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ABSTRACT

The study is mainly analyzed the role of the cultural tourism for development of tourism industry in Anuradhapura district. Anuradhapura district can be considered as one of the important Cultural Tourist destinations whereas less tourist attractions over passed years and it has been reducing when comparing other cultural destinations in the country. It is timely importance to exploit potentials to maximize economic benefits to Anuradhapura district and Sri Lanka. Anuradhapura district has cultural and the heritage site; but still there are lack of tourists arrivals in the specific place. Therefore, this research study has been identified the research gap to fulfil the improvement of cultural tourism at Anuradhapura district. This research study used primary and the secondary data findings and the primary data has been collected through the interview and the survey questionnaire and the secondary data has been collected through the industry reports, journals, books and the articles and those data have given the validation of the study. There were four main variables such as infrastructures, marketing campaign, knowledge and the socio-economic selected and analyzed with the statistical way. Untapped resources/places like activities, beliefs, opportunities and customs that have the potential to promote cultural tourism for developing the cultural tourism industry in Anuradhapura district were found and recommendation proposed for this research study.

Keywords: Culture, Cultural Tourism, Cultural tourist, Buddhism and History.