

# Activity Economy and Cultural Heritage Tourism in Sri Lanka

## (Special Reference in Galle and Kandy)

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### **Abstract**

*The activity economy is driven by cultural activities, which are also embodied in the development model of cultural tourism. An activity economy is a new direction for economically developed cities to promote tourism development. This paper explores "the impact of the activity economy on cultural heritage tourism in Sri Lanka concerning Galle and Kandy cities". This study was driven by a qualitative method consisting of document analysis and secondary data obtained from online media. The document analysis involved a review of the literature and documents relating to cultural heritage tourism in Sri Lanka. Tour operators or tourism industry websites, private or personal websites, or Blogs containing travel information regarding cultural heritage tourism in Sri Lanka have been used as qualitative sources and with a high level of confidence. Activity economy is a new concept in the Sri Lankan tourism industry, and according to the analysis of the data, a well-managed marketing activity economy is an important factor for cultural heritage tourism in Sri Lanka. Currently, it runs without identifying its theoretical and practical value; therefore, under a well-organized marketing management plan, it can fulfill sustainability goals. To address this, it needs government and private institutional involvement and a strong set of human and physical resources.*

**Keywords:** Activity Economy, Cultural Heritage Tourism, Kandy, Galle, Tourism in Sri Lanka

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## Introduction

The activity economy is driven by cultural activities, which are also embodied in the development model of cultural tourism. An activity economy is a new direction for economically developed cities to promote tourism development. The so-called "activity economy" refers to various activities artificially created, designed, and organized (including business forum training and education, exhibitions, performances, sports, festivals, sightseeing, and entertainment experiences), as well as the economic consumption benefits brought by these activities. Fortune Forum, Book Exhibition, Computer Exhibition, Olympic Games, World Expo, Football World Cup, Automobile Show, Carnival, Super Girl Voice, and so on are all typical representatives of the activity economy. The main income of an active economy is the comprehensive income from tourism (Shaofang, C.; Libo, Z., 2011). When promoting economic development, most places attach great importance to cultural tourism. In modern tourism, cultural tourism is an important part of the cultural industry.

Cultural heritage tourism is the coordinated and mutually supportive application of cultural, heritage, and tourist resources for the improvement of the overall quality of community life. As the term implies, cultural heritage tourism involves visiting places that are significant to the past or present cultural identity of a particular group of people. Cultural heritage tourism provides an opportunity for people to experience their culture in depth, whether by visiting attractions, historical or culturally relevant places, or taking part in cultural activities. The National Trust for Historic Preservation defines cultural heritage tourism as "traveling to experience the places, artifacts, and activities that authentically represent the stories and people of the past and present" (Hargrove, 2002). Most visited or taken part in cultural heritage tourism are historical attractions, monuments, landmarks, museums, art galleries, theaters, festivals, concerts, or performances, and culturally significant neighborhoods or communities.

This paper examines "How to Impact the Activity Economy for Cultural Heritage Tourism in Sri Lanka." Regarding that, first, explain the key ideas behind the Activity Economy (AE) and Cultural Heritage Tourism (CHT) and then apply the AE idea to the selected two cities of cultural heritage in Sri Lanka. The examples examine references to Galle and Kandy cities.

### **1.1. Activity Economy (AE) and Cultural Heritage Tourism (CHT)**

Before delving into cultural heritage tourism, one must first understand how tourism in general can act as a driver for community revitalization. Tourism is a huge business around the world. The United Nations World Tourism Organization announced the arrival of one billion tourists in 2012. According to the organization, tourist arrivals have climbed remarkably from 674 million in 2000 to 980 million in 2011. The economic impact of this activity is also substantial: tourism accounts for 5% of the global GDP and employs one in every twelve people in both developed and developing economies. In the process of promoting economic development, all places attach great importance to Cultural Tourism (CT). Cultural Tourism is the journey of people to specific destinations that offer cultural attractions, including historic sites and artistic and cultural events and shows, to acquire new knowledge and experiences that meet the intellectual needs and individual growth of the traveler (What Is Cultural Tourism? | IGI Global, n.d.). It is the subset of tourism concerned with a traveler's engagement with a country's or region's culture, specifically the lifestyle of the people in those geographical areas, the history of those people, their art, architecture, religion(s), and other elements that helped shape their way of life. In fact, in modern tourism, cultural tourism is an important part of the cultural industry. This supposed cultural heritage tourism refers to tourism based on historical and cultural persistence and natural scenery to expand resources (such as impression series performances) or take cultural activities as the core products. Most of the activities related to cultural tourism are called dynamic economies." An activity economy is an economy driven by cultural activities, which is also embodied in the development model of cultural tourism.

Significantly, in the last several decades, along with its scale, the nature of tourism has also changed. As social and technological changes made tourism more affordable and accessible for millions of people. Therefore, tourism wasn't simply tourism anymore. The shift in tourism from relaxation to self-discovery is reflected in the explosion of niche market designations within the tourism industry. The more widely known include adventure tourism, culinary tourism, religious tourism, ecotourism, sustainable tourism, and educational tourism. Cultural Heritage Tourism (CHT) is one of the fastest-growing specialty markets in the industry today.

The activity economy needs to think about and solve two problems: one is the new change in the tourism industry, and the other is how culture and economic activity form the source of income. Thus, from the concept of activity economy, we can summarize several points: First, we can make clear what new tourism is. Although the activity economy is based on active planning and creative content design, the activity economy of tourism encourages people from outside to come here for consumption (Shaofang, C.; Libo, Z., 2011).

## **1.2. Tourism in Sri Lanka**

Sri Lanka's historical and cultural heritage spans more than 2,500 years. Sri Lanka lies in the Indian Ocean on the southeastern tip of India and has 25,332 square miles (65,610 square kilometers), slightly smaller than Ireland (Jayawardena, C:2013). Sri Lankan tourism is growing rapidly. For centuries, Sri Lanka has been a popular place of attraction for foreign travelers. The Chinese traveler Fa-Hien visited Sri Lanka as early as the 4th century, and in the twelfth century, Italian explorer Marco Polo claimed Sri Lanka to be the "best island of its size in the world". The government's initiatives in the development of tourism date back to 1937, when the Ceylon Tourist Bureau was established. However, it was closed in September 1939 due to World War II. After Sri Lanka's independence, the promotion of tourism was again considered by re-establishing the Ceylon Tourist Board, which took over the function of the Tourist Bureau. More formal recognition for the country's tourism sector was given with the enactment of Act No. 10 of 1966. Organized tourism in

Sri Lanka was institutionalized in 1966 with the establishment of the Ceylon Tourist Board. A ten-year Tourism Development Mater Plan covering the period 1967–1976 was formulated in 1967, which laid down the framework within which the tourist industry was to be developed in the country (Samaranayake, 2012).

Major city and tourist destination Galle is located in the southern province. Galle, founded in the 16th century by the Portuguese, reached the height of its development in the 18th century, before the arrival of the British (Heritage Centre, n.d.). The historic section of the city, containing a fort and other colonial-era buildings, was designated a UNESCO World Heritage Site in 1988 (Britannica, 2018). The capital of the island, Kandy, is a beautiful city that is located at 1,629 feet above sea level. Kandy, surrounded by spectacular mountains, is significant to Sri Lankan culture. Before the British invaded and took control of Kandy in 1815, it was the last kingdom of the Sinhalese people. Senkadagalapura was the former name for Kandy. It was given the name Senkada in honor of a hermit. Most people call their beautiful city "Mahanuwara," which means "Great City." However, the word "Kanda," which means mountain, is where the name Kandy originated. Vikramabahu III, the ruler of the kingdom of Gampola, built the city of Kandy. During the late 15th century, Sena Sammatha Wickramabahu became the first king of the Kingdom of Kandy. He ruled it as a semi-independent kingdom under the kingdom of Kotte (History of Kandy: Know about Ancient History and Historical Places in Kandy, Yatra.com, n.d.).

### **Materials & Methodology**

This study reported in this paper used a range of qualitative methods consisting of document analysis and secondary data obtained from online media. The use of these various sources of data allowed for triangulation that enabled the researchers to examine where the data converged and, in turn, provide credibility for the findings (Bowen, 2009; Danzine, 2006). The document analysis involved a review of the literature and documents relating to cultural heritage tourism in Sri Lanka. Finally, the content analysis of internet-based information about cultural heritage tourism in

Sri Lanka was conducted in 2012 and 2017 using the keywords "Sri Lankan Cultural Heritage Tourism", "Cultural Heritage Tourism in Sri Lanka", and "Cultural Heritage Tourism in Sri Lanka" within Google and Yahoo. Keyword searches were then recorded and analyzed. Tour operators or tourism industry websites, Private or personal websites, or Blogs containing travel information from the experience of cultural heritage tourism in Sri Lanka are used as qualitative sources and provide a high level of confidence in the results of the study.

## **Result And Discussion**

### **3.1. Activity Economy (AE) in Sri Lanka**

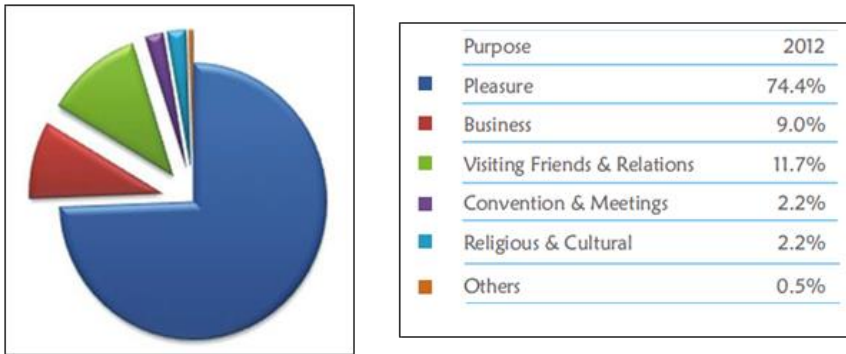
Regarding the statistical data of the international tourist arrivals in 2017, total arrivals were 1,323 million, and it reveals that 4% grew when compared with 2010 (Figure 1). According to that, 323 million travellers visit Asia and the Pacific regions. Tourist arrivals to Sri Lanka during the year 2017 amounted to 2,116,407, registering a 3.2% increase since 2016 (Figure 2). Tourism was the third largest foreign exchange earner for the country in 2017, preceded by Worker's Remittance and Textiles and Garments, significantly contributing to the Sri Lankan economy. Official tourist receipts for 2017 were estimated at Rs. 598,356 million as compared to Rs. 512,593 million in 2016, growing by 16.7%. In terms of US Dollars, the total tourist receipts were estimated to be US\$ 3,924.9 million, compared to US\$ 3,518.5 million observed in the previous year, an increase of 11.5%.

2016				2017			
Sector	FE Earnings (Rs. Million)	% of Total FE Earnings	Rank	Sector	FE Earnings (Rs. Million)	% of Total FE Earnings	Rank
Workers' Remittances	1,054,489	29.2	1	Workers' Remittances	1,091,972	27.1	1
Textiles and Garments	710,768	19.7	2	Textiles and Garments	767,254	19.0	2
Tourism	512,593	14.2	3	Tourism	598,356	14.8	3
Transport	327,581	9.1	4	Transport	362,199	9.0	4
Tea	184,778	5.1	5	Tea	233,338	5.8	5
Telecommunication, Computer & Information Services	124,934	3.5	6	Telecommunication, Computer & Information Services	141,126	3.5	6
Rubber Products	111,791	3.1	7	Rubber Products	127,426	3.2	7

*Source: Sri Lanka Tourism Development Authority Statistical Report: 2017*

According to the Central Bank Report in Sri Lanka (2017), the whole earnings from tourism activities increased to US dollars 3.6 billion, with a growth of 3.2 percent during the year. The expansion of food and accommodation was also aided by the rising demand for hotels and restaurants, as seen by the rise in private consumption spending (“Annual Report 2017,” 2017).

According to data provided by the Department of Immigration and Emigration, the majority of visitors visiting Sri Lanka between 2012 and 2017 came for enjoyment, such as a vacation, recreation, or sightseeing. This figure increased to 82.4% in 2017. However, only 2.2% (2012) and 0.01% (2017) of visitors claimed to be there for religious or cultural reasons.



*Source: Sri Lanka Tourism Development Authority Statistical Report – 2012*

During the year 2012, based on the number of visitors visiting the cultural triangle and income from the sales of tickets, Sri Lanka earned 1,312,571,060 Sri Lankan rupees from foreign visitors. It is important to highlight those foreign visitors' highly visited historical and heritage cities and places like Sigiriya, Alahana Pirivena in Polonnaruwa, Anuradhapura, Galle, and Kataragama. According to this statistic, 5,115 foreign visitors and 177,585 domestic visitors visited Galle City.

#### Number of Visitors Visiting the Cultural Triangle and Income From Sale of Tickets - 2012

Foreign		Domestic	
No. of Visitors	Revenue (in Rs.)	No. of Visitors	Revenue (in Rs.)
592,980	1,330,691,190	650,524	18,120,130

#### Details of Foreign Visitors by Location - 2012

Location	No. of Foreign Visitors	Revenue (in Rs.)
Sigiriya	284,964	773,414,360.36
Alahana	241,382	392,879,998.25
Anuradhapura	61,392	158,814,806.34
Galle	5,115	5,120,310.03
Kataragama	127	461,715.00
<b>Total</b>	<b>592,980</b>	<b>1,330,691,189.98</b>

#### Details of Domestic Visitors by Location - 2012

Location	No. of Local Visitors	Revenue (in Rs.)
Sigiriya	329,601	13,215,470.00
Alahana	89,630	2,810,100.00
Anuradhapura	33,138	593,680.00
Galle	177,585	1,133,410.00
Kataragama	20,570	367,470.00
<b>Total</b>	<b>650,524</b>	<b>18,120,130.00</b>

*Source: Sri Lanka Tourism Development Authority Statistical Report - 2012*

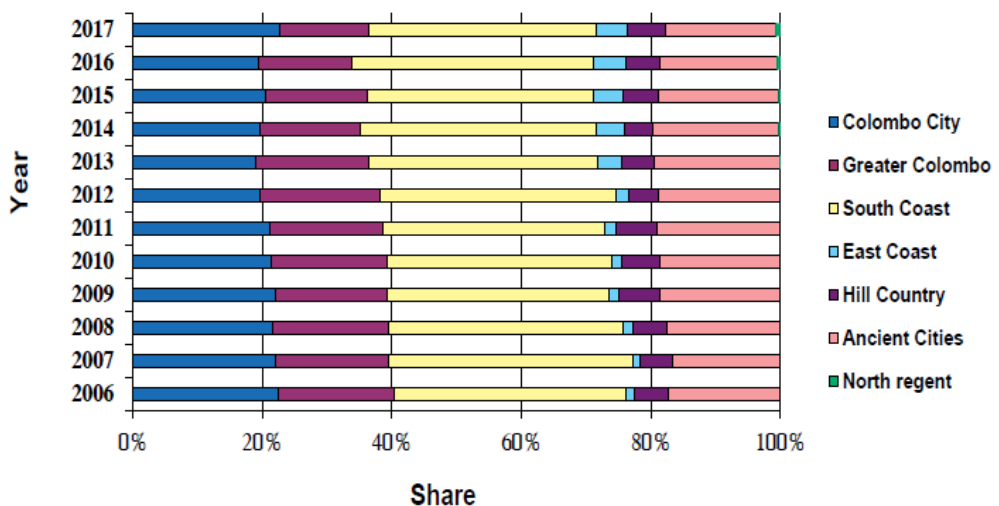
### **3.2. Cultural Heritage Tourism (CHT) in Sri Lanka**

While this lively history has long been honored in festivals and parades, cultural heritage goes deeper than merely an occasion for celebration. Cultural heritage encompasses what a particular group of people has in common that makes them different from others. At a broad level, there is a Sri Lankan culture that helps to define all Sri Lankans, but there are also a host of different traditions that shape a range of more distinct cultural backgrounds. Sri Lanka is one of the few countries with very vast and rich cultural diversity. The culture is unique and thereby contributes to the Sri Lankan identity. Sri Lankan culture includes a lot of customs and rituals, more than 3000 years which were handed down from generation to generation by major ethnic groups such as Sinhalese, Tamil, Moors, and Burghers. Although Malays, Chinese, and the aboriginal Vedda. Cultural heritage comes from the history and experiences these groups have shared over the years. Regarding the National Trust for Historic Preservation's definition of cultural heritage tourism, CHT tourists travel to experience other cultures and learn about the past, but they do so as tourists and not as specialists. While some of their interests differ from those of more recreational tourists, cultural heritage tourists have the same need for amenities such as restaurants and hotels that the tourist economy depends upon (What Is Cultural Tourism? | IGI Global, n.d.).

Sri Lanka has a vast cultural heritage history stretching back over 3000 years. Therefore, Cultural Heritage Tourism (CHT) is the fastest-growing market in the Sri Lankan tourism industry. The sacred city of Kandy is the second-largest city in Sri Lanka. In the 4th century, the tooth of the Buddha was brought to Sri Lanka, situated in a central province. Even today, Kandy is the focal point of Buddhism in Sri Lanka. It also remains one of the most sacred places for Buddhism in the world. Kandy boasts some important historically acclaimed sites such as Dalada Maligawa, the Sacred Temple of the Tooth, Lankatilaka Temple, Gadadeniya Temple, the royal palace, and a whole lot more (Truly Sri Lanka, n.d.).

The Galle heritage value of the fort (also known as the Dutch Fort) has been recognized by UNESCO, and the site has been inscribed as a cultural heritage UNESCO World Heritage Site under criteria iv for its unique exposition of "an urban ensemble that illustrates the interaction of European architecture and South Asian traditions from the 16th to the 19th centuries. Although the Dutch Reformed Church, All Saints' Church, Old Dutch Hospital, Galle Light House, Galle Clock Tour, National Maritime Museum, and Galle Fort Hotel are the major historical places in Galle, All these unique effects have been felt by foreign tourists who have visited Galle and Kandy. Cultural heritage tourism involves visiting places that are significant to the past or present cultural identity of a particular group of people. Cultural heritage tourism provides an opportunity for people to experience their culture in depth, whether by visiting attractions, historical or culturally relevant places, or taking part in cultural activities. Regarding the statistics of the distribution of accommodation capacity by region in 2017, foreign travelers highly chose the South Coast (Kalutara, Galle, Hambantota, Matara) and Ancient Cities (Anuradhapura, Polonnaruwa, Kandy, Kurunegala, Matale).

**Distribution of Accommodation Capacity by Region (Percentage) – 2017**



*Source: Sri Lanka Tourism Development Authority Statistical Report - 2017*

## Accommodation Capacity (Rooms) in Graded Establishments and its Regional Distribution - 2003 to 2012

Resort Regions	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
Colombo City	2,571	2,670	2,926	3,209	3,209	3,188	3,190	3,141	3,086	3,054
Greater Colombo	2,526	2,581	2,490	2,520	2,555	2,651	2,494	2,640	2,573	2,856
South Coast	5,521	5,632	4,431	5,112	5,505	5,370	4,940	5,099	5,037	5,660
East Coast	258	263	178	184	184	230	230	238	238	296
High Country	709	690	709	726	734	772	928	847	940	743
Ancient Cities	2,552	2,486	2,428	2,467	2,417	2,582	2,679	2,749	2,779	2,901
Northern Region	-	-	-	-	-	-	-	-	-	-
<b>All Regions</b>	<b>14,137</b>	<b>14,322</b>	<b>13,162</b>	<b>14,218</b>	<b>14,604</b>	<b>14,793</b>	<b>14,461</b>	<b>14,714</b>	<b>14,653</b>	<b>15,510</b>

*Source: Sri Lanka Tourism Development Authority Statistical Report – 2012*

Most visited or taken part in cultural heritage tourism are historical attractions, monuments, landmarks, museums, art galleries, theaters, festivals, concerts, or performances, and culturally significant communities. Therefore, as detailed by the Department of National Museum in 2012, Sri Lanka earns Rs. 10,807,985 from foreign travelers. When observing this statistic, the most visited second and third-tier museums are the Kandy National Museum and Galle National Museum. The fourth-highest-visited museum is the Galle Maritime Museum. Therefore, according to that data, Galle is the most visited city for cultural heritage tourism in Sri Lanka.

### Details by Museums - 2012

Museums	Foreign Tickets		Local Tickets	
	No. of Foreign Tourists	Revenue (in Rs.)	No. of Domestic Tourists	Revenue (in Rs.)
Colombo National Museum	25,689	12,639,300	193,472	4,007,270
National History Museum	909	266,100	36,083	523,645
Kandy National Museum	3,057	1,513,300	29,466	318,755
Ratnapura National Museum	111	32,550	16,646	173,265
Galle National Museum	2,673	789,000	24,846	276,155
Anuradhapura Folk Museum	69	20,550	4,548	48,470
Dutch Museum	1,119	554,500	4,423	82,085
Galle Maritime Museum	2,822	829,650	39,409	405,015
Independence Memorial Museum	856	197,550	29,231	199,855
<b>Total</b>	<b>37,305</b>	<b>16,842,500</b>	<b>378,124</b>	<b>6,034,515</b>

Source : Department of National Museum

*Sri Lanka Tourism Development Authority: Statistical Report 2012*

Galle City has a different kind of Art Trail (A bi-annual event that takes place in April every two years and is one of the biggest art festivals in Sri Lanka). Galle Film Festival (The event showcases the best of South Asian and Western movies and takes place around the last week of October until the first week of November); Galle Literary Festival (This annual festival brings together some celebrated Asian and Western writers). Dates are flexible and depend upon the circumstances), Galle Music Festival (It is a sister event to Jaffna Music Festival, which brings forth national and international artists performing on various musical selections like classical, contemporary, and fusion), etc. (Events and Festivals in Galle in 2023: TripHobo, n.d.).

Since its inception in 2007, the Fairway Galle Literary Festival has grown to become one of Southeast Asia's most anticipated literary events for both authors and book lovers worldwide. On the southern shores of the tropical island of Sri Lanka

(Ceylon), the historic Dutch Galle Fort, a UNESCO World Heritage Site, is where the festival is held every year. Its intimate setting gives visitors the chance to enjoy other writing, reading, archaeological, ecological, philosophical, cultural, musical, artistic, and culinary activities in a lovely and distinctive setting. Visitors can also participate in literary discussions and appreciate the works of Sri Lankan and international authors. The Fairway Galle Literary Festival includes writing workshops, panel discussions, topical debates, poetry readings, cooking classes, theatre workshops, literary lunches during the day, poetry slams, jazz performances, wine tastings, art showings, and photographic exhibitions during the night. These events take place at historical landmark locations, boutique hotels, and private properties, making this festival a truly immersive cultural experience that truly embodies the best of the region.

The rapidly examine of the statements of the Fairway Galle Literary Festival speakers reveals that they highly appreciate the cultural heritage tourism in Sri Lanka.

"I have spoken at dozens of book festivals around the world, and Galle was perhaps the most welcoming and memorable. Please invite us back." Professor Richard Dawkins (Fairway Galle Literary Festival -2012).

"I appreciate the Galle Literary Festival for bringing readers and books together without creating a flea market atmosphere. It underscores the connection between communities and ideas. At the heart of every discussion is an examination of how literature helps us more effectively share our world. "Gregory Pardlo (Fairway Galle Literary Festival -2016).

"The FGLF throws people, cultures, hot ideas, hot food, laughter, poetry, and arrack together in a beautiful country. Pointless to resist." Sebastian Faulks (Fairway Galle Literary Festival -2016).

Kandy's culture is heavily influenced by Buddhism. Traditional festivals are held for religious reasons. Many festivals are celebrated in the city. The Duruthu Perehera, the Navam Perehara, The Posen Festival, and many others the most important festival in the city, however, is the Esala Perahera festival. During this festival, one of the inner caskets of the tooth relic of Buddha is taken for a procession all around the city on a royal elephant. This festival usually attracts huge crowds from all over the country and even abroad. The city is also famous for the Kandy Dance, performed at the Kandy Arts and Cultural Centre. This dance performance showcases the different types of traditional dance in the country. The city is proactive in the world of sports, producing renowned players in various sports disciplines such as cricket, rugby, and many more. Rugby, though, dominates popularity in the region (Kandy Culture, Cultural Activities, Festivals, and Religion of Kandy, Yatra.com, n.d.).

The Esala Perahera in Kandy is one of the oldest and grandest of all Buddhist festivals in Sri Lanka, featuring dancers, jugglers, musicians, firebreathers, and lavishly decorated elephants. This is held in Esala (July or August), which is the month that is believed to commemorate the first teaching given by the Buddha after he attained enlightenment. The Kandy Esala Perahera lasts for ten days, and various festivities can be witnessed right throughout. The Sinhalese term 'Perahera' means a parade of musicians, dancers, singers, acrobats, and various other performers accompanied by many captained Tuskers and Elephants parading the streets in celebration of a religious event. The Esala Perahera in Kandy is celebrated to honor the Sacred Tooth Relic and the four 'guardian' gods, Natha, Vishnu, Kataragama, and Goddess Pattini. The Kandy Maligawa Perahera is followed in order by those of the Natha, Vishnu, Kataragama, and Pattini 'Devals' (Temples dedicated to these Gods), which are situated in the vicinity of the Kandy Maligawa (Temple of the Tooth). After the Kandyan Kingdom fell to the British in 1815, the custody of the Tooth Relic was handed over to the Buddhist Clergy. In the absence of the King, a lay custodian called the Diyawadana Nilame was appointed to handle routine administrative matters.

The purpose of the Kandy Esala Perahera Procession is to beseech the blessings of the gods to obtain rain for the cultivation of crops and to enrich the lands of the kingdom. This ritual is performed by carrying the sacred tooth relic of the Buddha through the streets of Kandy, which is done with exceptional panache. This is considered one of the most beautiful pageants in Asia. The first ritual, ‘Kap Situweema’ (planting of a sanctified young Jackfruit Tree), will be held to commence the rituals that start Perahera. The ritual is performed according to an auspicious time determined by astrologers. The Jackfruit tree is sprinkled with sandalwood-scented water, and offerings are made of nine kinds of flowers and an oil lamp with nine wicks. The priest of the Maha Vishnu Devale (Vishnu Temple) recites his prayers to all the gods (2023: Kandy Esala Perahera කන්ද උඩරට ඇසළ පෙරහැර, n.d.).

The activity economy in Sri Lanka has grown relatively rapidly with Sri Lankan cultural heritage tourism in a short period. The growth has provided sustainable benefits for the Sri Lankan tourism industry as well as the Sri Lankan economy. But, when observing the Sri Lankan cultural heritage's origin and evaluation, it is developed until the current period, not as an industry. But after 1977, the Sri Lankan government introduced an open economic policy and started to develop the tourism industry. But still, cultural heritage tourism does not transfer to marketing and economic value. However, to ensure ongoing benefits, it is apparent that the management of the Cultural Heritage Tourism industry must begin immediately.

According to the purpose of foreign travel arrival, many foreign tourists highly visited Sri Lanka, aiming for pleasure, business purposes, or to meet their friends, and showed a lack of interest in the culture and heritage of Sri Lanka. However, discuss the selected two cities of Galle and Kandy and their cultural heritage tourism industry growth as effective and efficient. Also, the need to identify the activity economy and market value of the cultural heritage industry and increase government and private institutional capacity requires increased resources to be provided for foreign travelers. Concentrating on the lack of statistics on cultural and

heritage travel purposes, we must make a survey and make a long-term plan on how to communicate cultural and heritage tourism to the world and what kind of media and publishing methods to use to increase that. Identify the strength and effectiveness of the activity economy and promote its promotion and development. Finally, the activity economy is an important factor, and it significantly affects cultural heritage tourism in Galle and Kandy cities. But according to travel arrivals, it must do more promotions and have the proper structure and plan to develop cultural heritage tourism in Sri Lanka.

## **Conclusion**

Activity economies are a relatively new idea in the Sri Lankan tourism sector, and data analysis shows that properly managed and marketed activity economies are crucial for Sri Lankan cultural heritage tourism. Since it currently operates without distinguishing the theoretical and practical worth, sustainability might be purchased under a well-organized marketing management plan. Government and business institutions must participate to meet this requirement and provide the necessary personnel and material resources.

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