourism has been failed to generate a good output to the tourist due to several issues. Weaknesses in planning in the tourism industry it fails to give respectable service to the travelers. Lipman (2007) cited by Anuar (2012) said that, destinations of the tourism will be increasing in future years and created a competition among destination and they are much concern over the improvement of the tourism market (Navickas & Malakauskaite, 2009 cited by Anuara A.N.A.2012). Therefore, tourist destinations and managing agencies should be change their patterns accordingly and

need to offer different kinds of packages. Presently, the tourism market should be change which is more creative and unique with customer-oriented branding.

An according of the country, state, province, cities, or a resort region, the destination image can be specific. Furthermore, destination can be identified as a cluster of activities, combination of experiences and transaction that are created of the minds of tourists, and tourist's, resident's, operators of the tourism industry, policy makers and politician's activities (Udurawana, 2015).The Karl (2008) has been described about the destination of the tourism market. He said development of the destination market of economic and cultural development in all locations mainly caused, visitor-centered approach with practical, and well- planned, incorporates the interests of guests, service providers and the community. And also he identified five primary types of destinations centers which are Mega city, large city, Mid-size city, regional /natural attraction areas, and Unique/Boutique destination. Accordingly this study, the research belongs to Regional /Natural fascination destination type. As the cultural triangle is a geographic area and attract of the visitors for traditional, spiritual, pleasure and historical values other than typical urban experiences.

2.1.2 Determinants of Cultural and Heritage Tourism

Gulnara Lenar, and Iishat (2015) stated that, the cultural and Heritage plays enormous role and it's become one of prospects for economic, cultural and social rescue. The people in the historical era replaced to the cultural practices, concepts, ethics and goods, art, profession and movement. However, historical and cultural assets of the country are one of the key aspects because demanding the tourist motivation.

Poria et al., 2001: 1048 cited by van der Merwe 2016, has been described about tourist perception in heritage tourism. The subgroup of tourism has key incentive about the heritage characteristics places and tourist's perceptions are determined to

visiting sites and according to their own heritage. Poria et.al (2003) stated that, heritage tourism is social miracle and understanding and management of heritage is very urgent. It should not be debatable factor of manifestation of tourists.

Gulnara Ismagilova et.el (2014) said, historical and cultural assets are potential and one of the key components of tourism of the country. And it caused: "(1) It is a strongest encouragement tourist intention due to tourists are companion and participation of historical and cultural heritage (2) Modern cities can create income and considerably effect their economic development because items of cultural and historical heritage are very significant (3) It is excessive prominence in the social sphere, leveling periodical variations and equally issuing tourist rivulets on the ground (4) "Branding" of historical and cultural heritage is an lively instrument of the acceptance of direction on the tourist arena and it generates satisfactory appearance of the region." Accordance with this statement, the heritage and cultural areas are main assets of the country. And he mentioned in his research the nine objects for determinants of the cultural and heritage tourism.
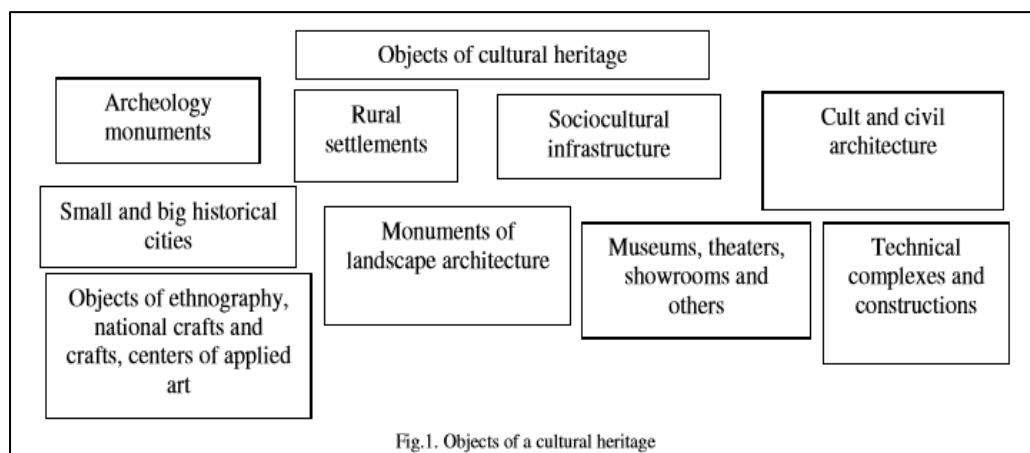
Figure 5: Objects of a Cultural Heritage

Norhasimah et.el. (2014) said, the cultural and heritage also expressed as a tangible or intangible and eminent into three brands. There are built environment, natural environment and artifact. The element of the built environment is construction of

structures of any buildings, archeological ruins, townscapes, natural environment has been included countryside landscape, beach and coastlines, agricultural heritage, and artifact means books, documents, objects, pictures. Gulnara Ismagilova et.el (2015), according to the contentment and necessities of the tourism the historical and cultural assets are split to six key approaches as Cultural, Historical, Archaeological, Religious resources and Ethnographic. Cultural means traditional stories awareness to works graphic and additional art formulae, national occupation, and visit of festivals. Concern in history of the country, visit of ancient memorials and remarkable places, thematic lectures on history are included in historical features. Archaeological means attentiveness in archeology of the mother land, visit of memorials of antiquity, excavation of the historical places. Religious resources are attention in religious conviction, visit of alternative manufactures, pilgrimage places and acquaintance with religious customs, customs, rituals and ceremonials. Ethnographic is things, marvels of ethnic culture, awareness in culture of people, themes and the lifecycle, language, an outfit and ethnic imagination. Ecological appearance means memorials of landscape architecture.

Fyall and Garrod, 1998 cited by Carol Boon et el. 2014, heritage tourism is commercial activity and that implicates the use of genetic and social cultural assets in direction to interest tourists. Then he say, the tourists of cultural and heritage, seek their experience from education, leisure and social interaction with career of unforgettable experience. In 2010, the Kim and Ritchie and Huh Uysal said heritage tourism based on the component of self-satisfaction, innovation, contribution, local culture, feelings of refreshments, meaningfulness, past cultural heritage knowledge and therefore destination marketing organization must afford unforgettable travel experiences and discovered new things.

Carol Boon Chui Teo (2014) stated that, the heritage tourists generally fascinated to the cultural and heritage locations for historical inimitability of the sites and considered significantly, cultural familiarity at the site, the superiority of the infrastructure, the excellence of the tourists' facilities.

King, Flynn, (2012) cited by van der Merwe, (2016) stated that, the details of effects and involvements of heritage tourism in between built-up areas has been recognized. In addition to that diversity of effort had done everywhere of tourists' views and familiarity of explicit heritage places (van der Merwe, 2016). The institute of National Trust for Historic Preservation defines; cultural heritage tourism is wayfaring to familiarity the spaces, objects, and engagements that consistently signify clues and persons who former and existent. In addition to that, cultural, historical, natural resources are all make up heritage tourism places.

Teo et.al, (2014) stated that, tourist behavior, attitude and liable tourists service sector, visitors surroundings perception and tourist observations in culture of the tourism sites are caused to conservation of a World Heritage Cities (WHC).

Tangible and intangible characteristics are element of the culture and heritage tourism (Southall, Robinson, 2011 cited by van der Merwe, 2016). Heritage defined as a various categories and such as, what establishes which is elements genetic from one's own history, natural as ecological, cultural means anthropological and historical or manufacturing heritage (quarrying and manufacturing) and the heritage areas are initiate at specific sites all over the world (Timothy, Boyd, 2006 cited by van der Merwe, 2016).The visitor pointed of view studies and outcomes use to improve the urban areas (van der Merwe, Patel, 2005; Witz et al., 2005; Ivanovic, 2014 cited by van der Merwe, 2016). And also he mentioned how to improve the heritage tourism. He said poor quality accommodation facilities, and low-cost local labors are many problematic issues for tourism field.

Clinton David van Der Merwe (2016) said that, cultural and heritage tourism means ancient objects, remains, structures, preservation, cultural setting, natural places. Timothy and Nyaupane (2009) defined cultural and heritage tourists who are visit archaeological ruins and rests, creative traditions, heritage components, built components , music, dance, religion palaces, places of worship and museums. And also Grobler (2008) said that, comport of the objects which are, memorials, monuments, museums and historical sites have been caused develop of cultural and heritage tourism attraction.

According to the Vrtiprah (2006) cited by Dejan Gluvacevic (2016), said that momentous structures and locations, traditional stories and performances of traditional crafts and skills up to their clarification, facilitated tour guide services, written guides, street enactments with historic themes, music and film festivals, cultural events should be upgraded for promote to visit the cultural and heritage sites and determinant of tourists destination. Booyens (2010) cited by Carol Boon, (2013) stated that, cultural tourism based on local festival events, entertaining parks, aesthetic seeking fascinations, commercial activities. Mimi Li, Bihu Wu, Liping Cai (2008) said, World Heritage Sites are tourists attraction places and that places have enormous demand and extremely compact from visitors with favored for destination. And also Paula C Remoaldo, Laurentina and Jose (2014) mentioned their study the huge numbers of international travellers were attracting to the cultural and heritage places and tourists are selected destination places according to prominence of historical background, shopping activities, entertaining facilities, convenience of the selected area and efficiency.

2.1.3 Factors effecting on Tourism Development

Tourists would like to achieve environmentally sensitive experiences and there are identified as a green or eco-tourist (Tixier, 2010 cited by Teo et.al, 2014). And also Andereck (2009), (cited by Teo et.al, (2014), studied and found that, visitors are powerfully interested and encouraged to environment-focused on services. Therefore tourists used extra optimistic comments of environmentally liable practices.

Rukuizine (2007) further explains that the tourism destination is evaluated in the basis of tangible and intangible attributes. Infrastructure, service establishments, different services and fair price differentiations, techniques and skilled labor, competence are considered. In order to fulfill this requirement the capital involved and the human resource with necessary skills and forward attitudes are important. With referred to the intangible aspects of evaluation the criteria mainly convenience, protections, respect and friendliness of the host community etc. are considered. These factors in good way can deliver memorable experience to the visitors and have them a repetitive travel back to the destination for next visit. If the host failed to

deliver the standard service according to the tangible and intangible factors will unlikely to approve by tourists as a better tourism destination. Therefore under delivery of service level on the attribute of the physical and human create a constraints and tourism development. This gets different nature according to the heritage destination and its attributes. There are destinations where hidden natural beauty carries high potential of tourist attraction. Chen and Chen (2010) stated that, service quality is emphasized in all categories of tourism field. And another significance related element is experience of the service. But now a days this factor is ignored somewhat. Customers who expending a services what are, individual personal responses and feelings and then they felt service experience.

Previously researchers such as Sri Lanka (Rohana,2007) , South Africa (Ferrario,1979) British Colombia (Var, Beck, and Loftus ,1974) have studied and evaluated destination attractiveness of international tourists in many countries and regions. Lew (1987) identified three key methodologies and "cognitive" is one approach for determine the destination attraction. This component focused to the experiential characteristics and related to the attraction and focused on a demand of tourism. At that point, attractiveness of the tourists' destination in cultural triangle will be upgraded through supply components, demand components and its relationship.

The experience of international tourist's requirements of the destination products are exhibited that the primary factor is destination's environment as destination Orientation (social, cultural aspects), and the other factor is service infrastructure for destination's (Travel Service, transportation, food brand lodging services). The earlier research identified the tourist attraction components such as economic factors (value of the local currency, living expenses) natural factors (climate changes) social and cultural factors (hospitality of the domestic people and behaviors and attitudes of the people) and other researcher identified the elements such as natural beauty and climate, social and cultural characteristics, sports, recreational activities, educational opportunities, shopping complexes and commercial facilities and cost of living, infrastructures, tourist's attitudes, and accessibility of the country (Ferrario 1979, Richtie and Zins 1978 cited by Udurawana, 2015)).

An attraction is "things to see, activities to do, and experience to be remembered." Lew (1986) and he suggests that are not available all elements and conditions for tourists motivations. Therefore he said being retaining on spiritual, heritage and cultural value of cities can be developed through outside factors such as festivals, friendliness, protection of tourists, road improvements , easy accessibility and excellence infrastructures, accommodation facilities ,transportation and other quality services , plants, lakes and other natural marvels caused actual visitation or tourism receipts. Therefore, tourists are definite the level of attractiveness in the regions and their determinations caused to success or failure of tourist's destination.

Jarvis (2011) discussed about determinants of the tourism destination and he said three elements of the destination image. First main component is infrastructure and it caused to the success or failures of a destination market. Second one is an attraction and it is unfavorably influenced to destination by violence, political uncertainty, natural disaster, and antagonistic environmental elements and overcrowding of tourists. Third one is destination appearance and target is increase the quality of life for natural tourist's attractions .As cited in their report by Peter Murphy et.al, (2000) Tourist marketing organizations have mentioned "quality" and "value" is critical objects for tourism industry. And according to the latest documents, a number of governments initiated to increase upgrading significance in their visitor experiences. Mo, Howard & Havitz, (1993) said that, tourists faced to physical setting and service infrastructures in the tourism areas and it affected to incensement of tourists visits.

Fig. 1. A conceptual model of the destination product.
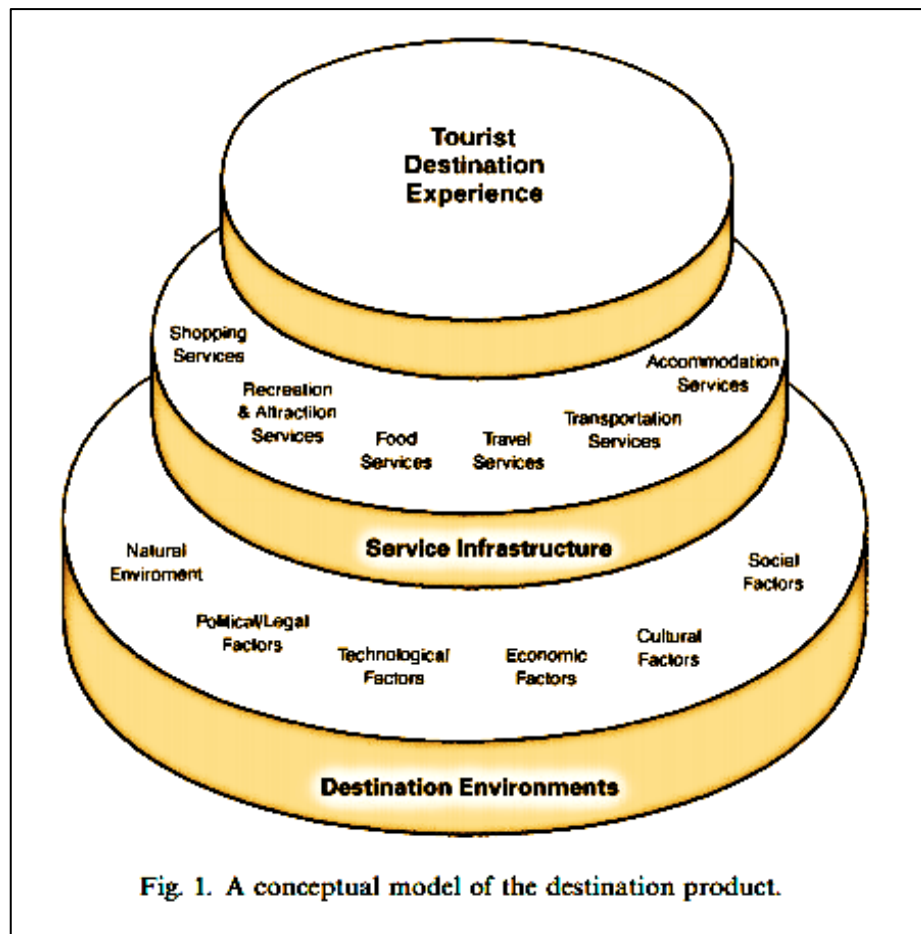
Figure 6: A Model of the Destination product
Source: Murphy Pritchard M P, and Smith B, 2000

Murphy et.al, (2000) reveled infrastructure facilities for tourists in their research, equally shopping activities, recreation and attraction service, food service travel & transportation services and accommodation services are main tourists attractions. An although he known as a destination environment factors and divided natural, political, legal, technological, economic, cultural and social factors in the direction of tourist destination experience. Then the Murphy's study given a contribution further researchers and point out, how to managed and increased the destination involvement from developed the service infrastructure. According to the Dwyer and Kim (2003) that, the resources of the tourism attraction are divided in to two categories and there are inherited resources and created resources. Inherited assets classified two types as Natural and Heritage or Cultural. Ponds, coasts, waterways, mountains, weather and nature based components are Natural assets. Created

resources mean manmade element such as handiworks, verbal, customs, belief and trusts, special event and cooking are Created resources contain with tourism infrastructure, available activities for tourists, entertaining items excellence services welcome and shopping for attract the tourists, destination.

According to Mthembu (2011) foreign tourist visits faster this process as the tourist guides attempts to create the places more touristic and related to their needs and wants and their influence make a different interface of the tourist's destination.. Dhakal (2005) reiterate that training and development of host community, creates a valuable human resource that responded efficiently to the tourism demand, maintain community and tourists with cultural values and environmentally sound.

Infrastructure is the backbone in the tourism development (Sakar, 2009) therefore the tourism is depended heavily on infrastructures in conciderable areas. According to Annual Report of Ministry of Finance and Planning, there are massive infrastructure developments initiatives on-going and completed are established in tourist's related areas in Sri Lanka and it is caused mainly, visit the attractions places are developed. Specely and Sheif (2003) explain the absence of proper public transport services can become a barrier for tourists. However, Eurera (2008) claims that the most of the remote tourism destinations are accessed by private vehicles and not much dependency on public transport.

According to the literature, factors affecting on tourism development can be categorized several sectors as political factors, Economic Factors, Socio – Economic Factors, Natural Factors ,Health and Diseases factors and Technological Factors.

2.1.3.1 Political Factors

Tourism is discussed with relation to economic development, social and environment factors. But the political influence and ration is hardly discussed in literature (Hall, 1994). Tourism is doubtlessly a political phenomenon according to its changes and reactions of government structure and processes which are power related (Henderson, 2003). According to Hall (1994) the political influence directly and

indirectly according to the government policies and statutory regulations which are developed in imperative to increase the tourism industry within country. Further it is an integrated part of the economy. Magara (2010) explain that the politics is about competing for power, authority and influence appropriate to create and support a better living standard of the community.

In the year of 1983 started a civil war between Sinhalese and Tamils and it was badly affected to tourists of Sri Lanka. Civil war ended in 2009 and Sri Lanka started to re-structure the tourism industry to attract tourist and became the no one of tourist destination in the world according to the publication of "Lonely Plant" in 2013.

2.1.3.2 Economic Factors

van der Merwe, (2016) stated that, still there are some issues not yet addressed about how to get maximum economical productivity while conserving and protecting heritage against negative effects of tourism.

From 2009 Sri Lankan economy is rising up per 8 percent. This was a reason to decrease the unemployment rates and inflation when compared to the past recent years. About thirty percent consists from industrial sector productions and main six industries included with tourism. It has been contributed to the economic sector as 4percentage (Central Bank of Sri Lanka, 2016). The organization of World Hospitality and Tourism is (2017) mentioned key challenges and opportunities for tourism development and which are comfortable road networks, fatigue free trip, safe and secured tourist attractive places, easily accessible locations and to provide access for differently able persons and elders.

2.1.3.3 Socio – Economic Factors

With regard to the income generation and poverty alleviation, tourism facilitate with diversified opportunities to the rural community to retain them and struggling and overcome challenges on tourism opportunities (Chanchani, 2006).

New tourism policy accepts necessity for specialization of the tourism product and associated socioeconomic benefits for additional growth of the tourism field (UNWTO, 2008 cited by Saarinen et.al, 2014).

Tubadji, (2012) stated that, the culture categorized four types according to its nature. There is ancient remembrance, beliefs, attitudes, living system and custom are immaterial objects, material things are items of art, memorials, architecture buildings, style. Chronological division means material things and immaterial things objects are greatly effect to socio-economic development and it is divided two parts and there are segregates as living culture and traditional heritage. Traditional heritage means fragment of living culture from the ancient historical time (Tubadji A. 2012).

Tourism is a public focused industry. The important thing is relationship with each person in the society. According to the tourism development, affords tourist lodging, placed with social-cultural interests. Ancient capitals similar Anuradhapura is checked to consider the authority for tourism development. The entrepreneurs are stimulated to explore occasions and associated with tourism industry development organizations and they are planed public beneficial local programs. Then they revealed the facts for the tourism development as (i) Rural community suspicious of tourism-related development, (ii) To create the appearance for famous locations as enriched peacefulness and spirituality should be necessity to protect and uplift the natural environment and improved level of cleanliness for the considerable areas. (iii) For reduce unemployment and develop micro-enterprises should be start and improve training and education programme. (iv)The rural community has poor appearance about the tourism field. Because their view is tourism is a non-safe business and not a decent profession (v) The perception of tourist guest house is preserved due to many people associated with corrupt activities (vi) Develop the relationship with community based organizations and can be start training programs for tourism related business through these organizations.

When discussing the economic development linked with the tourism it is significant to accept the public and traditional aspects of it in order to positioning the development strategies. Social factor are to be specially consider as the how far and

what sub sectors the local communities affected by the intensive development schemes (Nel and Binns, 2002).

Further tourist activities by who are new to the environment seeking for pleaser may tend to overrule or irritate the local residents in many ways. This creates cultural and rural life conflicts with the foreigners to the area. This also due to the fact that tourists are seeking value for money and spend large amount of their many for once off activity and try to behave in ways that even not accepted in their home environment (Rogerson, 2000).

2.1.3.4 Natural Factors

The points raised at the discussion was, government could warrant the natural setting is conserved. This can be designed through community directed approach for sustainable tourism development and realize this, discussed were (i) Home-stay tourism concept should development through environmentally-friendly, proper and which (ii) Publicize experimental plan in association with Sri Lanka Tourism Development Authority and public centered societies (iii) Contributions of the stakeholders in rural community, other likeminded institutions (iv) The plan implement with encourage community directed tourism development program. Teo et.al, (2014) stated that, though, considered and researched about tourists'activities characteristics at heritage tourist destination choice on tourist favorites but there are not attention and lack in observing the tourist profile for categories of heritage tourist destination.

Tourist destination attractiveness is always linked with its locality and neighborhood. Area that has a good connection with the nature, isolated from urban scenic, cultural and traditional lifestyle and food, archeological significance will always plays a main character in promoting the image of the destination. With this aspects and the human accessibility is somewhat contradictory as the media of linking the destination identities and human accessibilities through the infrastructure. (Bowel & Weinz 2008). Accessibility is the key factor with refereeing to the location of the designation. Travelers will spend considerable time, energy and money to reach to a

particular destination if it gives the expected experience and environment. When it is harder and harder to reach to a destination will always consider the infrastructure to develop Eurera (2008) elaborate the issue of accessing the geographically depressed area the transport services from community residential area to a remote destination that will not make traveler from product to another due to that limitation.

According to the Tuan and Quang (2012) mentioned that, lodging facilities, seeing the sights, shopping centers, eating places and health services are main criteria for tourist attraction and destination factors.

Sri Lanka has a great standing naturel attractiveness, cultural and heritage values, arts and craft, resorts and accommodation possibilities. Also, Sri Lanka has been famous for biological variation with enriched green landed areas and naturel beauty. Therefore, responsible authority of tourism field could be encouraging eco-tourism tourist destination.

With the development of tourist destination, people tend to invent better places and scenic environment declared to the tourists. In order to approach these untouched natural areas the more environment awareness, enforcement and protective rules will need to be in place. In addition to that on the ethical tourism conduct it should be more research and development carryout in order to preserve and protect naturel resources to the future generation while keeping it as a social livelihood uplifting tool. This main responsibility transferred to the residents of the area. With the increasing travelers and increase place where need a control on environmental pressure, attention of special environmental protection authorities and agencies such as Central Environment Authority (CEA) will invest more knowledge, fund to create their effort on preserving the nature.

Developing a socio tourism destination and closely relate the destination image to the eco and nature based destination it is obviously need to have more flora and fauna diversity and preserving nature leads to a sustainable Natural eco-tourism activity (Goodman & Francies 2003).

2.1.3.5 Health and Diseases Factors

Considered to the tourism industry health, hygiene and diseases are important sectors. Therefore, it is essential basic right and, to well keep the quality of food and other services are very important. It is necessary to provide pure, good plan, cushy and feel refreshing. Healthily is the key element of the tourism than the taste. Lavatories and fresh drinking water should be well-maintained. Guiding superiority must conserve and Ayurveda meditation should promoted to tourists. With development of infrastructure especially road network and sanitary facilities visitors attract more than one time in a year. This will effect to build up a good destination image as a tourist destination. This increases investment of local entrepreneurs on tourist support services. Developing of destination image lowers the gap of seasonal disparities.

Although travelling for the purpose of improving personal well-being is not a current phenomenon (Pearcy et al. 2011), health and wellness tourism can be counted among the best talented markets in the tourism industry (Pechlaner and Fischer, 2006). Travellers faced to specific medical issues. Therefore health tourism can be separated as medical tourism and wellness tourism. Wellness tourists are journeys by people in good health with the purpose of maintaining their well-being, (Pechlaner and Fischer, 2006). Nowadays, wellness tourism includes many elements such as healthy nourishment, physical eligibility, contemplation, relaxation for stressful, edification and slandered education, environmental sensitivity, self-responsibility, mental activity, social contacts, beauty care (Pechlaner and Fischer 2006).

2.1.3.6 Technological Factors

In the service industry, tourism depends on the service received by the guest from the host. Even though the tourism has lack of resources the workers in the industry has to make sure the customer needs and wants are to be fulfill in order to look further developing of the local tourism enterprises. Therefore it arise the proper training need and know-how of the host appropriate to satisfy the tourists. Tourism

industry enterprises and workers requires better skills and systems on subjects such as marketing, human resource, customer care in order to supply the variety of tourist demand and success in the industry(George 2007)Tourism enterprises has lower entry barriers. In the same time to survive and perform well in the industry it is required capital as well as the better customer oriented service.

2.1.6.7 Socio-Cultural Factors

Saarinen et.al, (2014) and Choi and Sikaraya, (2005) stated that, for the growing of tourism and improvement of the standard community development should be avoid negative consequences in regular manner. The main point of the local people is development. The possible profits of cultural tourism are enhancement the economic position of the persons (Mbaiwa, 2005, Moswete 2005, Dube, 2013). Rogerson, (2006) and Smith, Richards (2013) stated that, cultural tourism generates more employment occasions and improvement of community interrelations and introduce with cultural uniqueness and enhancement of social infrastructures. Economists recognized infrastructures and transportation services are necessary for economic competitiveness and success of the tourism field (Horneck 2008). Development of tourism facilities, improvement of attractive places and upgrading services to the tourists are main elements of tourist's destination (Aref, Gill and Aref (2009). Vijoen and Tiabelea (2006) stated that, supporting services such as banking, postal services, transport services and telecommunication are created more demand on tourist destination.

CHAPTER 03

RESEARCH METHODOLOGY

3.1 Introduction

In research methodology explains of procedure it is accepted and sequence in survey, to gather data and documents in order to provide responses to the problems that were stated in under objectives. It was essential and positive approach to conduct an academic study, since it confirms the precision of the research. In accordance, this chapter explains how to fulfill the research objectives.

Literature analysis doing a key part in a study and it has been reviewed magazines, publication and records. According to Bhattacharyya (2003) the research contrasts from the information survey as research has a methodology used to analysis and interprets the data. Therefore the researcher has used specific approach to gather, analyze and interpretation from data collected regarding the study topic. Finally, finding answers for study questions arise to initial phase of the research.

Throughout the literature review it was identify the demand determinants elements influencing tourism development in study area. Issues of the research were addressed in this study. In chapter three discussed about conceptual framework, methodology and realistic situations of the study. Nature of the study discusses in preferred population, sampling technique and data distribution, data collection method and methodology.

3.2 Research Design

To carry out an accurate and effective research, there should be a logical order or pattern of a research design. To achieve this pattern should be collecting data and accumulating and reading and it is an immense target. The target is fulfilling through

research design and, the data collection stage is element of the process. Final stage is analysis of the data. While reviewing the literature, can be identified theoretical framework. Then the conceptual framework derived and based on the facilitated to research and determine an ideology. It is an examined the reality and correlated with the ideology development. This has discovered the connection among cultural and heritage tourism development and other concerned issues. Based on that, the conceptual framework has developed as given below.

3.3 Conceptual Framework

Directing the study was assisted by creating a conceptual framework and it is recognized a perfect mode which is then used to test the certainty proportional to the perfect. The perfect mode of correlation among modes of evaluation factors for effect the cultural and Heritage tourists' activities and determinant factors for foreign tourists' arrivals in tourism development within the cultural triangle. And also the study expects to explore the existing situation of Cultural Triangle with tourist's image and determine the attributes or obstacles to be enriched or eradicated to be attracted the cultural triangle for cultural and heritage tourisms.

3.4 Demand Determinants of Cultural and Heritage Tourism within the Cultural Triangle

Independent Variables

Dependent Variable

Cultural and Heritage Attraction/ Assets

World Heritage Site, Archeology Valuable historical sites/cites, Monuments of landscape architecture, Cultural precincts and folk village, Museum, theaters, show rooms & others Technical complex of cultural & heritage. Traditional Arts.

Entertainment and relaxation

Worship Pilgrimage places ,verity of custom and beliefs & meditation activities Theme park, outdoor and indoor parks, National parks , Natural environment home park, outdoor and indoor parks, National parks , Natural environment National crafts centers & shopping centers Night life and night functions Participating of traditional sport events

Better ICT facility/

Free Wi-Fi in heritage sites First-rate Sanitary facilities & security First-rate Sanitary facilities & security Quality restaurants, bars and cafe

Festival/ Event events

Religious festivals ,Traditional cult Shows and concerts up to museum and galleries Ural vents Traditional agricultural festivals, home park, outdoor and indoor parks, National parks , Natural environment

Hospitality/ accommodation/ food and beverage services

Hotel has the pleasant staff Quickness of the hotel services Well-mannered of the services of hotels Efficiency skills of the hotels staff Well communicative of the staff Hygiene of the foods comfortably/ well maintained rooms A room charges are reasonable price Freshness of the foods Varieties of the food.

Transportation services

Economical airport coach Rail transportation24 ours taxi service Public bus services

Tourist Guides services

Their qualities Knowledge of the site Language skills Provide clear image of the city Safety from others

Demand for Cultural & Heritage Tourism

Figure 7: Conceptual Frame work

Source: Compiled by author, 2019

The factors influencing to heritage and cultural tourism based on the different ideologies. Primarily limited researchers have recognized for factors affected in to the considerable sector development. Outcomes of the study caused accomplish the tourism development and identified most significant factors between social, economic, legal issues influenced to the tourism field in study area with foreign tourists' arrivals and complications in heritage places.

The study assumes a mixed methods approach and this sector describe about selection of "mixed methods research" and justifies it. Al-Haarbi (2010) stated that, in the single study researcher can used mixed method approach. Mixed methods research appeared with the acceptance that both qualitative and quantitative methods can be useful in addressing research problems and questions. This research identifies demand determinants of cultural and heritage tourism (first objective), identified of impact of demand determinants factors (second objective) and identified impact of cluster formation on cultural and heritage tourism (third objective) and used to qualitative and quantitative methods and cluster map analysis.

According to the research it appears on validity of the evaluating tool and specimen which was absolutely conducted for the determination. Detail literature survey revealed the data through the study and derive conceptual framework through factors affecting to determinants of demand in cultural & heritage tourism. In order to gather data, liker type questionnaire has developed. The topic covered to derive possible answers. This research based on hypothesis testing, quantitative and qualitative research technique has applied.

To fulfill the aim of the study, researcher detected three objectives. The data collected from selected target area. And based on the data, Population size is 100 and according to the Morgan sample selection method and seventh specialists in the tourism field were interviewed to gather their views for identified tourism development determinations in Anuradhapura, Sigiriya, Polonnaruwa and Dambulla.

3.4.1 Primary Data

Qualitative methods are generally used in the data collection method and quantitative methods use to lowest. When we consider to the research questions and answers are practical if it reveals that position is seems to be peoples' eyes. But, research questions are fragmented into additional detailed questions and combined with tools as interviews and questionnaires and further accurate answers. Such approaches were supplemented by literature study all over the time period of the research.

The data were gathered through foreign tourists and key person in the area. Two of the research tools used open-ended questionnaire guides while the one used on associates has both open ended questions followed by a scoring system for their level of satisfaction. The data were collected through in-depth interviews. The stories of respondents capture the essence of their lives within their own environment.

To identify factors affecting to heritage and cultural tourism, the data from individual respondents were collected. Principled clearances taken from all the respondents before collect data and also ethical statement was mentioned in every questionnaire. Secondary data is gathered from openly access procedures.

In this research, primary records composed from proficient conversations and views of property vendors in tourism industry. The researcher perceived the adjoining situation while at the data collection and developing advanced semi-structured and unstructured questionnaire. And also researcher joined to local level seminars for collecting information of local level tourism improvements and related activities. These data supported the research to find possibility of physical improvements and what happened and will happen in the future. Through, the data collection and analysis part have been identified variation of the main elements in tourism field. And otherwise the researcher contributed to stakeholder meetings in tourism industry and collected data of related to the tourism development in Sri Lanka.

Present position discovered due to question survey technique and facts gathering to livelihood, environmental growth and an outcome use for increased tourism in the proposed sites. The research methodology identification of appropriate qualitative and quantitative methods and it was a recovering approach to find appropriate responses to the research problem. Quantitative data contains answers to the questions of "Who, What and Where" through acceptable responses. Closed-ended questions are used for data collection method and mainly statistical techniques drawn to reach answers. "How and Why" were addressed for open-ended questions. In the research, data composed from direct discussions.

3.4.2 Secondary Data Collection

Assembled the secondary data from government institute and departments such as Ministry of Tourism, Sri Lanka Tourism Development Authority, Ministry of Economic Development, Central Cultural Fund, and books, journals, reports and newspapers are supported to collected literature.

3.4.3 Data Analyzing and Presentation

Primarily, enter the data into processor. After that, researcher starts analysis section. Social Science computer software (SPSS version 17.0) is used to analysis. Series of uni-variant data represented in percentage values, tables and frequencies chats and explained in descriptive method. Qualitative data are presented separately with their explanation with relate to the topic. SPSS package used for present the data analysis in a clear manner by generating its graphical and tabular forms of results. In order to provide better outcome from the study, researcher used charts, graphs and their results evaluated with comparing and contrasting with the existing factors. Further the researcher used more graphical and tabular format to present the data clearly for a better understanding of impacts and inter and intra relationships of the factors of a single impact. Statistical methods are used to analyses the data received form Likert

scale questionnaire and the data were analyzed scientifically by using the following statistical methods.

3.4.4 Correlation

The Correlation analysis grants access to a measure of index for the strong point and route of any straight connection among two variables (Moore, McCabe, Duckworth & Sclove (2003). This provides the magnitude and route of the connection of a variable and this relationship plays between -1.00 to +1.00. Identified coefficient stays in between the range and if it shows 0 means no relationship and positive side of the number such as above zero shows positive relationship and negative side gives the negative relationship of the variables used. Always -1 or +1 gives perfect liner relationship

3.4.5 Validation of Measurement Properties

Criterion object tools established towards evaluating the viewpoints in Heritage and Cultural tourism development. Its development impact was evaluated testing for reliability. Researcher has ensured to keep the three main validity aspects like content, face and construct validity. Construct of interest of the study is heritage and cultural tourism to intensification foreign tourist arrival. All questions are designed trough reviewing literature in regular keep the content validity. Face validity has ensured by keeping segregated sections of questions in different aspects of the tourism industry development. Validity of the content is preserved by through literature available related to the topic and performing a pilot studies before start the main survey.

3.5 Study Area

The Cultural Triangle in Sri Lanka belongs to North Central Province and Kandian Kingdom of the Central province which are dry zone and wet zone in the country. The study area selected in dry zone and enclosed by flat land. The area is largely bounded by thick shrubberies, forest lands, isolated rocky areas. And also the UNESCO World Heritage Sites has been established in surrounded area which is Anuradhapura, Polonnaruwa, Sigiriya, and Dambulla. These areas are famous due to monumental mountains, historical Buddhist worship places, chronological transformation venerable places, and inheritance of the past era. At about 180 Km has from western sea board and Katunayake International Airport to ancient wonders in the Cultural Triangle. Study area is bordered to the North by Anuradhapura and East bounded by Polonnaruwa and Sigiriya. Dambulla is west and South boundaries in the existing area. The island populace and world nation are popularly known about the Cultural Triangle in Sri Lanka. Therefore local and foreign tourists, visitors are coming to the cities and the number of guests is increased day by day for visiting, pilgrimage, and study purposes to the above valuable cities.

Transportation within around cultural triangle in Sri Lanka and it is consisting with main roads and by roads, railway lines, water ways and domestic air in the interior of the specific cities. The railway system is spread more spaces and it has been covered in the large area of cultural triangle. And also, the road network and tanks and other water ways are potentials for the study area. And considering the air transport system in cultural triangle, Kandy Reservoir, Kandy airport, Anuradhapura Airport, Minneriya Airport, Dambulla Oya Tank Airport, and Hingurakgoda Airport are identified a major tourist's attractable weapon though those are not addictively use in Sri Lanka.

Considering about accommodation facilities in study area high quality graded hotels established in Sigiriya. Anuradhapura and Pollonnaruwa have many hotels though there are homestay type accommodations. Tourists' back packers are more favorites to stop in lack of facilitated and less quality home stays due to minimum room charges. This situation created to wicked position in the tourism industry at

Anuradhapura. Municipal Council reports have been reveled number of unregistered, registered homes stays, boutique hotels and condition of there.
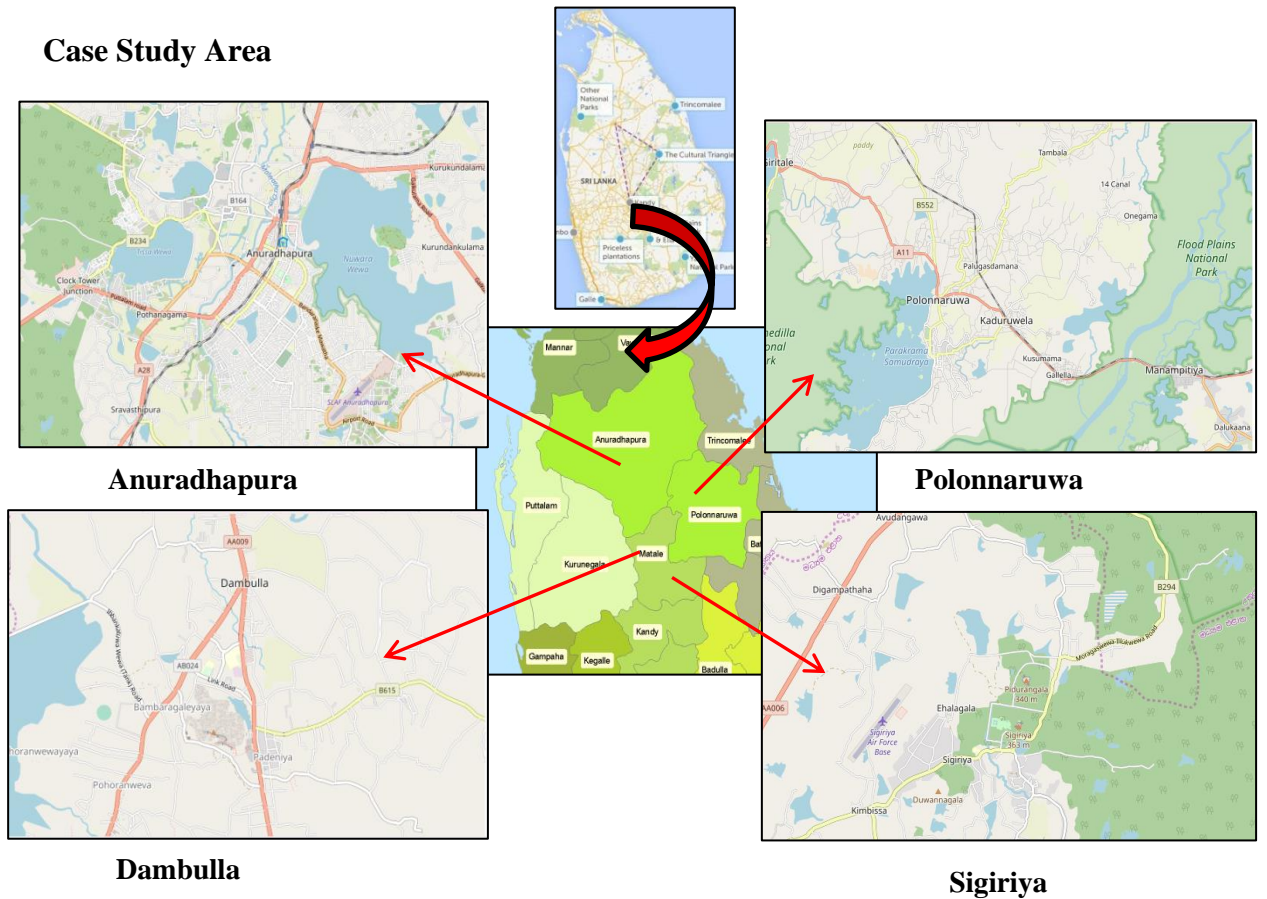
Case Study Area

Figure 8: Study Area
Source: Compiled by author, 2019

The Cultural Triangle is focused with many Buddhist worship places, monuments, ancient monasteries and pagodas whereas a number of elements are back to over 2500 years. Four UNESCO World Heritage Sites are declared within Cultural Triangle and Anuradhapura sacred city declared in 5 BC, Cave Temple of Dambulla was declared in 1BC, Sigiriya Rock Fortress was 5 AD and Ancient City of Polonnaruwa declared in 10 AD.

Anuradhapura

Anuradhapura was a significant ancient city and first capital of the Sri Lanka in 3rd century BC. The city of Anuradhapura is breathing due to respected inheritance and venerated Buddhists religious places which are famous all around the world. The branch of the Lord Buddha's gigantic tree called Jaya Sri Maha Bodhiya and other great places of "Atamasthana" as Ruwanwelisaya Thuparamaya etc. And Samadhi Pilimaya, Eth Pokuna, Queen's Palace Isurumuniya, Kuttam Pokuna and Ranmasu uyana are other supreme and greatness ancient places in Anuradhapura.
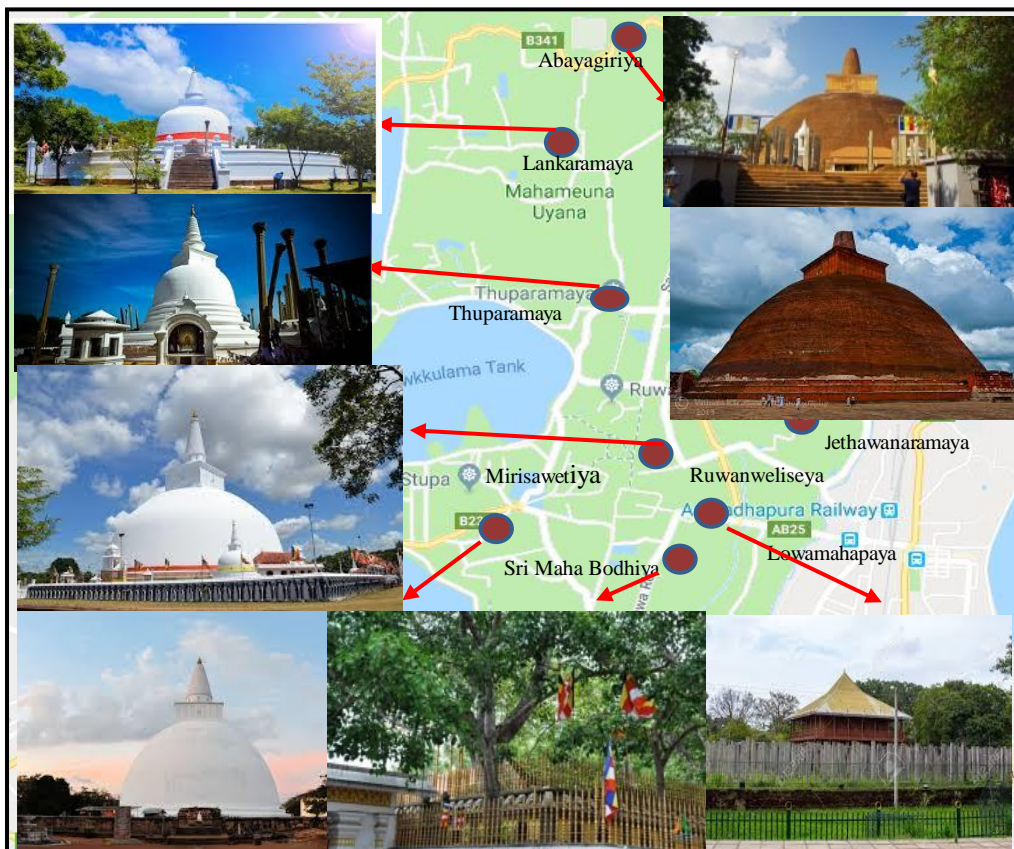
Figure 9: Eight great places in Anuradhapura

Source: www.srilankainformation.lk

Considering the Architecture of the Anuradhapura the first large stupa was constructed by King Duttugamunu and beginning a practice which would be followed by subsequent rulers considering the historical back ground the pagodas of Anuradhapura, established from the past eras. There are immense extents and inheritance of the Buddhist culture and also rivaling of the Egypt Pyramids.

Transportation services are served in the Anuradhapura through Railway system and highways. Northern railway line connected from Colombo to Kankasanthure. Old Railway station provides foremost service in the city and it is a gateway in the northern area in an island. And also, it is a major city of Sri Lanka and many road linkages have been improved with directly connected to surround main cities. Therefore number of bus routes passing through the Anuradhapura and linked by Colombo, Jaffna, kandy and, the main cities of southern province and Eastern province in Sri Lanka. The total population is 51703 in year 2020 and 46653 is Buddhist people.

Polonnaruwa

In 10th century Cholas attacked to the Polonnaruwa and caught the city for their capital. When 1070 AD king Vijayabahu- i recaptured the city from Cholas and established the Sinhala's Empire. That time was brilliance period in Polonnaruwa and after the reign of Vijayabahu Polonnaruwa was governed by King Parakramabahu the great and King Nissanka Malla. Then there were devoted to develop the segment of agriculture & economy, religion, community development with public facilities and amenities for reached the prospered to the city. King Parakramabahu developed the self-sufficient city and starting support to the more productivity of agriculture and it caused to successful of the city and build a prosperous kingdom. Considering the geographical perspective, this area placed to central plain in Sri Lanka and the boundaries of kandian kingdom in south and Anuradhapura is north boundary in the city. The city is surrounded by defended areas as Anuradhapura, Parakrama Smudraya and reserved forests. In the past era the city of Polonnaruwa separated an inner city and an outer city. The royal palace and administration building situated in the inner city and sacred area located in the outer city. Buddhists and other religious centers such as king parakramabahu palace, pothgul vehera, shiva dewalaya, Thuparamaya, Vatadageya, Nissanka latha mandapaya, Lankathilaka vehera, Rankoth vehera, kiri vehera, Thiwanka pilima

geya etc. located in the sacred square. Also, the valuable ancient s tructures, archeological sites, and monuments are compacted in this area. Therefore UNESCO is declared in year 1982 as a world heritage site Total population of the pollonnaruwa is 12900 in year 2020 and majority of the population is 76% in Sinhala and active population in the considerable area is 54%.

Figure 10: Heritage values in Polonnaruwa

Source: http//albingr.files.wordpress.com

<u>Dambulla</u>

Dambulla is a world heritage site and declared by UNESCO in first century BC. It is famous for prehistoric sacred place which are settled the development under an overhanging rock shelf and uppermost of the hill. And otherwise, five memorials contains with pre-Christian rock inscriptions, 149 statuaries of Lord Buddha, 15 meter-long reclining Buddha statue and worldwide famous and biggest antique painting surface which is painted brightly colored frescoes on the walls and ceiling.

Figure 11: Dambulla Heritage Site

Source: https://www.srilankatravelandtourism.com

Sigiriya

Sigiriya is belonging to the Matale District. The prominent structure is Lion Rock and it is icon in the city. King Kashyapa ruled in the city from 447- 495 BC and he selected the natural rock for his regime which is close to 200 meters in height and developed his palace on the top of the rock. It is model for the greatest ancient urban planning in the past era and UNESCO named and declared the city as a World Heritage Site. The king kashyapa planned the palace and garden with all elements for security, protect and enhance of natural beauty and provide all convenience facility for all. The lion rock is famous in other country due to the frescoes, the mirror wall, well planned water gardens, the boulder gardens and the terraced garden. At the present, "Pidurangala Viharaya "is famous as a heritage site.
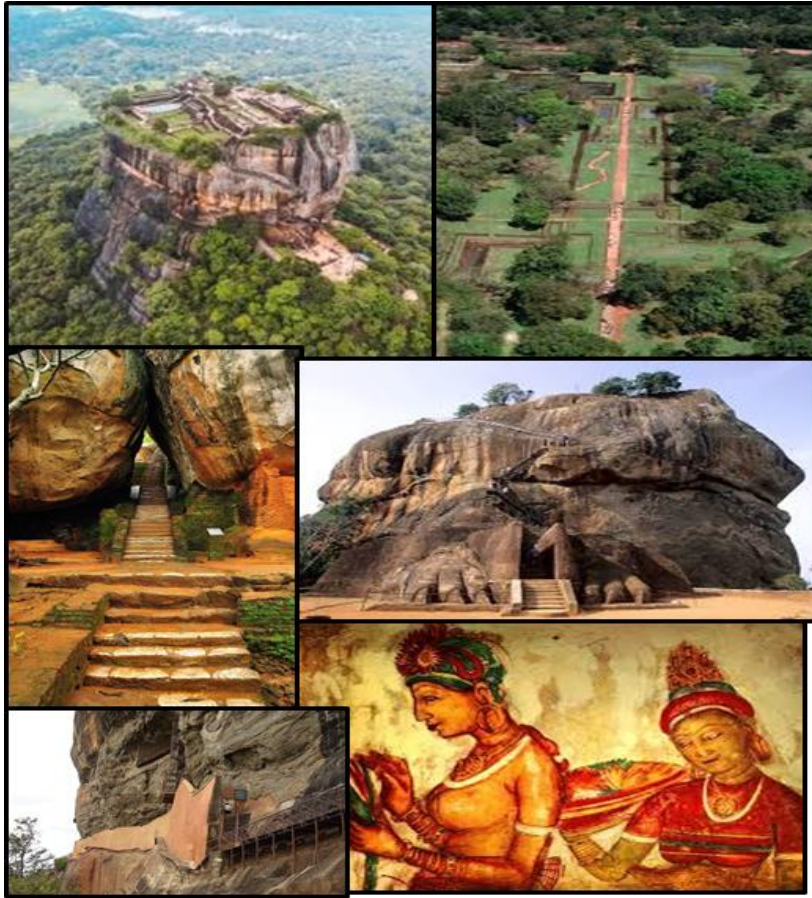
Figure 12: Sigiriya Heritage Site -Lion Rock

Source: https://www.epicsrilankaholidays.com

CHAPTER 04

ANALYSIS AND DISCUSSION

4.1 Introduction

According to the analysis section researcher discussed the facts and statistics obtained to survey and study to appropriate examine the aim and objectives. The aim of the study is to identify demand determinants of cultural and heritage tourism in Sri Lanka and specially considered to foreign tourist market. The chapter consists of following sections. Firstly identify the cultural and heritage tourism demand determinants (first objective-section 4.2) identify the impact of demand determinants on cultural and heritage development in the cultural triangle (second objective-section 4.3) and impact of cluster formation on cultural and heritage tourism (third objective -section 4.4). Thereby, measurable technique of SPSS method 25, spatial analysis, Nvivo analysis, used to achieve the objectives and used to mixed method.

Table 3: Summary of the Analysis and expected results

Objective	Sample	Survey instrument	Analysis Method	Expected Result & Link with other objective
To identify the cultural and heritage tourism demand determinants	Last 10 years, Most related Journals, reseach papers research articles of cultural heritage tourism demand.	Judgment sampling	Google Scholars	To identify main factors, affected to Cultural and Heritage Tourism
To identify the impact of demand determinants on cultural and heritage development in the cultural triangle	Structured interview with Questionnaire.	100 tourists were selected from Morgan Sampling method in hotels of cultural triangle	scatter plot diagram , Correlation & Regression Analysis (Quantitative Analysis)	Identified main factors from first objective applied to Sri Lanka's Cultural and Heritage cities. And compare of demand determinants of other countries through foreign visitors who visit cultural heritage valuable sites in Sri Lanka. Finally, expected to identify factors influence to cultural and heritage demand.
	Structured interview with Questionnaire	Randomly 7 Professionals were selected who are engaged in the tourism field within last 15 years.	Nvivo Analysis (Qualitative Analysis)	Identified key factors and issues from Quantitative analysis and selected three questions for acknowledge the success and failure elements of foreign tourists market in cultural triangle.
To identify the impact of cluster formation on cultural and heritage tourism	Consider to registered classified hotels and other entertainment facilities in the cultural cities.	Selected to register hotels in Trip Advisor web site.	Cluster Map Analysis (spatial analysis)	Identify the existing situation of services for tourists in Cultural Triangle. Map analysis has carried out of distribution pattern of the accommodation facilities in classified and unclassified hotels and entertainment facilities in considerable attraction places has been registered by Trip Advisor.

Source: Compiled by Author, 2019

4.2 To identify the cultural and heritage tourism demand determinants

To identify main factors and demand determinants, affected to Cultural and Heritage Tourism which is used last 10 years, most related journals, research papers research articles of cultural heritage tourism in Google Scholars. Seven main demand determinants detects from judgment sampling method , affected to the cultural and heritage tourism like cultural and heritage attraction, Entertainment and relaxation Infrastructure, Festival/ Event Organization Hospitality/ Accommodation/ Food and beverage services, Transportation services, Tourist guides services. The main categories are interpretation from 50 sub determinants through selected sample of literatures. Identify all elements are applied to other objectives for decide the tourist's demand to study area.

4.3 To identify the impact of demand determinants on cultural and heritage development in the cultural triangle

4.3.1 Correlation & Regression Analysis

Section 4.3 identifies the impact of demand determinants on cultural and heritage development in the cultural triangle using SPSS 25. Target sample responded to the objects using a five point Likert type scale extending from 1 (strongly disagree) to 5 (strongly agree).The questions were designed to get their views about the factors. These factors are clearly defined according to the objective of impact and constraints identification of tourism phenomenon to the heritage and cultural tourism. The questionnaire consist of a chain of question reflecting factors related to political, economic, socio economic, technological, socio cultural, natural and health and disease in Likert scale method.

Firstly explains the descriptive statistics pertaining demographic factors of the respondents using frequency analysis (section 4.3.1). Section 4.3.2 explicated about missing data. Section 4.3.3 examined the validity and reliability of the variables. Section 4.3.4 presents the existing level of demand determinants of cultural and heritage tourism in cultural triangle the variables connected to conceptual framework

are analyzed using descriptive statistics like mean values and frequencies. Section 4.3.5 demonstrates identifies the demand determinants of cultural and heritage tourism in cultural triangle .Researcher present the sample profile and test the missing values, validity, reliability, and existing level of perception of tourist for identify the impact of demand determinants on cultural and heritage development in the cultural triangle.

4.3.1.1 Sample Profile Based on Demographic Characteristics of Respondents

Compiled data was designed for define demographic variants and samples are assessing and summarizing by gender, age and visiting purposes. Such profiling helps to understand the basic characteristics of the study participants being spread.

Table 4: Frequency of Gender

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	**Male**	35	35.0	35.0	35.0
	Female	65	65.0	65.0	100.0
	Total	100	100.0	100.0	

Source: Compiled by Author, 2019

According to table 4, reflects that sample exist with 64% of female and 36% of male.

Table 5: Frequency of Age of Respondents

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	**Less than 20 Years**	4	4.0	4.0	4.0
	20 - 29 Years	32	32.0	32.0	36.0
	30 - 39 Years	36	36.0	36.0	72.0
	40 - 49 Years	12	12.0	12.0	84.0
	50 - 59 Years	8	8.0	8.0	92.0
	Greater than 60 Years	8	8.0	8.0	100.0
	Total	100	100.0	100.0	

Source: Compiled by Author, 2019

Table 5 reflects that more tourists are in- between 20 - 39 years old.

Table 6: Frequency of visiting purposes

Purposes

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	**Study**	8	8.0	8.0	8.0
	Visit	63	63.0	63.0	71.0
	Leisure	11	11.0	11.0	82.0
	Other	18	18.0	18.0	100.0
	Total	100	100.0	100.0	

Source: Compiled by Author, 2019

4.3.1.2 Missing data Analysis

Hair et al., (2009) stated ,Missing data are one of the frequently happening problem effect to many studies and the reasons are deficiency of familiarity and element of the defendant, error of the records entry or respondents are rejected the answers for certain questions. To prevent the incidence of the event, proper inspection of the data is essential in order to correct any mistake in the entry. Missing data can unfavorable skew the results of a research (Tabachnick & Fidell, 2001). Therefore Missing data will need to be discussed and handled. According to the analysis, missing values are not.

4.3.1.3 Validity Reliability

The researcher can used many methods for raisied the measurement mistakes. And Hair et al. (2009) stated that, the measurement errors can be reduced and practice to several paths. Reliability and Validity is significant features of a gauge and any researchers must address for appraisement of the degree and measurement fault in every measures.

Validity

Simple legal name for content and construct were evaluated in the validation process of the study and it is acceptable survey instruments to obtain the validity of the steps. In this chapter discusses the validity of the contents and construct validity.

Content Validity

Quality of the content means contains an appropriate and illustrative set of objects addressing the definition. The quality of contents is accepted by more objects reflect as measured term of the world. And also, validity of content is soundly functioning of a concept's capacities and rudiments were represented.

For informal, material validity is the subjective evaluation of the steps associated to face validity. All questions from previous studies were taken up in the existing questionnaire. Studies have theoretically analyzed and checked all questions in time

and to verify the quality of every question, the accuracy of semantics words and suitability of phrasing.

Construct validity

Uni-dimensionality

Uni-dimensionality means, describes which indicators are loaded to the applicable variable by using Initial Eigenvalues to calculate the variables. The reason is elements compensate on behalf of limited adjustment. And single variable is more than offers to the overall modification, components for which own value is less than 1.00 and should be omitted from consideration. If the Eigenvalue is greater than 1.00 then the data support the assumption of uni-dimensionality (McGill, 2009).

If Initial Eigenvalue is more than 1 and it is great condition. And also, large Preliminary Eigenvalue is recovering pointer due to the related variable is clarified by those indicators all together (Falissard 1999). The load factor values will reach 0.5. If there is a completely fill in the variable and all specifications are correct.
Total Variance Explained of Cultural and Heritage Attraction after removing ATR6 and seems to be in Table7.

According to table 7 Eigenvalue is better than one and the result is superior. Eight components explicated 58.08% variance of Cultural and Heritage Attraction and 8 components were loaded into one single variable. Table 8 shows a group of elements are uni-dimensional and elements are overloaded to one and the providing factor is better than to 0.5. It means that the theories linked to Cultural and Heritage Attraction and theory is proved by defendants of study.

Table 7: Total Variance explained of Cultural and Heritage Attraction

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.646	58.080	58.080	4.646	58.080	58.080
2	.981	12.265	70.345			
3	.704	8.803	79.148			
4	.539	6.735	85.883			
5	.478	5.978	91.860			
6	.271	3.392	95.252			
7	.212	2.650	97.903			
8	.168	2.097	100.000			

Extraction Method: Principal Component Analysis.

Source: Compiled by Author, 2019

Component Matrix of Cultural and Heritage Attraction after removing ATR6 shows in Table 8.

Table 8: Component Matrix of Cultural and Heritage Attraction

Component Matrix[a]

	Component
	1
ATR1	.878
ATR2	.869
ATR3	.762
ATR4	.670
ATR5	.828
ATR7	.629
ATR8	.491
ATR9	.876

Extraction Method: Principal
Component Analysis.

a. 1 components extracted.

Source: Compiled by Author, 2019

Table 9: Total Variance Explained of Entertainment and relaxation

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	7.403	82.251	82.251	7.403	82.251	82.251
2	.458	5.085	87.337			
3	.432	4.800	92.137			
4	.216	2.398	94.535			
5	.200	2.220	96.755			
6	.109	1.206	97.961			
7	.091	1.011	98.972			
8	.067	.748	99.719			
9	.025	.281	100.000			

 Extraction Method: Principal Component Analysis.

Source: Compiled by Author, 2019

According to Table 9 Eigenvalue is better than one and it is good result. 6 items explained 80.85% variation of Entertainment and relaxation. 6 items were loaded into one single variable. Table 10 shows that a group of component and it is uni-dimensional owing the factors that are overloaded to one and the factors are better than 0.5. An accordance of result that the theories connected with Entertainment and relaxation variable and it is proved by respondents of the research.

Table 10: Component Matrix of Entertainment and relaxation

Component Matrix[a]

| | Component |
	1
ENT1	.873
ENT2	.932
ENT3	.886
ENT4	.888
ENT5	.883
ENT6	.912
ENT7	.915
ENT8	.923
ENT9	.948

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Source: Compiled by Author

Table 11: Total Variance Explained Infrastructure

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.894	69.919	69.919	4.894	69.919	69.919
2	.612	8.743	78.661			
3	.493	7.048	85.710			
4	.347	4.963	90.673			
5	.251	3.580	94.253			
6	.217	3.098	97.351			
7	.185	2.649	100.000			

Extraction Method: Principal Component Analysis.

Source: Compiled by Author, 2019

According to Table 11, Eigenvalue is better than one and it is best result. 7 objects explicated 69.91% difference of infrastructure. 7 objects were loaded into one single variable. Table 12 shows seven objects are uni-dimensional. The loaded factors result is larger than 0.5. An according to theories linked to infrastructure are verified by defendants of the research.

Table 12: Component Matrix of Infrastructure

Component Matrix^a

	Component
	1
INF1	.844
INF2	.745
INF3	.758
INF4	.881
INF5	.882
INF6	.851
INF7	.879

Extraction Method:
Principal Component
Analysis.
a. 1 components extracted.
Source: Compiled by Author, 2019

The number of Table 13 explains, Eigenvalue is greater than one and it is better position. Five components are explained 63.02% variation of festival/event organization. 5 items were loaded into one single variable. Table 14 shows a group of items is uni-dimensional because, considerable objects are full to single and it is better than 0.5. The significance and theories associated to festival/ event organization.

Table 13: Total Variance Explained of Festival/ Event Organization

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.151	63.026	63.026	3.151	63.026	63.026
2	.720	14.392	77.418			
3	.537	10.737	88.156			
4	.419	8.388	96.544			
5	.173	3.456	100.000			

Extraction Method: Principal Component Analysis.
Source: Compiled by Author, 2019

Table 14: Component Matrix of Festival/ Event Organization

Component Matrix[a]

	Component
	1
FES1	.714
FES2	.840
FES3	.813
FES4	.857
FES5	.735

Extraction Method:
Principal Component
Analysis.
a. 1 components extracted.
Source: Compiled by Author, 2019

Table 15: Total Variance Explained of Hospitality/ Accommodation/ Food and
beverage services

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	8.184	74.397	74.397	8.184	74.397	74.397
2	.762	6.930	81.326			
3	.392	3.564	84.890			
4	.340	3.089	87.979			
5	.278	2.531	90.511			
6	.241	2.189	92.700			
7	.199	1.806	94.506			
8	.195	1.769	96.275			
9	.190	1.723	97.998			
10	.132	1.202	99.201			
11	.088	.799	100.000			

Extraction Method: Principal Component Analysis.

Source: Compiled by Author, 2019

According to Table 15, Eigenvalue is greater than one and it is better value. Number of 11 components explained 74.39% variance of hospitality/ accommodation/ food and beverage services. Considerable components were loaded into one single variable.

Table 16 shows that all components are uni-dimensional and due to the reasons that components are overloaded to one and that factors are better than 0.5.and the theories were associated to the variable of hospitality/ accommodation/ food and beverage services is and it's proved by respondents of the research.

Table 16: Component Matrix of Hospitality/ Accommodation/ Food and beverage

Component Matrix[a]

	Component
	1
HOS1	.869
HOS2	.812
HOS3	.885
HOS4	.897
HOS5	.858
HOS6	.876
HOS7	.848
HOS8	.868
HOS9	.836
HOS10	.817
HOS11	.916

Extraction Method: Principal
Component Analysis.
 a. 1 components extracted.
Source: Compiled by Author, 2019

The Table 17 demonstrations, Eigenvalue is greater than one and it is good condition. Five components are explained in 62.33% transportation services variation and there are loaded into one single variable. Table 18 shows that a group of components are uni-dimensional and the factors that are loaded to one component. The loading factor is better than 0.5 and its demonstrations theories associated to transportation services are verified by defendants of the study.

Table 17: Total Variance Explained of Transportation services

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.117	62.339	62.339	3.117	62.339	62.339
2	.789	15.784	78.123			
3	.626	12.529	90.652			
4	.339	6.778	97.430			
5	.129	2.570	100.000			

Extraction Method: Principal Component Analysis.
Source: Compiled by Author, 2019

Table 18: Component Matrix of Transportation services

Component Matrix[a]

	Component
	1
TRA1	.605
TRA2	.674
TRA3	.864
TRA4	.863
TRA5	.897

Extraction Method:
Principal Component
Analysis.

a. 1 components extracted.
Source: Compiled by Author, 2019

Table 19: Total Variance Explained of Tourist Guides services

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.678	61.294	61.294	3.678	61.294	61.294
2	.761	12.688	73.982			
3	.617	10.287	84.269			
4	.450	7.492	91.761			
5	.362	6.036	97.796			
6	.132	2.204	100.000			

 Extraction Method: Principal Component Analysis.
Source: Compiled by Author, 2019

Number of Table 19 shows, Eigenvalue is greater than one and it is good condition. In the 6 components explained 61.29% variation of tourist guides services. Considerable 6 components were loaded into one single variable. Table 20 shows that and the group of components are uni-dimensional. And also, elements are loaded and the result is greater than 0.5.

Table 20: Component Matrix of Tourist Guides services

Component Matrix[a]

	Component 1
TGS1	.728
TGS2	.696
TGS3	.636
TGS4	.815
TGS5	.876
TGS6	.908

Extraction Method:
Principal Component
Analysis.

a. 1 components extracted.
Source: Compiled by Author, 2019

Considering the above analysis, variables of tourist's attraction are unidimensional and conclude analysis result the theory correlated to all components. And finally can say research respondents are verified.

Convergent Validity

The test is using KMO measure, Bartlett's test of sphericity Composite Reliability (CR) and Average Variance Extracted (AVE). The KMO is a measure and test for how much the research data are suitable for Factor Analysis. The sampling adequacy is measured by KMO for each variable in the research model. The sampling adequacy statistically indicates is quantity of variety through the study. Thus, the researcher has being given information on how the survey items are grouped by this sampling adequacy and also these grouped items better explain the construct under

investigation. KMO values are generally lie between 0-1.The high values are neighboring to 1.0 and its' specifies analysis would be positive with the facts while, values are reduced than 0.50 the Factor Analysis is negative. Kaiser (1974) suggests a uniform quart Imax criterion to index the simplicity of the factor pattern for a assumed factor analysis, bounded between zero and one. Based on subjective observation, Kaiser provided the following verbal evaluation of the rates of his factorial simplicity index: in the.90s is wonderful, in the.80s, is meritorious and in the.70s is middle-class and also he mentioned as the minus value and there are in the.60s is bad, in the.50s, awful, and below .50, unacceptable. The founder of KMO index suggests minimum value of 0.50 is suitable for Factor Analysis (Kaiser, 1974).

Field (2005) said that, should be essential certain connection among variables and R-matrix and an identity matrix for factor analysis to work. 'The R-Marix measure tests by Bartlett aren't uniqueness matrix. Then, it has certain relationships among variables. Field (2005) said, when Bartlett assessment is significant, factor analysis must suitable.

Composite reliability is higher truly reliable estimates (Garson, 2016). Composite reliability is equal to any measure of consistency and it must be equal or larger than 0.70 in a layout appropriate with exploratory purposes (Henseler, Ringle & Sarstedt, 2012).

Inter-item correlation has revealed in an attempt to demonstrate convergent validity and recalled objects are definitely connected with medium to higher quantities in the corresponding steps. The value of AVE should be at least 0.5 for each build to accept convergent validity (Fornell and Larcker, 1981 Cited by Zait & Bertea, 2011).

Table 21: Convergent validity

Variable	No of Items	KMO	Bartlett's Test Chi Square Value	Sig	CR	AVE
Cultural and Heritage Attraction	9	0.870	481.050	0.000	-	-
Cultural and Heritage Attraction after removing ATR6	8	0.869	461.276	0.000	0.915	0.581
Entertainment and relaxation	9	0.847	1309.322	0.000	0.977	0.823
Infrastructure	7	0.910	504.482	0.000	0.942	0.699
Festival/ Event Organization	5	0.673	234.274	0.000	0.894	0..630
Hospitality/ Accommodation/ Food and beverage services	11	0.939	1158.36	0.000	0.970	0.744
Transportation services	5	0.776	260.684	0.000	0.890	0.623
Tourist Guides services	6	0.843	316.547	0.000	0.903	0.612

Source: Compiled by Author, 2019

All variables of the KMO value are greater than 0.5 and the Bartlett test is significant ($P < 0.01$). The AVE values are higher than 0.5. The Composite Reliability (CR) is higher than 0.7 despite removal of certain things (ART6).

Reliability

Wuensch (2012) said that, it is characterized of a fraction and difference in the evaluation points and affected to a large extent by variances in the unaffected points. Cronbach's alpha (α) is applied to test of interior consistency. According to the Tavakol & Dennick (2011), low alpha value may be used for minor questions, weak interrelationships in-between objects and various constructs. Hair et. al. (2014) said that, acceptable values should be greater than 0.7.

Table 22: Reliability

Variable	No. of items	Cronbach's Alpha
Cultural and Heritage Attraction	9	0.871
Cultural and Heritage Attraction after removing ATR6	8	0.886
Entertainment and relaxation	9	0.973
Infrastructure	7	0.927
Festival/ Event Organization	5	0.846
Hospitality/Accommodation/ Food and beverage services	11	0.965
Transportation services	5	0.832
Tourist Guides services	6	0.868

Source: Compiled by Author, 2019

The Table 22 explained, the result is more than 0.7 in entirely items. There is a validity problem in cultural and heritage attraction. So, researcher find Cronbach's Alpha value of cultural and heritage attraction after removing ATR6. All variables are reliable according to the assessment.

Hence the researcher could safely conclude that reliability and validity of all variables are laid in a better position.

4.3.1.4 The present situation of demand determinants of Cultural and Heritage tourism in Sri Lanka

This section explain the existing level of demand determinants of cultural and heritage tourism in study area. All variables are connected to conceptual framework and analyzed using descriptive statistics like mean values and frequencies. According to conceptual framework, researcher identify 7 variables that data

collected by 5 point likert scale questionnaire. Those variables are explaining item vise in the section.

Table 23: The Existing level of Cultural and Heritage Attraction

Statements	Strongly dis satisfied %	Dis satisfied %	Neither satisfied nor dissatisfied %	Satisfied %	Strongly satisfied %	Total
World Heritage Site	0%	9%	32%	38%	21%	100%
Archeology monuments	1%	15%	25%	30%	29%	100%
P Valuable historical sites/cites	0%	9%	26%	37%	28%	100%
Monuments of landscape architecture	0%	25%	28%	25%	22%	100%
Cultural precincts and folk village	1%	15%	44%	30%	10%	100%
Museum, theaters, show rooms & others	11%	28%	36%	17%	8%	100%
Technical complex of cultural & heritage	2%	58%	12%	19%	9%	100%
Traditional Arts	2%	37%	26%	27%	8%	100%
Overall Cultural and Heritage attraction	1%	18%	31%	32%	18%	100%

Source: Compiled by Author, 2019

Consider of the Table 23, 59% of tourists are satisfy with world heritage site, 59% of tourists are satisfy with archeology monuments, 65% of tourists are satisfy with valuable historical sites/cites, 45% of tourists are satisfy with monuments of landscape architecture, 40% of tourists are satisfy with cultural precincts and folk village, 49% of tourists are dissatisfy with museum, theaters, show rooms & others, 60% of tourists are dissatisfy with technical complex of cultural & heritage, 35% of

tourists are satisfy with traditional arts and 50% of tourists are satisfy with overall cultural and heritage attraction. Then researcher can say that most of tourists are satisfy with Cultural and Heritage Attraction except Museum, theaters, show rooms & others and Technical complex of cultural & heritage.

Table 24: The existing level of Entertainment and relaxation

Statements	Strongly dis satisfied %	Dis satisfied %	Neither satisfied nor dis satisfied %	Satisfied %	Strongly satisfied %	Total
Worship Pilgrimage places ,verity of custom and beliefs & meditation activities	7%	20%	33%	33%	7%	100%
Theme park, outdoor and indoor parks, National parks , Natural environment	8%	22%	39%	20%	11%	100%
Safari, Boat riding, rock climbing, elephant riding, fishing & other	3%	26%	40%	24%	7%	100%
National crafts centers & shopping centers	9%	23%	42%	16%	10%	100%
Night life and night functions	14%	27%	32%	19%	8%	100%
Excellence Ayurveda and spa facility	11%	26%	37%	18%	8%	100%
Participating of traditional sport events	8%	22%	32%	30%	8%	100%
Engaging of traditional paddy field events	11%	24%	35%	19%	11%	100%
Overall entertainment attraction	11%	19%	43%	20%	7%	100%

Source: Compiled by Author, 2019

Table 24 explained that, 40% of tourists are satisfy with worship pilgrimage places, verity of custom and beliefs & meditation activities, most (39%) of tourists are neither satisfied nor dissatisfied with theme park, outdoor and indoor parks, national parks , natural environment, 40% of tourists are neither satisfied nor dissatisfied with safari, boat riding, rock climbing, elephant riding, fishing & other, 42% of tourists are neither satisfied nor dissatisfied with national crafts centers & shopping centers, 41% of tourists are dissatisfied with night life and night functions, 37% of tourists

are dissatisfied with excellence Ayurveda and spa facility, 38% of tourists are satisfied with participating of traditional sport events, 35% of tourists are neither satisfied nor dissatisfied with engaging of traditional paddy field events and 43% of tourists are neither satisfied nor dissatisfied with overall entertainment attraction. Then, researcher can say that most of tourists are neither satisfied nor dissatisfied with Entertainment and relaxation.

Table 25: The existing level of Infrastructure

Statements	Strongly dis satisfied %	Dissatisfied %	Neither satisfied nor dis satisfied %	Satisfied %	Strongly satisfied %	Total
Better ICT facility/ free Wi-Fi in heritage sites	5%	18%	39%	36%	2%	100%
First-rate Sanitary facilities & security	5%	18%	42%	31%	4%	100%
Quality restaurants, bars and cafe	5%	25%	10%	55%	5%	100%
Superior transportation facilities inside cultural & heritage sites	5%	17%	37%	34%	7%	100%
Bicycle riding facility	4%	23%	24%	40%	9%	100%
Enough drinking water	5%	23%	29%	38%	5%	100%
Overall enjoyable infrastructure attraction	5%	30%	27%	30%	8%	100%

Source: Compiled by Author, 2019

Most (39%) of tourists are neither satisfied nor dissatisfied with better ICT facility/ free Wi-Fi in heritage sites, 42% of tourists are neither satisfied nor dissatisfied with first-rate sanitary facilities & security, 60% of tourists are satisfied with quality restaurants, bars and cafe, 41% of tourists are satisfied with superior transportation facilities inside cultural & heritage sites, 49% of tourists are satisfied with bicycle riding facility, 43% of tourists are satisfied with enough drinking water and 38% of tourists are satisfied with overall enjoyable infrastructure attraction. Then researcher can say that most of tourists are satisfy with Infrastructure except Better ICT facility/ free Wi-Fi in heritage sites and First-rate Sanitary facilities & security.

Table 26: The existing level of Festival/ Event Organization

Statements	Strongly dis satisfied %	Dis satisfied %	Neither satisfied nor dis satisfied %	Satisfied %	Strongly satisfied %	Total
Religious festivals events	21%	37%	21%	13%	8%	100%
Traditional cultural occasions and events	17%	30%	21%	19%	13%	100%
Traditional agricultural festivals	16%	36%	17%	14%	17%	100%
Shows and concerts up to museum and galleries	17%	30%	36%	11%	6%	100%
I prefer to be with destination when it is crowded by pilgrims and not interrupted my freedom	16%	25%	13%	21%	25%	100%

Source: Compiled by Author, 2019

58% of tourists are dissatisfied with religious festivals events, 47% of tourists are dissatisfied with traditional cultural occasions and events, 52% of tourists are dissatisfied with traditional agricultural festivals, 47% of tourists are dissatisfied with shows and concerts up to museum and galleries and 46% % of tourists prefer to be with destination when it is crowded by pilgrims and not interrupted them freedom. So, researcher can say that most of tourists are not satisfied with existing level of Festival/ Event Organization. When researcher discuss with them, find out that there are no more Festival/ Event Organization than they expected.

Considering the Table 27 , 66% of tourists are satisfied with friendliness of people / hotel has the pleasant staff, 62% of tourists are satisfied with quickness of the hotel services, 59% tourists have been satisfied with well-mannered services of hotels, 60% of tourists are satisfied with efficiency skills of the hotels staff, 52% of tourists are satisfied with well communicative of the staff, 65% of tourists are satisfied with comfortably/ well maintained rooms, 59% of tourists are satisfied with a room charges are reasonable price, 63% of tourists are satisfied with freshness of the

foods, 63% of tourists are satisfied with hygiene of the foods, 59% of tourists are satisfied with varieties of the food and 66% of tourists are satisfied with overall satisfaction of the hospitality services. Then, researcher can say that maximum number of tourists is satisfied with existing level of Hospitality/ Accommodation/ Food and beverage services.

Table 27: The existing level of Hospitality/ Accommodation/ Food and beverage services

Statements	Strongly dis satisfied %	Dissatisfied %	Neither satisfied nor dis satisfied %	Satisfied %	Strongly satisfied %	Total
Friendliness of people / hotel has the pleasant staff	1%	10%	23%	25%	41%	100%
Quickness of the hotel services	1%	12%	25%	40%	22%	100%
Well-mannered of the services of hotels	2%	13%	26%	32%	27%	100%
Efficiency skills of the hotels staff	1%	12%	27%	33%	27%	100%
Well Communicative of the staff	3%	11%	34%	25%	27%	100%
Comfortably/ well maintained rooms	2%	16%	17%	40%	25%	100%
A room charges are reasonable price	2%	14%	25%	38%	21%	100%
Freshness of the foods	2%	14%	21%	34%	29%	100%
Hygiene of the foods	2%	15%	20%	34%	29%	100%
Varieties of the food	3%	12%	26%	41%	18%	100%
Overall satisfaction of the hospitality services	2%	13%	19%	36%	30%	100%

Source: Compiled by Author, 2019

Table 28: The existing level of Transportation services

Statements	Strongly dis satisfied %	Dis satisfied %	Neither satisfied nor dis satisfied %	Satisfied %	Strongly satisfied %	Total
Economical airport coach	9%	10%	42%	29%	10%	100%
Rail transportation	41%	14%	22%	18%	5%	100%
24 hours taxi service	5%	16%	47%	24%	8%	100%
Public bus services	3%	16%	41%	26%	14%	100%
Overall satisfaction of the transport services	6%	20%	37%	24%	13%	100%

Source: Compiled by Author, 2019

Table 28 explain about transport facilities and satisfaction level and , 42% tourists are neither satisfied nor dissatisfied with economical airport coach, 51% of tourists are neither satisfied nor dissatisfied with rail transportation, 47% of tourists are neither satisfied nor dissatisfied with 24 hours taxi service, 41% of tourists are neither satisfied nor dissatisfied with public bus services and 37% of tourists are neither satisfied nor dissatisfied with overall satisfaction of the transport services. So, researcher can say that more tourists are not satisfied with present condition of transportation facilities.

Table 29: The existing level of Tourist Guides services

Statements	Strongly dis satisfied %	Dis satisfied %	Neither satisfied nor dis satisfied %	Satisfied %	Strongly satisfied %	Total
Their qualities	4%	28%	8%	34%	26%	100%
Knowledge of the site	10%	49%	6%	26%	9%	100%
Language skills	41%	30%	9%	16%	4%	100%
Provide clear image of the city	7%	56%	6%	24%	7%	100%
Safety from others	5%	52%	6%	26%	11%	100%

Source: Compiled by Author, 2019

Tourist guide service is important factor for tourism market and 60% of tourists are satisfied with qualities of tourist guides, 59% of tourists are dissatisfied with guides' knowledge of the site, 71% of tourists are dissatisfied with language skills of guides, 63% of tourists are dissatisfied with provide clear image of the city by guides, 57% of tourists are not satisfied because guides do not provide protection from others and 59% of tourists are dissatisfied with overall satisfaction of the guidance service. Then, researcher can say that most of tourists are dissatisfied with existing level of tourist guides.

Data collected from four locations (Anuradhapura, Sigiriya/Habarana, Pollonnaruwa and Dambulla), Mean values of demand determinants in cultural triangle & the variables connected to conceptual framework are presented as follows.

Table 30: Mean values of variables

Variable	Anuradha pura	Sigiriya/ Habarana	Pollon naruwa	Dambulla	Overall
Number of nights you stay or will stayed	5.0400	6.6000	3.8400	5.6800	5.2900
Cultural and Heritage Attraction	3.6164	3.9732	2.8368	3.2228	3.4123
Entertainment and relaxation	2.2172	3.9016	2.7468	3.0444	2.9775
Infrastructure	3.0796	3.7536	2.6688	3.1940	3.1740
Festival/ Event Organization	2.7280	2.9840	2.4400	2.9200	2.7680
Hospitality/ Accommodation/ Food and beverage services	4.0360	4.2844	2.8788	3.6596	3.7147
Transportation services	3.2080	3.4240	2.5520	2.9520	3.0340
Tourist Guides services	3.0792	3.3404	2.1932	2.5060	2.7797

Source: Compiled by Author, 2019

Research respondents are stay or will stayed averagely 5 days in Anuradhapura but 4 nights they stay or will stayed in Anuradhapura and averagely 4days in Polonnaruwa but 3 nights they stay or will stayed in Polonnaruwa. Respondents are stay or will stay averagely 7 days and 7 nights in Sigiriya/ Habarana and averagely 6 days and 6

nights in Dambulla. Therefore researcher can say that less number of foreign tourists is stayed in Anuradhapura and Polonnaruwa rather than other two locations.

Cultural and Heritage Attraction, Entertainment and relaxation, infrastructure, festival/ event organization, friendliness/ lodging/ food and beverage services, transport facilities, tourist guide facilities are calculate by using level likert scale questions. The level of 5 were allocated for the maximum standard of Cultural and Heritage Attraction, highest level of Entertainment and relaxation, highest level of infrastructure, highest level of festival/ event organization, maximum standered of hospitality/ accommodation/ food and beverage services, maximum level of transportation services and maximum level of tourist guides services. Researcher categorized existing levels according to mean values. 1 to 2.3 indicated that lower level, 2.3 to 3.6 indicated that median level and 3.6 to 5 indicated that highest level.

Mean values of Cultural and Heritage Attraction of foreign tourists are brings into light that, Cultural and Heritage Attractions are advanced level in Anuradhapura and Sigiriya/ Habarana. The moderate level of Cultural and Heritage Attraction is in Pollonnaruwa and Dambulla.

Mean values of entertainment and relaxation of foreign tourists are brings into light that there is a high level of entertainment and relaxation in Sigiriya/ Habarana, moderate level of entertainment and relaxation facilities in Pollonnaruwa and Dambulla and lower level of entertainment and relaxation facilities in Anuradhapura. Mean values of infrastructure of foreign tourists are brings into light that there is a higher level of infrastructure in Sigiriya/ Habarana and moderate level of infrastructure in Anuradhapura, Pollonnaruwa and Dambulla.

Mean values of festival/ event organization of foreign tourists are brings into light that there is a moderate level of festival/ event organization in Sigiriya/ Habarana, Anuradhapura, Pollonnaruwa and Dambulla. Mean values of hospitality/ accommodation/ food and beverage services of foreign tourists are brings into light

that there is a greater level of hospitality/ accommodation/ food and beverage services in Sigiriya/ Habarana, Anuradhapura and Dambulla and moderate level of hospitality/ accommodation/ food and beverage services in Pollonnaruwa. Mean values of transportation services of foreign tourists are brings into light that there is a moderate level of transportation services in Sigiriya/ Habarana, Anuradhapura, Pollonnaruwa and Dambulla. Mean values of tourist guides services of foreign tourists are brings into light that there is moderate level of tourist guides services in Anuradhapura, Sigiriya/ Habarana and Dambulla and lower level of tourist guides services in , Pollonnaruwa .

4.3.1.5 Identifies the demand determinants of cultural and heritage tourism in cultural triangle of Sri Lanka

Researcher uses correlation and regression analysis to identify demand determinants of cultural and heritage tourism in cultural triangle. The correlation is interpreted in two forms. Researcher selects one item for checking whether, the dataset distributes normally or not. If the distribution pattern of the data is ordinarily, and can be used Pearson Correlation analysis. If not, appropriate method is Spearman Correlation analysis. Newsom (2015) indicated the complete assessment of skewness amid 2 and -2 and Kurtos is fewer or equal to 3 as standard levels for the normalcy criterion to be met.

Table 31: Normality of variables

Descriptive Statistics

	N	Skewness		Kurtosis	
	Statistic	Statistic	Std. Error	Statistic	Std. Error
Number of nights stay or will stay	100	.078	.241	-.899	.478
Cultural and Heritage Attraction	100	-.108	.241	-.700	.478
Entertainment and relaxation	100	.072	.241	-.354	.478
Infrastructure	100	-.519	.241	-.348	.478
Festival/ Event Organization	100	-.075	.241	-.906	.478
Hospitality/ Accommodation/ Food and beverage services	100	-.592	.241	-.484	.478
Transportation services	100	.182	.241	-.564	.478
Tourist Guides services	100	.426	.241	-.675	.478
Valid N (list wise)	100				

Source: Compiled by Author, 2019

Table 31 indicated that all are normality variables. The values of skewness are amongst 2 and -2. Entire principles of Kurtos are lesser amount of 3. Thus, researcher uses Pearson correlation analysis.

A calculation of the strong point of a linear connection among two variables and it is from + 1 to-1 and called Pearson correlation, r. If the assessment of 0, that there is no relationship and assessment better than 0 specifies a positive relationship among two variables. Value below 0 implies a negative relationship, and it caused to increases of one variable and other variables value is decreased.

Table 32: Correlation Analysis

		Cultural and Heritage Attraction	Entertainment and relaxation	Infrastructure	Festival/ Event Organization	Hospitality/ Accommodation/ Food and beverage services	Transportation services	Tourist Guides services
Number of nights	Pearson Correlation	.758**	.663**	.693**	.462**	.787**	.650**	.692**
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000	0.000	0.000
	N	100	100	100	100	100	100	100

Source: Compiled by Author, 2019

Relationship between Cultural Heritage Attraction and numbers of nights

Table 32 explained, Correlation significant value is 0.000 and the P value is under 0.01. Then null hypothesis has been ignored. Hence, investigators can state the significant connection among Cultural and Heritage Attraction and numbers of nights stay. The value is 0.758 and it is positive relationship among Cultural and Heritage Attraction and Number of nights stay.

Relationship between Entertainment, relaxation and number of nights stay

H_0: No association among Entertainment and relaxation and Number of nights stay.

H_1: There is an association among Entertainment and relaxation and Number of nights stay.

Table 32 explains in between entertainment and relaxation and Number of nights stay has significant relationship. The Correlation value is 0.663. According to that there is significance solid positive connection between Entertainment and relaxation and Number of nights stay.

There is a relationship between infrastructure and number of nights stay.

H_0: No relationship between infrastructure and number of nights stay.

H_1: There is a relationship in-between infrastructure and number of nights stay

According to the table 32, there is a significant strong positive relationship among infrastructure and number of nights stay.

There is a relationship between festival/ event organization and number of nights stay.

H_0: No relationship among festival/ event organization and number of nights stay.

H_1: There is a relationship among festival/ event organization and number of nights stay.

Table 32 explain, that there is a significant connection among festival/ event organization and number of nights stay The value is 0.462 and the researcher may claim that there is significance moderate positive relationship between festival/ event organization and number of nights stay.

There is a relationship in-between hospitality/ accommodation/ food and beverage services and number of nights stay.

H_0: No relationship between hospitality/ accommodation/ food and beverage services and number of nights stay.

H_1: There is a relationship between hospitality/ accommodation/ food and beverage services and number of nights stay.

Table 32 illustrated, Correlation Significant value is 0.000 and the P value is less than 0.01. Then null hypothesis is ignored. According to that, there is a significant relationship between hospitality/ accommodation/ food and beverage services and number of nights stay. The value is 0.787 and the researcher may claim that there is significant positive relationship among hospitality/ accommodation/ food and beverage services and Number of nights stay.

There is a relationship between transportation services and number of nights stay

H_0: No relationship between transportation services and number of nights stay

H_1: There is a relationship between transportation services and number of nights stay

According to the Table 32, null hypothesis is rejected due to Correlation significant value is 0.000 and P value is below 0.01. According to that, there is a significant relationship among transportation services and number of nights stay. The value is 0.650 and it has significant moderate positive relationship among transportation services and number of nights stay.

There is a relationship between tourist guides services and number of nights stay

H_0: No relationship amongst tourist guides services and number of nights stay

H_1: There is a relationship in-between tourist guides services and number of nights stay

Table 32 explains, null hypothesis is ignored and correlation value is 0.000. P value is below 0.01. Build of statement as which is significant relationship among tourist guides services and number of nights stay of the cultural and heritage tourism. The value of Pearson Correlation is 0.692, and there is significant strong positive relationship among tourist guides services and number of nights stay.

Correlation analysis finds out that there are significance positive relationships between all independent variables and number of nights stays. To identify effecting factors for demand of cultural and heritage tourism, researcher used regression analysis.

Table 33: Regression Coefficients

Coefficients							
		Unstandardized Coefficients		**Standardized Coefficients**			**Collinearity Statistics**	
Model		**B**	**Std. Error**	**Beta**	**t**	**Significance**	**Tolerance**	**VIF**
1	**(Constant)**	-1.244	.299		-4.163	.000		
	Cultural and Heritage Attraction	.391	.115	.201	3.397	.001	.425	2.352
	Entertainment and relaxation	.442	.070	.296	6.311	.000	.680	1.470
	Infrastructure	.343	.088	.195	3.886	.000	.592	1.690
	Festival/ Event Organization	.163	.064	.112	2.561	.012	.779	1.284
	Hospitality/ Accommodation/ Food and beverage services	.304	.107	.190	2.842	.006	.334	2.998
	Transportation services	.154	.123	.089	1.246	.216	.295	3.387
	Tourist Guides services	.269	.118	.172	2.282	.025	.263	3.809
a. Dependent Variable: Number of nights								

Source: Compiled by Author, 2019

Cultural and Heritage Attraction has an effect to number of nights stay

H_0: Cultural and Heritage attraction is not influenced to the number of nights stay

H_1: Cultural and Heritage attraction is an influenced to the number of nights stay

According to Table 33, null hypothesis are refused because P value is bellow to the 0.01. According to that Cultural Heritage attraction has an effect to number of night's stay. Regression beta value of Cultural and Heritage Attraction is 0.391. According to that, the variable of attraction has significance positive impact for

number of night's stay. Variables of Cultural and Heritage attraction affected to intensification of the night's stay.

Entertainment and relaxation has an effect for number of nights stay

H_0: Entertainment and relaxation has no effect for number of nights stay

H_1: Entertainment and relaxation has an effect on number of nights stay

According to table 33 P value is 0.000 and it is less than 0.01. Due to that reason null hypothesis is rejected and entertainment and relaxation have an effect for number of nights stay. The Regression beta value for Entertainment and relaxation is 0.442. Finally can be decided Entertainment and relaxation has significance positive influence on Number of nights stay. According to the analysis, when Entertainment and relaxation are increased, Number of nights to stay will increased.

Infrastructure is an effect for stay on Number of nights

H_0: Entertainment and relaxation has no influence for number of nights stay

H_1: Entertainment and relaxation has an influence on number of nights stay

Table 33 explained, P value is .000 and it is less than 0.01. Due to that reason null hypothesis is rejected. Therefore can say, Entertainment and relaxation has an effect for number of nights stay. The Regression beta value of entertainment and relaxation is 0.343. Finally can be decided Entertainment and relaxation has significance positive influence on number of nights stay. According to the analysis, when entertainment and relaxation are increased, the number of nights for stay will increased.

Festival event organization has an effect on number of nights stay

H_0: Festival event organization has no effect for stay on number of nights

H_1: Festival event organization has an effect for stay on number of nights

Table 33 explains, P value is 0.012 and it is more than 0.01. In that case, null hypothesis can't be rejected. Then at 99% confidence has to researcher and evidence

is insufficient to say that Festival event organizations have an effect for stay on number of nights.

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Hospitality/ Accommodation/ Food and beverage services has an effect on number of nights stay

H_0: Hospitality/ Accommodation/ Food and beverage services has no influence for stay on Number of nights

H_1: Hospitality/ Accommodation/ Food and beverage services has an influence for stay on Number of nights

According to the Table 33, P value is below 0.01 and it is 0.006. Null hypothesis is rejected then. Finlay Identified that Hospitality/ Accommodation/ Food and beverage services have an influence on number of nights stay (demand of cultural and heritage tourism). Regression beta value for Hospitality/ Accommodation/ Food and beverage services are 0.304. Then researcher sated that, Hospitality/ Accommodation/ Food & beverage services have significance positive influence on Number of nights stay .This indicated when the Hospitality/ Accommodation/ Food and beverage services are increase, the Number of nights stay will increase.

Transportation services has an effect on Number of nights stay

H_0: Transportation services has no influence for Number of nights stay

H_1: Transportation services has an influence on Number of nights stay

Table 33 explains, P value is 0.216 and it is more than 0.01. In that case, null hypothesis can't be refused. The researcher has 99% confidence and evidence is insufficient to say that transportation services have an effect for stay on number of nights.

Tourist guides services has an effect on number of nights stay

H_0: Tourist Guides services has no influence for stay on Number of nights

H_1: Tourist Guides services has an influence for stay on Number of nights

According to Table 34, P value is 0.025 and it is more than 0.01. In that case, null hypothesis can't be rejected. Then researcher has at 99% confidence and evidence is insufficient to say that tourist guides services have an effect for stay on number of nights.

Table 34: Reduction Model

		Coefficients[a]						
		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	-.984	.326		-3.018	.003		
	Cultural and Heritage Attraction	.466	.131	.240	3.560	.001	.436	2.292
	Entertainment and relaxation	.416	.080	.279	5.183	.000	.686	1.458
	Infrastructure	.422	.100	.240	4.215	.000	.609	1.641
	Hospitality/ Accommodation/ Food and beverage services	.567	.109	.354	5.191	.000	.425	2.353

a. Dependent Variable: Number of nights

Source: Compiled by Author, 2019

The developed model as follows:

DCHT = -0.984 + 0.466 ART +0.416 ENT + 0.422 INF + 0.567 HAFBS

DCHT; Demand of cultural and heritage tourism (Number of nights you stay or will stayed)

ART; Cultural and Heritage Attraction

ENT; Entertainment and relaxation

INF; Infrastructure

HAFBS; Hospitality/ Accommodation/ Food and beverage services

Table 35: ANOVA of regression

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	**Regression**	170.966	4	42.741	102.474	.000[b]
	Residual	39.624	95	.417		
	Total	210.590	99			

Source: Compiled by Author, 2019

a. Dependent Variable: Number of nights

b. Predictors: (Constant), Hospitality/ Accommodation/ Food and beverage services, Entertainment and relaxation, Infrastructure, Cultural and Heritage Attraction

ANOVA Statistic is a significance test by total model and according to the Table 35 P value is 0.000. It's under 0.01. At 99 percentages is confidence and then overall model is significance. It means hospitality/ accommodation/ food and beverage services, Entertainment and relaxation, infrastructure and Cultural and Heritage Attraction, jointly affected to number of nights stay.

Table 36: Model summary

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.901[a]	.812	.804	.64583	1.610

a. Predictors: (Constant), Hospitality/ Accommodation/ Food and beverage services, Entertainment and relaxation, Infrastructure, Cultural and Heritage Attraction
b. Dependent Variable: Number of nights

Source: Compiled by Author, 2019

Consider the Table 36 model summary, R-Square is .812. It means, variations for the stay on number of nights are 81.2% can be explained by four independent variables such as hospitality/accommodation/ food and beverage services, entertainment and relaxation, infrastructure and Cultural and Heritage Attraction.

Assumptions of Regression Analysis

There three regression assumptions they are; Residual should not be auto correlation error, Residual should be normal distribution, Residual mean zero and constant variance (homoscedasticity)

Residual should not be auto correlation error

Residual should not be auto correlation error, it can be test by using Durbin-Watson statistic. According to table 36, Durbin-Watson statistic is 1.610 and no auto correlation error. It is means that there is no relationship between residual. Then model is appropriate.

Residual should be normal distribution

Figure 13: Histogram of regression standardized residual
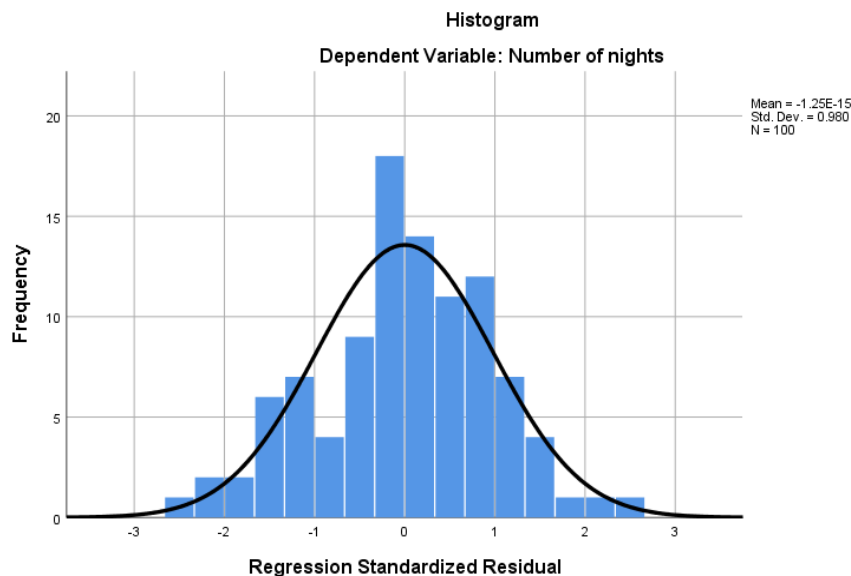
Source: Compiled by Author, 2019

Figure 14: Normal P - P Plot of regression standardized residual

Normal P-P Plot of Regression Standardized Residual
Dependent Variable: Number of nights
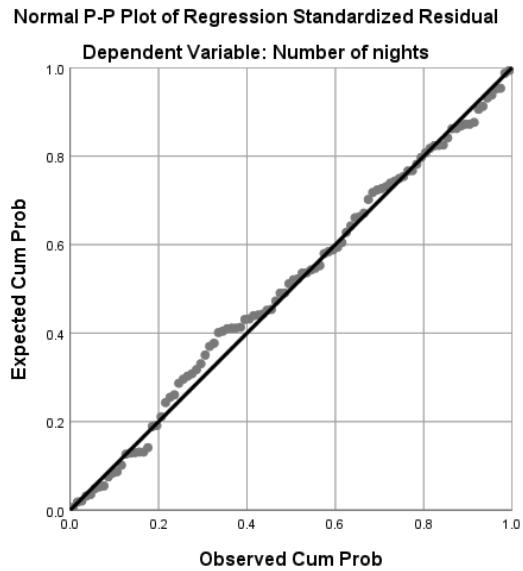
Source: Compiled by Author, 2019

Residuals are normality or not can be check by using histogram and P-P plot. Histogram has bell shape (Figure13) and P-P plots closed to the diagonal line (Figure 14). According to that, residuals are normally distributed.

Residual mean zero and constant variance

Figure 15: Scatterplot for residual mean zero and constant variance

Scatterplot
Dependent Variable: Number of nights

Source: Compiled by Author, 2019

The error lies on systematic pattern says the inadmissible of the model. Thereby, variance of the error is not constant. Hence, if the model is good fit, it should be homoscedasticity. Accordingly, Figure 15 has not been distributed on systematic pattern. Thus, errors are in homoscedasticity distribution. Therefore, the regression model is acceptable.

Regression model requirements and assumptions are fulfilling. It means that this model is valid.

4.3.2 Nvivo Analysis

Second objective is to identify the impact of cluster formation on cultural and heritage tourism and researcher interviewed seven professionals, who are expert in tourism field more than fifteen years and discuss regarding demand determinants and views in tourism field. And secondly, they discussed identified issues in the tourism field and among study area. Finally, professionals were suggested for develop the Cultural Heritage tourism in Cultural Triangle. Designations of interviewers were one Additional District Secretary (Assistant Government Agent), Consultant of Strategic Cities Development Project Director of Archeological Department & Project Director in Central Cultural Fund, Town Planner in Urban Development Authority, Chairman of the Hotel field in Cultural Triangle, Two Museum Curator in Anuradhapura, Polonnaruwa and Dambulla in Central Cultural Fund (Annexure I)

The data of formal interview as used to NVIVO analysis and three questions and answers of the professionals are run in the system separately. According to the table 37, explains summary of the professionals' views.

Table 37: Suggestion for develop cultural and heritage tourism in Cultural Triangle.

Professionals	Questions	Summary of the views
Additional District Secretary	1.Where there is a Variation for Demand within Main Cities in Cultural Triangle	1. All of the experts agree that there is variation between cities even within cultural triangle.
Consultant of Strategic Cities Development Project	2.What are the elements and failures in Foreign Tourists Market in Cultural Triangle	2. They explain main elements in tourism must be developed. Tourist attraction components are varying within cultural triangle cities. And all of them are not satisfied for tourists guide services and entertainment facilities in the cultural cities.
Director of Archaeological Department & Project Director in Central Cultural Fund		
Planner –Urban Development Authority	3.What are the suggestions for Minimize the Failures and Variation of the Foreign Tourist's Markets	3. Major factors they highlighted were infrastructure facilities, entertainment & leisure activities, night functions, information centers, parking facilities etc. must be developed. that tour guides must be qualified and trained to a behavioral and attitude change
Chairman of the Hotel Association		
Museum Curator Anuradhapura		4. Tickets for tourists must be issued from entrance to visit to the entire island.
Museum Curator in Polonnaruwa		

Source: Compiled by Author 2019

4.3.2.1 Analyze of the Variation for Demand within Main Cities in Cultural Triangle

Figure16: NVIVO analysis of highly frequent words mentioned by interviewer
Source: Compiled by Author, 2019

Professionals who are engaged in tourism industry within 15 years were more concerned and they identified same situation in Cultural and Heritage tourism in Cultural Triangle. Expertise has been believed that there are number of variations within the Anuradhapura, Polonnaruwa, Sigiriya and Dambulla. According to the Figure16 the word of 'variation' is highlighted from the analysis. Therefore, professionals are recognized have many variations in tourism sector inside Cultural and Heritage Cities in Cultural Triangle.

4.3.2.2 Analyze of the elements and failures in foreign tourists market in Cultural Triangle

Figure17: NVIVO analysis of highly frequent words mentioned by interviewer
Source: Compiled by Author, 2019

According to figure 17 the expertise of tourism field identified many components of tourism field such as, historical features and values in sites, foreign tourists' image in the city, hospitality, and standard accommodation services, recreational facilities and mainly they concerned about tour guide activities and quality. According to expertise views tour guides are main reason for number of tourists in each area. Due to, guides interpretation and selected to easy accesses, tourists decided to their destination place. According to that, less entertainment facilities for tourists such as hiking, boat riding, elephant safaris, cycling, and village activities etc.., and tourist guide services, their quality and less knowledge are main issues in the tourism field. And these situations create many variations within the cities.

4.3.2.3 Analyze of suggestions for Minimize the Failures and Variation of the Foreign Tourist's Markets
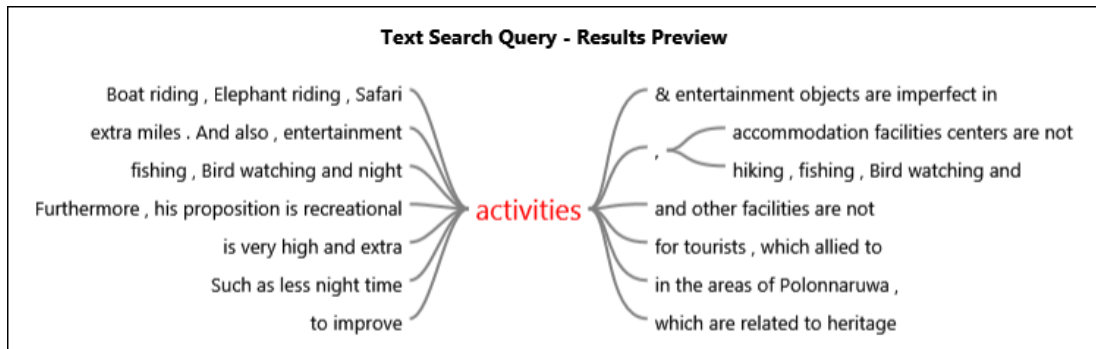
Figure18: NVIVO analysis of highly frequent words mentioned by interviewer

 Source: Compiled by Author, 2019

Expertise suggested to many solutions for decrease the variation among Cultural cities. Major factors they highlighted were develop the infrastructure facilities, entertainment & leisure events, night functions, information centers, parking facilities etc. and they mentioned tour guides must be qualified and should be trained to a behavioral and attitude change. According to NVIVO analysis (figure18) the outcomes are activities for tourist should improve such as boat riding, fishing, elephant riding, hiking, safaris, night time activities etc.

4.3.2.4 Review of Expert Opinions

Researcher has taken views and ideas from seven different experts relevant to the case study according to these expert's views. Researcher has summarized according to the NVIVO analysis those ideas as below. All of the experts agree that there are variations among cities even within Cultural Triangle as they explain main elements in tourism must be developed major factors they highlighted were infrastructure facilities, entertainment and leisure activities, night functions, information centers, parking facilities etc. must be developed. Apart from, that tour guides must be qualified and trained to a behavioral and attitude change to enhance the value of ancient cities and areas. And otherwise, tickets for tourists must be issued from entrance to visit to the entire island. Then issues will not be arises from individual places and it will stop misusing of tickets by tour guides.

4.3.3 To identify the impact of cluster formation on cultural and heritage tourism

Identified third purpose of the study is impact of cluster formation identification in Cultural Triangle. Researcher used GIS map analysis to fulfill third objective. Tourism is one of the solidest influences to country economy and social setting of countries, for the reason that tourism supports in increasing additional fragments through multiplier outcome. Tourism consists of events, conveniences, services and provides travel experiences which are transport service, lodging facilities, consumption things, entertaining, refreshment, leisure activities, experiences of history and culture, destination fascination, shopping and other services offered to travellers in the distance from home-based. In addition Fadahunsi (2011) said that, tourism is summation of the phenomenon and associations arising from the collaboration of tourist and host societies in the procedure of attracting and hosting these tourists.

In order to identify the existing situation of services for tourists in Cultural Triangle, following spatial analysis has carried out. Figure 19 and tables show the distribution pattern of the accommodation facilities in classified and unclassified hotels and entertainment facilities in considerable attraction places has been registered by "Trip Advisor" which is the largest "social travel website" in the world.

Existing Situation of the Tourist Attraction - Anuradhapura

Existing Situation of the Tourist Attraction -

Existing Situation of the Tourist Attraction -

Existing Situation of the Tourist Attraction - Polonnaruwa

Legend
- Special Lodge
- Hotels & BB
- Vacation Rental
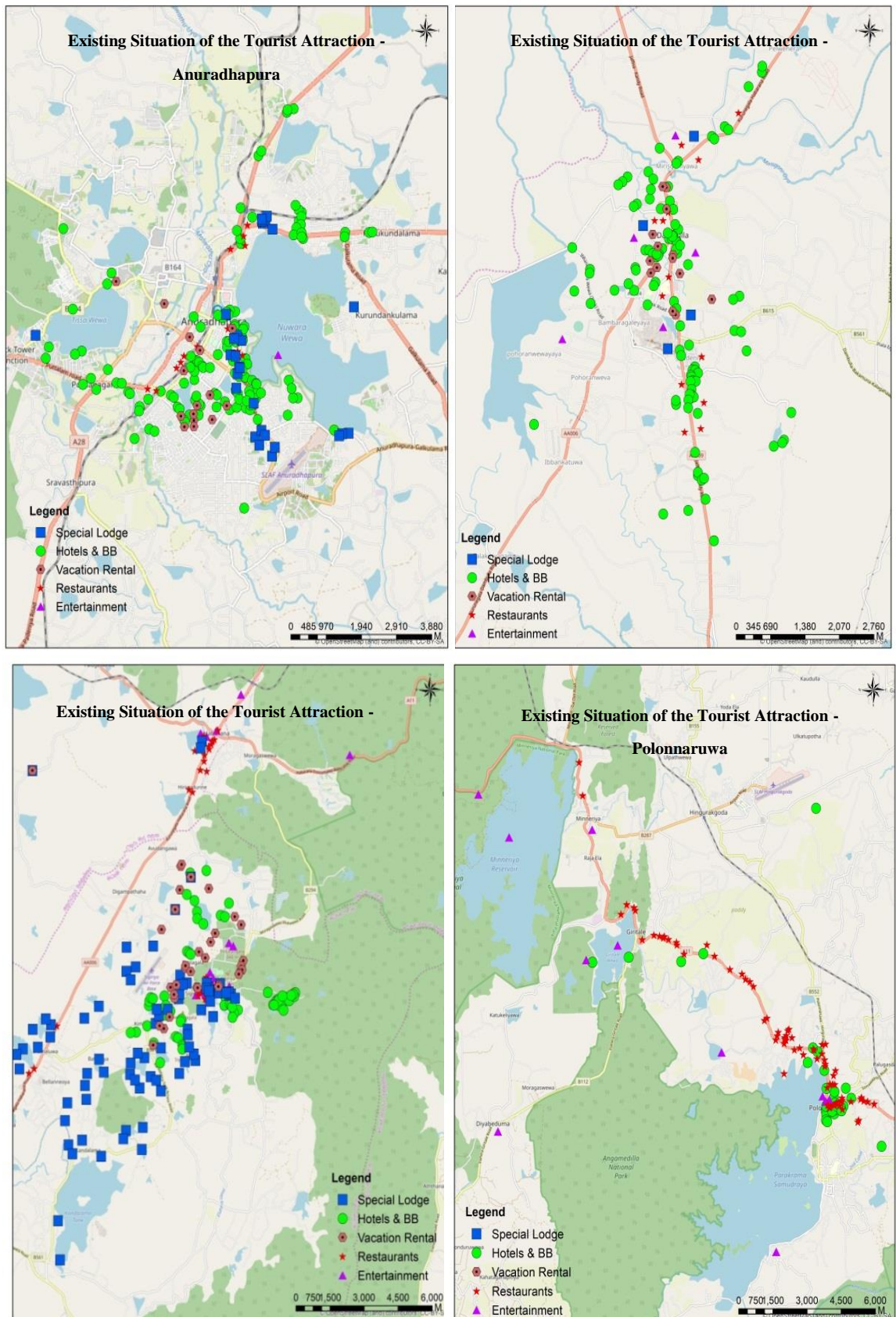- Restaurants
- Entertainment

Figure 19: Spatial Analysis-Existing Situation of the Tourist Attraction

Source: Compiled by Author, 2019

The trip advisor website, registered accommodation categories are ten types and in this study considered only main five categories as Special Lodge, Hotels, Vacation Rental, Bed & Breakfast and Restaurants. And similarly, concern to the Entertainment facilities for tourists through surrounded area in the triangle. An accordance the location maps Sigiriya is best city which is enriched all types of accommodation facilities and entertainment facilities. Many restaurants scattered in Polonnaruwa. Hotel and Bed & Breakfast hotels are dispersed highly in Dambulla heritage city and entertainment facilities located in to some extent. Considering the distribution pattern of tourist attractive component in Anuradhapura heritage city and revealed entertainment facilities are not located within the city limit. The situation of considerable area can be well-known Figure 15.

Growth of the Cultural Heritage tourism is being mainly influenced by accommodation and entertainment facilities and which is an attract tourists in the city for long day and night stopover in their journey. In table 38 and figure 20 explain bed and breakfast lodges are spread all areas higher than other lodging facilities and tourists are more interest in this facility as provide low price accommodation service.

Table 38: Accommodation & Attraction of Tourists in Cultural Triangle 2019

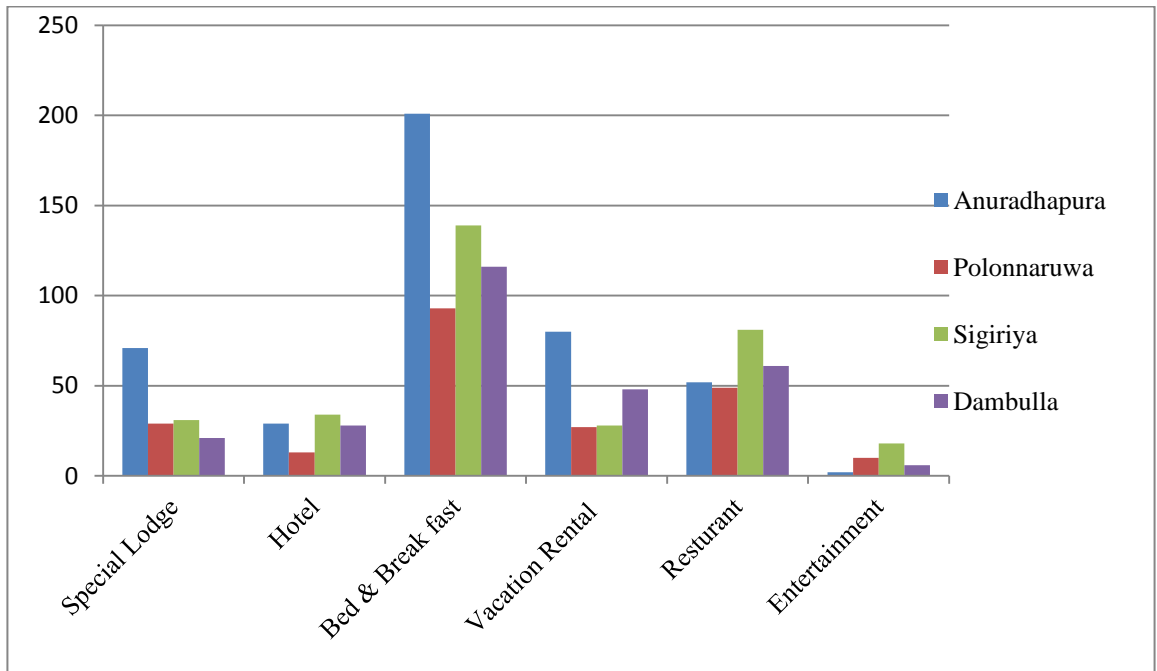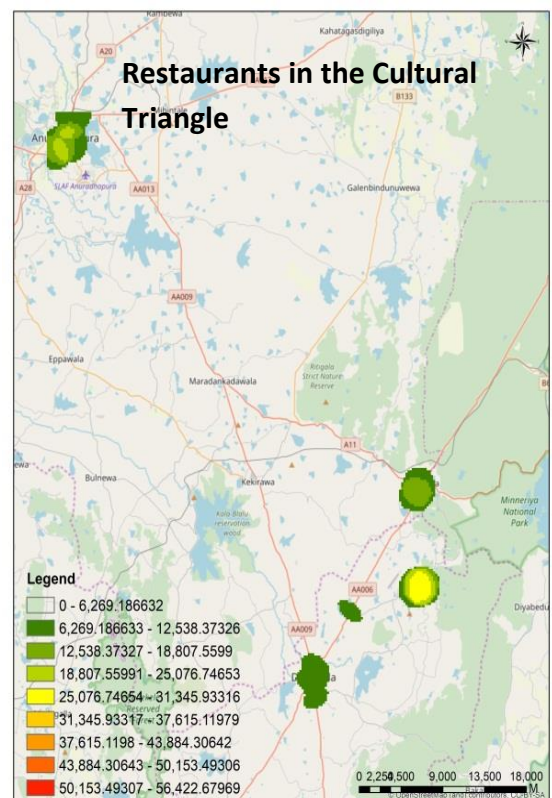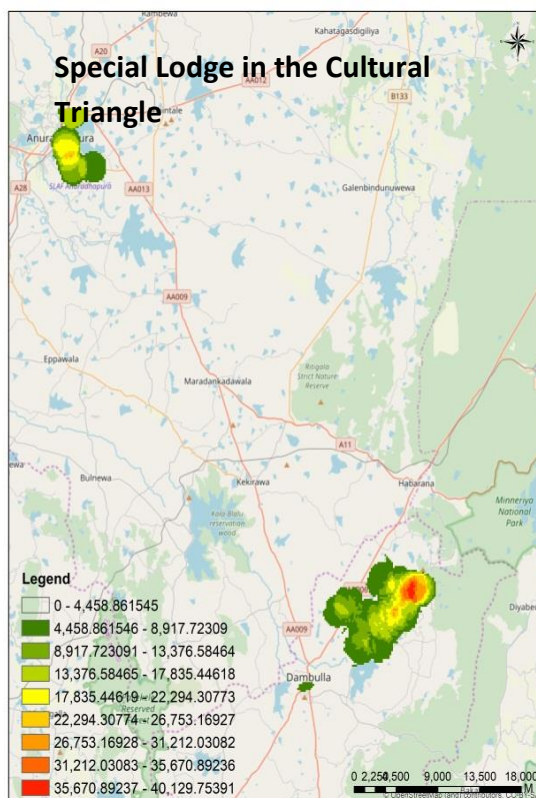| Number	Anuradhapura	Polonnaruwa	Sigiriya	Dambulla
Special Lodge	71	29	31	21
Hotel	29	13	34	28
Bed & Break fast	201	93	139	116
Vacation Rental	80	27	28	48
Restaurant	52	49	81	61
Entertainment	2	10	18	6

Source: Compiled by Author, 2019

Figure 20: Accommodation & Attraction of Tourists in Cultural Triangle – 2019

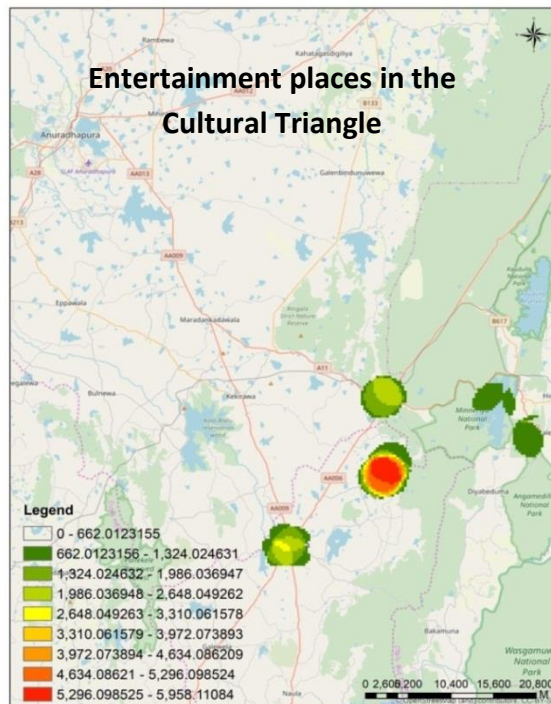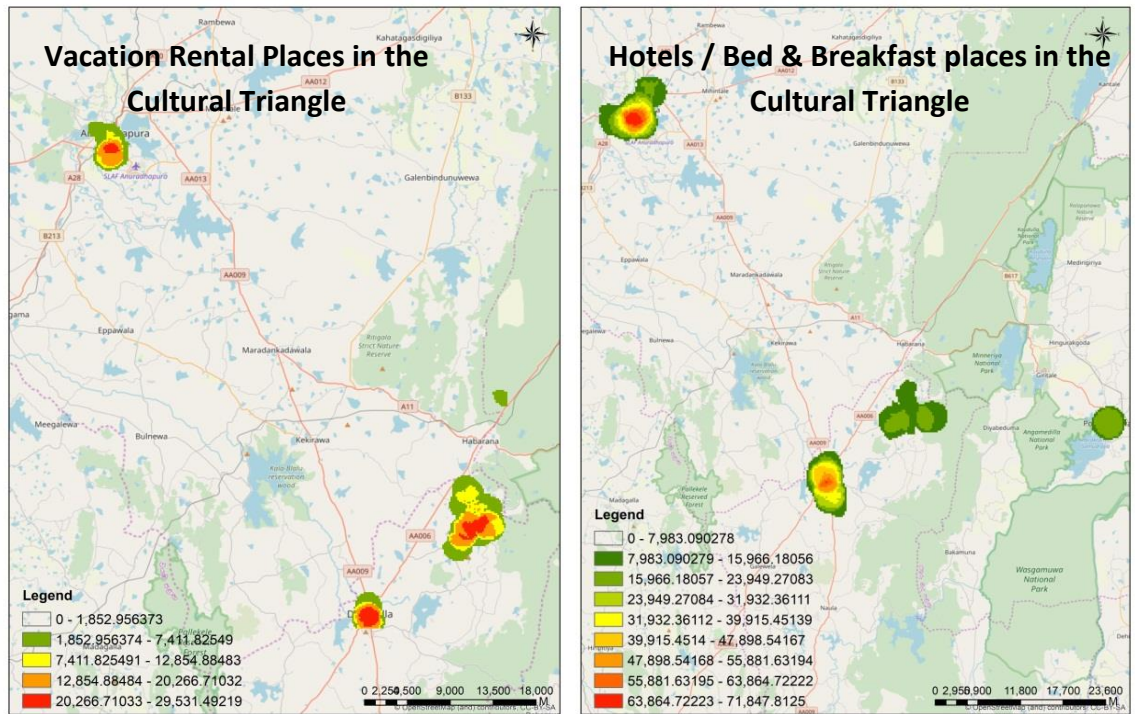Source: Compiled by Author, 2019

Figure 21: Spatial Analysis

Source: Compiled by Author, 2019

The expensive hotels, special lodges and entertainment facilities are seems to be in Sigiriya and it is a high density area. At presently a concept of "Homes stay" is very famous among tourism field and foreign tourists due to provide cheap facilities and amenities. According to the 2019th Business Registration records in Anuradhapura Municipal Council, this facility increased by 785 numbers in the town limit.

4.4 Summary

This chapter analyzed the facts gained from the survey study appropriate to examine objectives and hypotheses. First objective was to identify the cultural and heritage tourism demand determinants in cultural triangle and journals, research articles which are most related to cultural heritage tourism, used for fulfill the first objective. The result was explored and identifies seven main determinants influenced to the cultural and heritage tourism such as Cultural and Heritage Attraction, Entertainment and relaxation, Infrastructure, Festival/ Event Organization Hospitality/ Accommodation/ Food and beverage services Transportation services Tourist Guides services. Seven determinants are interpretation from 50 sub items.

Researcher collected data from 100 tourists through questionnaire. After removing some items, Reliability and validity of all variables are laid at a better position. Then, presented the existing level of demand determinants of cultural and heritage tourism in cultural triangle. Correlation & Regression Analysis interpreted all variables are not influenced to cultural and heritage tourism in Sri Lanka. Mainly, Heritage attraction, hospitality, entertainment & relaxation and infrastructure facilities caused to the tourism of highest level. Other variables can be identified as moderate and poor level.

To identify the impact of demand determinants researcher interviewed seven professionals who are engage in tourism related work and discussed regarding determinant of cultural and heritage tourism in Cultural Triangle and analyzed from NVIVO analyzing method. According to opinions of all professionals, tourist attraction components are varying within cultural triangle cities. And professionals

are not satisfied for tourists guide services and entertainment facilities in the cultural cities. All of the experts agree that there are variations among cities even within Cultural Triangle as they explain main elements in tourism must be developed major factors they highlighted were infrastructure facilities, entertainment and leisure activities, night functions, information centers, parking facilities etc. must be developed. Apart from, that tour guides must be qualified and trained to a behavioral and attitude change to enhance the value of ancient cities and areas. And otherwise, tickets for tourists must be issued from entrance to visit to the entire island. Then issues will not be arises from individual places and it will stop misusing of tickets by tour guide.

To fulfill the other objective of identify the impact of cluster formation researcher considered to existing services for tourists attraction in cultural triangle and using GIS map analysis (Geographical Information System). The spatial analysis finds that services for tourist's attraction in Cultural Triangle are unequally distributed. There are fewer services for tourist's attraction in Anuradhapura and Polonnaruwa compared to other two locations. There are importance solid optimistic connection amongst heritage values, entertainment and relaxation, infrastructure hospitality/ accommodation/ food and beverage services and tourist guides services of cultural and heritage tourism.

CHAPTER 05

CONCLUSION AND RECOMMENDATION

5.1 Introduction

Chapter five consists of conclusion and recommendations and it is derived from the research. Results are concluded with the analysis of detail primary data collection to identify the existing situation cultural and heritage tourism development and possible policy implication to implement. Details are collected from primary and secondary bases using both self-administrated questionnaire and unstructured interviews.

5.2 Conclusion

Tourists who come to cultural cities for gain their travelling experience from monuments, memorable and historical ancient buildings, out dated sceneries, cultural morals, traditional life styles, informal customs and historical occasions. At the present, cultural and heritage tourism is trend of the world and it has been main fragment of the tourism.

The USA conducted to historic preservation institute called as "National Trust" and they expressed about heritage tourism is person who are travelling for gain understanding about the places and activities and after that authentically represent the stories of the past and present. For the research, 100 foreign tourists are selected in Anuradhapura, Dambulla, Polonnaruwa & Sigiriya and according to the Morgan sample selection table.

An according to the research, researcher identified the wide-ranging objective of this study is; to identify demand determinants of cultural and heritage tourism in cultural triangle. Sub objectives are to identify the cultural and heritage tourism demand determinants, to identify the impact of demand determinants on cultural and heritage development in the cultural triangle, to identify the impact of cluster formation on cultural and heritage tourism.

Review of literature provided a suitable theoretical frame work to meet the research objectives. Relevant literature assisted to find related definitions of cultural and heritage tourism the researcher identified seven key variables affected to the cultural and heritage tourism.

A summary of demographic features of research respondents are presented. There are 64% of more respondents are female. The marital status, 32% of respondents are single. 36% tourists are relationship and 32% tourists are married. As the age category, more tourists are 30-39 years old. When considering the total sample size, it is clearly identified that 76% are Christians. Foreign tourists come to Sri Lanka for visits than other purpose such as study, leisure activities and it is 63%. In the assessment of the degree of measurement error in any measure, the researcher must address two important characteristics of a measure; Reliability and Validity of the variables. Considering the Cronbach's Alpha values of all variable greater than 0.70 and all variables are valid and reliable according to the research.

Cultural heritage tourism is getting numerous profits for communities as economic, social, increased commercial incomes, advertising in the world and promotion amongst tourism field. And also, cultural and heritage tourism field is developed, values are protected and managed in the cultural sites.

Then the perspective of existing situation in Cultural and Heritage tourism in Cultural Triangle, Sri Lanka, and performance is different type like tourists attraction, tourist's destination. But cultural assets are same among considerable main cities. This section provides to identify of existing services for Tourists Attraction in Cultural Triangle in Sri Lanka (second objective).

Cultural and Heritage Attraction, Entertainment and relaxation, Festival/ Event Organization, Hospitality/ Accommodation/ Food and beverage services,

Transportation services, Tourist Guides services has been considered in the study and likert scale 52 point questions used to measure the existing situation. For identify the relationship between cultural and heritage determinants and tourism developments is used to Correlation analysis.

To fulfill the second objectives researcher collected data from 100 tourists by using questionnaire. Morgan sample method used to select 100 tourists and data collect from 25 tourists from each location. After removing some items, Reliability and validity of all variables are laid at a better position. Then, presented the existing level of demand determinants of cultural and heritage tourism in cultural triangle (Second objective)

According to the Pearson Correlation coefficient value, it explains that there are significance strong positive connection amid identified variables of Cultural and Heritage Attraction, Entertainment and relaxation, Festival/ Event Organization, Hospitality/ Accommodation/ Food and beverage services, Transportation services for cultural and heritage tourism development.

Research respondents are stayed averagely 7 nights in Sigiriya, 6 nights in Dambulla, 4 nights in Anuradhapura and Polonnaruwa is in 3 nights. According to the summary of the analysis, that less number of foreign tourists stayed in Anuradhapura and Polonnaruwa rather than other two locations.

More than 50% of tourists are satisfy with world heritage site, archeology monuments, valuable historical sites/cites, and it caused to increased tourist attraction in the cultural cities. But tourists are dissatisfied with museum, theaters, show rooms & related services in whole cities of cultural triangle.

There is a higher level of Cultural and Heritage attraction in Anuradhapura and Sigiriya/ Habarana. Pollonnaruwa and Dambulla were moderate level. Infrastructure facilities, hospitality/ accommodation/ food and beverage services and entertainment and relaxation in Sigiriya/ Habarana, are greater than, Anuradhapura and Polonnaruwa. According to the analysis, moderate level transportation service and tourist guides service should be developed within four cities and it is not highly

influenced to tourist's attraction. And also, identified seven demand determinants are performance various kind. There are significance strong positive relationship between cultural and heritage attraction, entertainment and relaxation, infrastructure, hospitality/ accommodation/ food and beverage services and demand of cultural and heritage tourism. These variables are significance positive effect on demand of cultural and heritage tourism.

To fulfill the second objective researcher interviewed seven professionals and Key failures were identified as lack of knowledge, awareness and poor quality of the tourist guides. There is no proper management system in the study area for tourist's related activities. And also, not as much of entertainment facilities, influenced to decrease the tourist arrivals. Anuradhapura behaves in isolate manner in the tourist's routing system and it caused to decrease the tourist.

5.3 Recommendations

Provide practical recommendations to improve demand of cultural and heritage tourism in cultural triangle of Sri Lanka is fifth objective of this research. Basis on the research findings following suggestions' are to be upgrade tourists' satisfaction in the Cultural Triangle and increase its' sustained tourists demand.

Major requirement recognized in this research is, policy makers to rethink of designing or incorporate suitable legal frame work.

The following have been identified as salient features mainly suggested to implement the proper integrated development plan and existing regulatory framework should not enough so, it's also regularized too in the Cultural Triangle.

 Secondly suggest implementing strategy plan to increase number of tourist arrivals, staying time in the cultural and heritage cities and expenditure rates of the tourists by providing standard hospitality facilities. And also, more investment allocated to improve infrastructure facilities in Cultural Triangle.

Hence , essential to implement link mechanism among tourist destination areas and hotel chambers. The management should be implemented in Anuradhapura, Polonnaruwa ,Sigiriya and Dambulla for branding cultural and heritage values to the world as developed the nature base heritage culture tourism destination center.

Therefore, Conduct regular review by relevant authorities to protect cultural and heritage asset, clean and green environment, enhance natural views, in prime locations in the city.

Through above recommendations based on the research carried out in cities of Anuradhapura, Polonnaruwa, Dambulla and Sigiriya , strongly recommend policy makers to design a policy to implement a cultural and heritage tourism development and management with possible solutions to constraint identified. As a result of implementing policy to develop cultural and heritage tourism development, this will result to benefit both communities in improving socio-economic developments and regional level development and finally the country at large.

5.4 Suggestion to the future Researches

This study totally founded on the cultural Triangle in Sri Lanka without Kandy and related to international tourists. But if this research focused on local tourists, the results might to be changed on their pilgrim or spiritual value bound with destinations and on the other point of view, future researcher might be able to discover the determinants to sustained tourists' demand at other destinations of Sri Lanka than Cultural Triangle.

Not only that, this study even can be enlarged by adding more sample size considering more time period with Cultural Triangle applying more determinants or different determinants than researcher did.

ANNEXTURE -1-   (Professional's Views)

1. Whether there is a variation for demand within main cities in Cultural Triangle?

Additional District secretary

Responding to above question, pointed out that, there is a variations between major cities among cultural triangle and demand is different each other.

Consultant of Strategic Cities Development Project

He said, the main cities in cultural triangle are faced to foreign tourists in day today according to the different type. Conferring to the previous data, foreign tourists visited in Anuradhapura and Pollonnaruwa are decrease comparing with other two cities of Sigiriya, and Dambulla

Director of Archaeological Department & Project Director in Central Cultural Fund

His opinion is, foreign tourists are stay and visit in the main cities in cultural triangle and the numbers of visitors are variable among significant cities considered of past datas.

Planner –Urban Development Authority

Anuradhapura Sigiriya, Dambulla, and Polonnaruwa, are most famous attractive locations due to cultural and heritage values and World Heritage Cities. However, the tourist's attractions are variable among four cities. Numerous foreign guests are visit Sigiriya, and Dambulla more than Anuradhapura and Pollonnaruwa. Then, there are many variation amongst four cities for tourist demand .

Chairman of the Hotel Association

According to him, there is considerably variation among four cities. The aim of the tourists is visit only Sigiriya and Dambulla due to recreation facilities .They simply touch Anurahapura and Polonnaruwa in their tour. Therefore many variations identified in tourists arrivals in between four cities.

Museum Curator in Anuradhapura

According to her, there is a considerably variation of tourist's arrivals among cultural and heritage cities in Cultural Triangle. High price tickets and less entertainment facilities are main variables for variations among considerable cities.

Museum Curator in Polonnaruwa

He stated that, the assets are similar between four cities in study area though, tourists' attraction and arrivals have much variation within cities.

4.8.2 What are the success elements and failures in Foreign Tourists Market in Cultural Triangle?

Additional District Secretary

His pointy is, there is no appropriate plan to encourage tourism industry in the Cultural Triangle. Several plans are only documents and it caused to variation among the heritage voluble cities. All are World Heritage Cites and it is main success element in tourism industry. But those valuable resources are not marketing in the World and the reasons are less knowledge of tourist's behaviors, not monitoring the of the tourism industry, and less attention for develop the tourism industry of responsible agencies in Government of Sri Lanka. There are failures in foreign tourists market in Sri Lanka.

Consultant of Strategic Cities Development Project

His opinion is, Sigiriya, Pollonnaruwa, Dambulla are in the same route from Katunayake. Anuradhapura is isolated compared to other areas. Guides are not willing to travel that distance. And also limited number of shopping centers for the tourists available and then tourist guide's commission is not attractive in Anuradhapura. They are discouraging foreign tourists to travel to Anuradhapura. Specially, night functions and hotels have been promoted by relevant agencies in Sigriya. Comparing all the above reasons tourists are lesser in Anuradhapura than Sigiriya, Dambulla and Polonnaruwa. He said, foreigners who visit Sigiriya,

Polonnaruwa and Damblla stay longer time than Anuradhapura. Occasionally they only touch the Anuradhapura on their way to other tourists' hub. The hospitality is Anuradhapura is better than other cities in Cultural Triangle but significant places are not exposed to the world and tourists' facilities are inadequate and not standard in the Cultural Triangle. And also entertainment events are very limited compared to Sigiriya and Dambulla. Normally, foreign tourists are coming to the Sri Lanka as 7-8 days packages and they spent lot of their times for entertainment. They started their journey from Colombo and select to one root according to the guide's interpretation and selected to easy accesses via Dambulla,, Habarana, Sigiriya and Polonnaruwa. So, the guides are decides to the number of tourists in each areas.

Director of Archaeological Department & Project Director in Central Cultural Fund

He said that, four cities are World Heritage sites and it is main success element in the tourist's attraction. Sigiriya and Dambulla are eye-catching areas and tourists are engaged the tourists related activities within two cities. Anuradhapura and Dambulla have same features though, not attractive to foreign tourists due to leisure and entertainment facilities are insufficient for them. And also, Tourist guides are encouraged to visit Sigiriya and Dambulla by their profitable opportunities.

Planner –Urban Development Authority

According to the Planner's opinion the success element of the Polonnaruwa is museum   and heritage city management. Varieties of existing tourism accommodations are another success element in Polonnaruwa and many failures are facility centers are not maintaining to the standard levels, inaccurate information centers for tourist, proper guidance service are not established to beneficial city tours, and safety and security are not sufficient. And otherwise she said existing hotel industry and locational advantage as a center for cultural triangle are achieved several benefits to Dambulla. Her success observation to tourism on the Anuradhapura is Buddhist history, existing hotel industry, road and other infrastructure and many locations are visit within few hours. Identified failures are no proper information centers for tourists, no appropriate guidance for city visits and safety and security for foreign tourists are not enough. Her ideas for the Sigiriya is

present hotel industry and branded level accommodation centers , and marketing of the Sigiriya rock with current recreational activities as elephants and boat riding and hiking Sigiri rock are main attractive elements.

Sigiriya and Dambulla are famous destination places and Anuradhapura is a bypass city and Polonnaruwa is a prominent endpoint while travelling to the eastern part of Sri Lanka. According to the categorization of annual report of year 2016 by Tourist Board, Polonnaruwa belongs to main three routes selected by travelers such as 'grand tour route', 'city in Buddhism' and 'beach route', which shows a higher probability of a tourist to travel via the city at least once. The peak time is February and August. Simultaneously the foreign tourist arrival to Polonnaruwa is higher than the locals. Approximately it's double than the locals. And according to statistics it's beyond the tourist arrival for Anuradhapura as well. But according to my analysis it's a matter of ticketing issue. It's recognized that the entire tourists who are visiting Anuradhapura are not purchasing the tickets like in Polonnaruwa Heritage City. As a conclusion higher demand is for Sigiriya and lower will be Dambulla while Polonnaruwa and Anuradhapura in same level.

Chairman of the Hotel Association

Considering the tourism field in cultural Triangle Sigiriya, Polonnaruwa are main points for visits of foreign tourists and they come to Anuradhapura for one day or two day visits. The main reason for limited number of foreign tourists in Anuradhapura is tour guides practices. They are not aware of the values and the history of ancient areas in Anuradhapura. Since, the sacred area of Anuradhapura consist enormous historical features however, tour guides are not attractive to Anuradhapura and they raise the tourists to just touch the areas and go back.

In addition to that, an entrance fee for foreigners to the sacred city is very high and extra activities and entertainment objects are imperfect in this area. And also the management of tourism is unplanned and it is affected to the tourist's nights in all areas.

Museum Curator in Anuradhapura

According to the Museum Curator, although the numbers of tourists are increased to the Cultural Triangle and they just visit on Anuradhapura. Some of them go to the museum in sacred city for fulfill the sanitary requirements and also guides are not promoted observing museums. Key issue is guides are not educated and qualified up to the standards which explain history and importance of the sacred and historical places and city evolutions. Other point is whether it is most influenced reason to the tourism field and feeling temperature is very high in Anuradhapura, while compare of other locations in study area. The management of the sacred area is not in a good condition as there are so many authorities and agencies available but, linkages and communications within institutions is imperfect.

Most of tourists are envisaging that, Polonnaruwa and Anuradhapura having same historic values because tour guides have prepared such an image. It is just because of their easy a profit. Then they do not need to travel and extra miles. Other reason is entertainment activities and other infrastructure facilities are not sufficient in Anurdhapura.

Museum Curator in Polonnaruwa

In Pollonnaruwa still there are ancient ruins scattered within a one kilometer radius and it is a built city. Number of tourists is coming to Polonnaruwa higher than Anuradhapura. The main reason is tourist guides are directed the tourists according to their arrangement and direction. However, have a higher demand to Pollonnaruwa, but foreign tourists are not waiting in this city after visiting of ruins. Limited hotel facilities and limited entertainment activities have been affected this situation. Foreign tourists are travel to Sigiriya, Dambulla and stay much time in these areas due to improvement of required infrastructure facilities and amenities, increased for tourists related activities such as bird watching, boat riding, elephant riding, village events, Chena activities etc.

4.8.3 What are the Suggestions to minimize the failures and variations of the Foreign Tourist's Markets?

Additional District Secretary

Guides need to be trained to enhance their morals, quality and knowledge about historical sites and tourists' requirements. He suggested proper plan for tourism industry with managing under the relevant authorities.

Consultant of Strategic Cities Development Project

He suggested to link peripheral areas and resort regions as Ritigala, Thanthirimale, Wilpaththu and Mihinthale for tourism promotional accept. Guides need to be trained to enhance their ethics, quality and knowledge for arisen to real image to the foreign tourists about our cultural and delighted historical back ground. Instead of individual guides, tour operator company and travel agencies want to be promoted and they must be control by a relevant authority. Tickets for tourists must be issued in special places such as airport, railway stations. And this intimation should be provided without any change and conveniently.

Director of Archeological Department & Project Director in Central Cultural Fund

He proposed to create three tourists regions as Southern, Eastern and Rajarata including all Country. Accordingly packages need to be provided for increased to attraction of tourist to be repeated customers. One of above region should be promoted visit from the single ticket and other one there next stay .There for tour guides need to be train well manner to increase their quality. And also attitudes and behavioral change must be done to tour guides for build an image in the world of significance of the cultural and heritage values in Sri Lanka. Furthermore, his proposition is recreational activities which are related to heritage and cultural values should be developed.

Planner –Urban Development Authority

Her suggestion is should be understand the uniqueness in each cites and improve them. And also, preparation of Stakeholder inventory or resources profile on tourism field is very important to supply and improvement of tourists related facilities and amenities.

The collection data can be used analysis of the hotel types (star class) and their facilities, small lodges and their facilities, home based tourism. For improve of the travel guides quality should be managed list and bio data of travel guides. Details should be collect of taxi and bicycle, restaurants, handicrafts, textile, local manufacturers etc. for tourism. And also need to be train tourist guides to improve their knowledge and should be improving their quality and to obtain direct legal approvals and standards by tourism board Sri Lanka. Encourage the general public and other sectors of the town to be aware of the tourism industry and maintain the collective standard of the city. As well as, improve the online marketing about cites, location and should be responsible for our cultural values in a marketable ways while providing identity.

Chairman of the Hotel Association

He proposed to issue a ticket to tourists from in the airport to visit all island by one ticket. And also, must developed safari, Ayurveda medicine with Ayurveda spa, meditation and other recreational facilities for tourists. In addition improve the quality of tourists guides through management level and conducted many training programme for improve their knowledge.

Museum Curator in Anuradhapura

The Museum Curator proposed, significant museums should develop with modern techniques and then tourists are encouraged to study asset of our past era. And also, essential requirement is improve standards and awareness the tourist guides for prominent and promoting our cultural and heritage values in the world. And she proposed should be get an opportunity of cultural and heritage experience for tourists

as engage cultural events, join to excavation of archeological sites, library facilities etc.

Museum Curator in Polonnaruwa

She proposed to improve activities in the areas of Polonnaruwa, Hennagala, Dimbulagala and Medirigiriya such as riding bicycles, boat riding, elephant riding, safari activities, hiking, fishing, bird watching and night activities for tourists, which allied to sacred ideals and historical and cultural values in Sri Lanka. There need to have internal access road system and links between these cities. In addition, shopping areas with cultural attractions for foreign tourists must be developed with other tourists related infrastructure facilities.

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QUESTIONNAIRE SURVEY - DEMAND DETRMINANTS OF CULTURAL AND HERITAGE TOURISM: SPECIAL REFERANCE TO FOREIGN TOURISTS MARKET IN CULTURAL TRIANGLE

I am following the Master degree of spatial planning of department of town and country planning, University of Moratuwa, SriLanka**.** I am doing the research based on the above topic and your ideas and opinions are very useful to conduct this research. Therefore, please be to kind to give your cooperation and fill this form.

H.H.P.Indika (158703T 2015/2019)

Department of Town and Country Planning,

University of Moratuwa, Sri Lanka

Note: The Information that you provide will entirely be used research purpose and in no case will be reveal to anyone.

Section A

1. Where is your country of residence?

| |
| |

2. Gender

Male	
Female	

3. Mark your Marital States please. (use√)

Single		1.
In relationship		2.

Married	
Divorce	

4.With whom do you visit Sri Lanka? (use√)

Alone		Friends	
Family		Others	

5. Mark you Age Group Please: (use√)

Less than20		40-49	
20-29		50-59	
30-39		60+	

6. Are you?

Christian(Any Category)		Buddhist	
Islam		Not Specify	
Hindu			

7. Language proficiency?

8. How many times have you visited Sri Lanka before these arrivals? (use√)

None		4 to 5 times	
1 to 2 times		More than 5 times	
3 to 4 times			

9. Location? Anuradhapura / Pollonnaruwa / Sigiriya / Dambulla

10. How many nights you stay or will stayed……………………….

Section B

Following question may describe the features of your destination. Please keep a correct mark "√" with your most Satisfaction attitude related to the statement.

5. Strongly satisfied   4. Satisfied   3. Neither satisfied nor dissatisfied

2. Dissatisfied   1. Strongly Dissatisfied

1. Your opinion about the satisfaction level of the **Cultural and Heritage Attractions**

	Statement	Satisfaction Level				
		5	4	3	2	1
ATR1	World Heritage Site					
ATR2	Archeology monuments					
ATR3	Valuable historical sites/cites					
ATR4	Monuments of landscape architecture					
ATR5	Cultural precincts and folk village					
ATR6	Museum, theaters, show rooms & others					
ATR7	Technical complex of cultural & heritage					
ATR8	Traditional Arts					
ATR9	Overall Cultural and Heritage attraction					

2. Your opinion about the satisfaction level of the **Entertainment & relaxation**

	Statement	Satisfaction Level				
		5	4	3	2	1
ENT 1	Worship Pilgrimage places ,verity of custom and beliefs & meditation activities					
ENT 2	Theme park, outdoor and indoor parks, National parks , Natural environment					
ENT 3	home park, outdoor and indoor parks, National parks , Natural environment					
ENT 4	National crafts centers & shopping centers					
ENT 5	Night life and night functions					
ENT 6	Excellence Ayurveda and spa facility					
ENT 7	Participating of traditional sport events					
ENT 8	Overall entertainment attraction					

3. Your opinion about the satisfaction level of **Infrastructure**

	Statement	Satisfaction Level				
		5	4	3	2	1
INF 1	Better ICT facility/ free Wi-Fi in heritage sites					
INF 2	First-rate Sanitary facilities & security					
INF 3	Quality restaurants, bars and cafe					
INF4	Superior transportation facilities inside cultural & heritage sites					
INF 5	Bicycle riding facility					
INF 6	Enough drinking water					
INF 7	Overall enjoyable infrastructure attraction					

4. Your opinion about the satisfaction level of the **Festival / Event Organization**

	Statement	Satisfaction Level				
		5	4	3	2	1
FES 1	Religious festivals events					
FES 2	Traditional cultural occasions and events					
FES 3	Traditional agricultural festivals					
FES 4	Shows and concerts up to museum and galleries					
FES 5	I prefer to be with destination when it is crowded by pilgrims and not interrupted my freedom					
FES 6	If there is a chance / opportunity to represent the festival or events, I may decide to stay more days than I expected					

5. Your opinion about the satisfaction level of the **Hospitality/Accommodation/Food and beverage services**

	Statement	Satisfaction Level				
		5	4	3	2	1
HOS1	Friendliness of people / hotel has the pleasant staff					
HOS 2	Quickness of the hotel services					
HOS 3	Well-mannered of the services of hotels					
HOS 4	Efficiency skills of the hotels staff					
HOS 5	Well Communicative of the staff					
HOS 6	Comfortably/ well maintained rooms					
HOS 7	A room charges are reasonable price					
HOS 8	Freshness of the foods					
HOS 9	Hygiene of the foods					
HOS 10	Varieties of the food					
HOS 11	Overall satisfaction of the hospitality services					

6. Your opinion about the satisfaction level of the **Transportation services**

	Statement	Satisfaction Level				
		5	4	3	2	1
TRA1	Economical airport coach					
TRA2	Rail transportation					
TRA3	24 hours taxi service					
TRA4	Public bus services					
TRA5	Overall satisfaction of the transport services					

7. Your opinion about the satisfaction level of the **Tourist Guides services**

	Statement	Satisfaction Level				
		5	4	3	2	1
TGS1	Their qualities					
TGS2	Knowledge of the site					
TGS3	Language skills					
TGS4	Provide clear image of the city					
TGS5	Safety from others					
TGS6	Overall satisfaction of the guidance service					

THANK YOU!

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