## The Impact of Transformations of Cultural Landscape on Social and Behavioural Patterns in Jaffna

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Cultural landscape is a predominant feature characterized by sense of community and attachment, recognition, continuity and longevity for an atmosphere to live in. The historical backbone of Jaffna city and its character as well as the atmosphere have been under threat since 1980, as a result of the ethnic conflict, urbanization, and some other intangible factors in Sri Lanka. However, in the current situation of Jaffna, a high extinction is evident in the unique cultural landscape value inside the city precincts inducing changes on native social behavioural patterns. Therefore, this study focuses on understanding the transformation of cultural landscape aspects with their specific impact on modification of social behaviours. The methodology based theoretical framework employed the information processing theory and place identity theory. Further, on site investigations in case study areas were equipped with questionnaires, interviews, observations, land use and pictorials. The study explored 15 measures with the idea of 40 samples of people, which was taken into consideration to examine the impact of the transformation of cultural landscape on social behavioural patterns. From the results obtained through all the measures, 78.3 percent of the citizens in Jaffna are not happy with these changes, but they welcome modernization while preserving the character and identity by maintaining the cultural and social behaviour and the uniqueness of Jaffna through the social behavioural patterns. On the other hand, 21.7 percent residents welcome the changes, yet they also wanted to retain the identity of Jaffna for coming generations. The paper proposes propositions for landscape management to preserve the character of Jaffna and its social identity in order to enhance the future of Jaffna.

Keywords: Urbanization, Cultural Landscape, Information Processing Theory, Place Identity Theory, Social Behavioural Pattern