



Determinants to Sustained International Tourists' Demand at the Cultural Triangle in Sri Lanka

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ABSTRACT

This explorative research study was conducted to identify the destination's determinants of Sustained International Tourists' Demand at the Cultural Triangle in Sri Lanka under the discipline of destination marketing. Through a sound literature, eight determinants were identified as the independent variable to describe destinations determinants and Sustained International Tourists' Demand was considered as the dependent variable. The population of the study was identified based on the number of tourists visited Cultural Triangle sacred areas in 2013, and stratified sampling technique was facilitated to identify the research sample representing each area; Anuradhapura, Dambulla, and Kandy. A well developed research questionnaire was facilitated to collect tourists' preferences being aligned to three research hypotheses. At the finding of the study, revealed a tourists' awareness about sacred places in Cultural Triangle was very poor level, and regarding to Sustained International Tourists' Demand, except Infrastructure facilities, other all variables were significantly affected. Tourists Country of origin, Marital status, Sex, Age category, Income, Occupation, Religion, and Knowledge of the destination (through promotion), where the Geo-demographic factors that have shown a significant associations with tourists sustained demand. According to the results, it can be recommended for destination management organizations to upgrade the existing facilities such as attractions a, entertainment, education, infrastructure, and festival and event; and to enrich destinations' promotion, and manage pricing system, practiced by destinations and its stakeholders.

KEYWORDS: *Destination Marketing, Destination's Attributes, Sustainable Tourists Demand*

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1 Introduction

Since the beginning of civilization of human life man has behave as a traveler from one destination to another for considerable reasons. Among the world destinations, Sri Lanka is a major destination for any category of tourists as it has something to offer for everyone being the motto as a land like no other. Hence major tourist attractions are focused around the island's famous beaches located in the southern and eastern parts of the country, ancient heritage, cultural and religious sites with spiritual pilgrim values located in the interior of the country and lush green resorts located in the mountainous regions. Rerated to the destination marketing practices, Sri Lanka Tourism Promotion Bureau (SLTPB) is responsible for all marketing and promotional functions towards tourism being guiding by two objectives as Marketing and Promoting of Sri Lanka directly or indirectly as a tourist and travel destination where they have highlighted Sri Lankan Cultural, Heritage and religious value with every promotional campaign presenting world heritage pilgrim destination than other pleasure beaches.

2 Problem Identification

Cultural triangle is the most valuable destination in Sri Lanka it has, owned five world heritage sites namely; Sri Dalada Maligawa or the Temple of the Sacred Tooth Relic is a temple in the city of Kandy, Sigiriya, considered by some as the eighth wonder of the world, Anuradhapura, one of the ancient capitals of Sri Lanka which is sacred to the Buddhist world, the second most ancient of Sri Lanka's kingdoms, Polonnaruwa, and finally Dambulla Cave Temple (also known as the Golden Temple of Dambulla) (Rohan 2009).

These spiritual values of the Cultural Triangle has been promoted by tourism administrative organizations when they promote Sri Lanka for tourist with different background. Being align to these practices Sri Lanka to promotional campaign“12 refreshing themes in 12 months” is developed with the association of tourism industry where they have marketed April for People & Culture, May & June Religious expecting more tourists. (Tourism Development Strategy 2011-2016), and the www.lonelyplanet.com 2012, Sri Lanka has been identified as the best seasons from April to September for the ancient cities region and the east coast for leisure purposes.

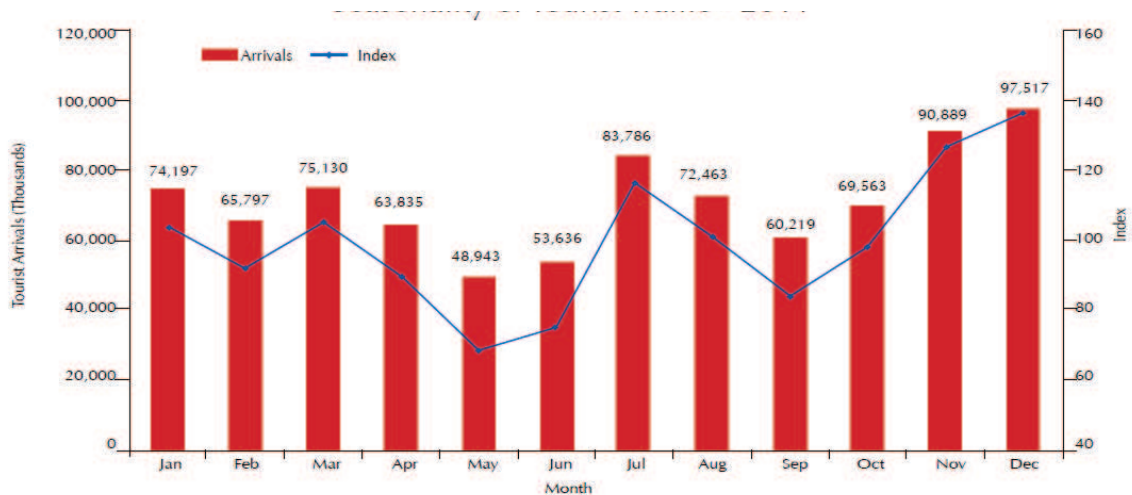


Figure1: Seasonality of Tourist Traffic (Source: Tourism Development Authority, 2011)

The given graph evidents that April to June (Poson) are the months with a very low tourist traffic even though May & June are considered as high spiritual, cultural and religious valued seasonality. And at the reality of tourists visited Sri Lanka, select Cultural Triangle as their main destination is not at a satisfactory level with compared other destinations.

This is further elaborated by following explanations of tourism development authority. Though much more tourist should be attracted through Religious and cultural attraction to the country the true result of tourist purpose of visit Sri Lanka one Pleasure oriented 80.4%, and Religious & Cultural oriented 0.3% (2011) out specially for of the total tourists

Table 1: Tourists by Purpose of Visit – 2002 to 2011

Purpose	2002 %	2003 %	2004 %	2005 %	2006 %	2007 %	2008 %	2009 %	2010 %	2011 %
Pleasure	85.4	80.8	78.2	69.6	67.4	67.1	73.2	79.9	78.9	80.4
Religious & Culture	1.0	1.2	1.5	1.0	1.7	2.8	2.6	2.0	0.8	0.3

Source: Tourism Development Authority, 2011

Furthermore, at the tourists night with destinations reports that, ancient Cities including Katharagama 2,779 rooms are contributed for (as the lowest region) their accommodations; and foreign exchange earnings from tourism, which has gradually decreased related to Banks, travel agencies and shops except hotels and gem.

Table 2: Earning from Tourism - 2010 and 2011

Source	In Rs mn.		Change %
	2010	2011	
Banks	23,892.5	10,360.5	-56.6
Travel Agencies	13,086.0	8,273.8	-36.8
Shops	13,740.4	10,111.8	-26.4
Hotels	11,777.5	59,751.4	407.3
Gem Corporation	2,521.6	3,428.5	36.0
Total	65,018.0	91,926.0	41.4

Source: Tourism Development Authority 2011

Above data also denoted that almost places in the cultural triangle have not enough consideration to retain their tourist compared to other places. Therefore researcher considered his research problem as “**what are the Determinants to Sustained International Tourists’ Demand at the Cultural Triangle in Sri Lanka**”

3. Objective of the Study

The main purpose of this study is to explore the determinants of sustained international tourists’ demand at the areas of Cultural Triangle destinations in Sri Lanka and following are the secondary objectives of the research:

- To explore the geo-demographic factors of international tourists make significance influence on tourist's demand.
- To identify international tourists’ level of awareness level about the destinations of Cultural Triangle.
- To determine the relationships between destination’s attributes (in terms of destination attraction, entertainandment, infrastructure, festival/event organization, promotion, education/learning, destination value/Price), and tourists’ demand.
- To propose strategies in order to promote sustained tourists’ demand at tCultural Triangle.

4. Literature Review

In relating to previous literatures of destination demand, Sri Lanka (Udurawana, 2014), (Rohan, 2007), Nigrea (Basse Benjamin and Vivian Mbaze 2009) South Africa (Ferrario, 1979), and New Zealand

(Blumberg, K. (2005), were the facilitated researchers for the study. Among them, Rohan 2007 has discussed about Sri Lanka as a attractive destination for international tourists highlighting its cultural value and other determinants to attract tourists. Udurawana 2014 has discussed about Anuradhapura sacred city with tourist satisfaction, which is a major segment of cultural triangle, where as the finding of the study, tourists' awareness about sacred places at Anuradhapura area was very poor level, and regarding to tourists satisfaction, except Infrastructure facilities, other all variables such as attraction, entertainment, education, festival and event, destinations' promotion, and pricing system were significantly affected to change tourists' satisfaction. Tourists Country of origin, marital status, Sex, Age category, Income, Occupation, Religion, and Knew destination through (promotion), are the geo-demographic factors, that have shown significant association with tourists' satisfaction.

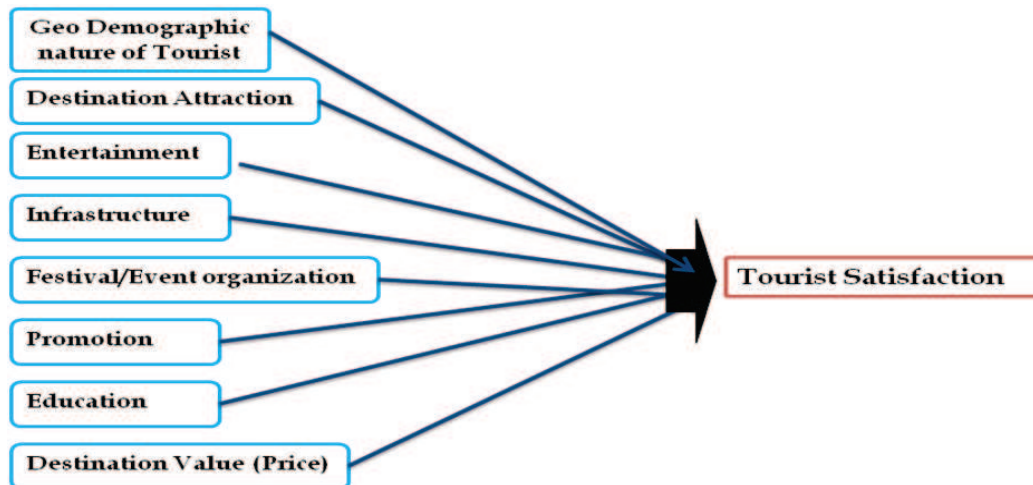


Figure 2: Destination Attributes on Tourists Satisfaction(Udurawana 2014)

Further, Ghazal (2012) has discussed with the determinants of a destination and its attractive power relating to effect of tourist demand that be helpful to sustainability. Accordingly to the related studies most popular demand measures for determining the attractiveness power of a region or destination include: Number of visitor arrivals or number of participants; Tourism expenditures or receipts; Length of stay or tourist nights spent at the destination site; Travel propensity indexes; and Tourist preferences.

5. Methodology

Being aligned to facilitated literature researcher develop the following model to describe the research process including eight independent variable on the tourist demand and which was the dependant variable.

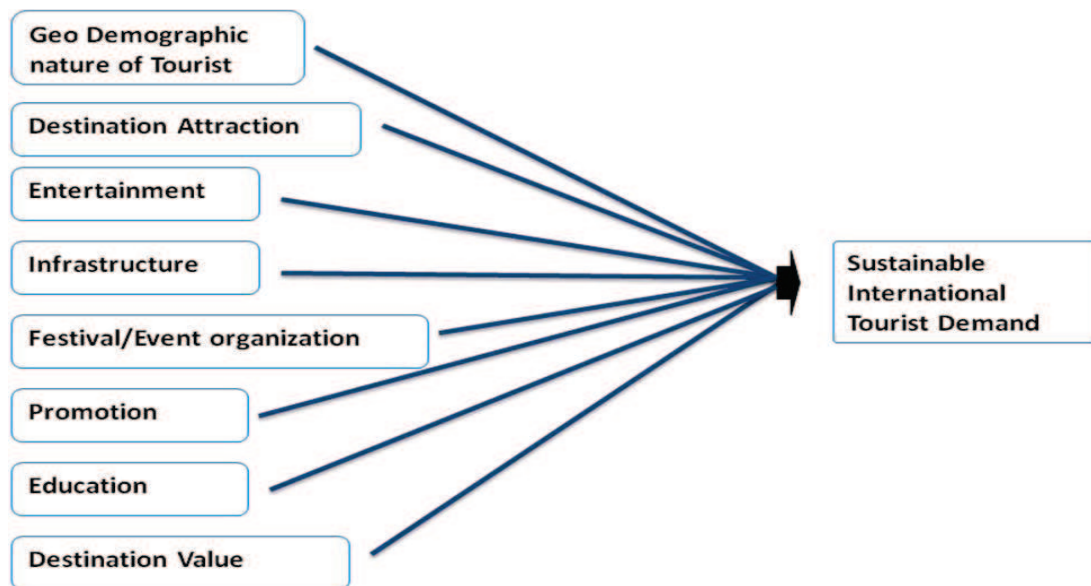


Figure 3: Conceptual Framework (Source: Research Data)

5.1. Hypothesis of the Research

And the approach of research guided by its three hypotheses as follows.

- H1: There is a significant tourist’s awareness about the destinations of the Cultural Triangle.
- H2: Tourists’ demand on cultural triangle varies along with the Geo-demographic variables
- H3: Destination’s attributes, (in terms of Destination Attraction, Entertainment, Infrastructure, Festival/Event Organization, Promotion, Education/Learning, Destination Value/Price), lead to make sustained tourists’ demand.

In relation to the researcher’s study targeted population consisted of all international tourists who already visited, still visiting and potential visitors to the cultural triangle in Sri Lanka within the year 2013. The research facilitated stratified sampling technique to identify sample, where (500) international tourist selected in the May to September in 2013, considering Kandy (150 tourists), Pollonnaruwa & Dambulla (200 tourists), and Anuradhapura (150 tourists) areas. Based on the responses, 384 tourists used as final sample of the study. Secondary and Primary data sources are the major two type sources of data collected of the researches. Annual reports of Sri Lanka Tourism Development Authority, monthly statistical magazine recently published by Sri Lanka Tourism Development Authority, selected international journals related to cultural and religious tourism with pilgrimage, few books related to destination marketing and web sites of Sri Lanka Tourism Development Authority were the secondary sources while primary data was collected through structured questionnaire. To present research data, tabulation, chart, graphs, and paragraph facilitated and where percentage, mean, aggregate mean, standard deviation, correlation, regression are employed as the tools of analyzing data.

5.2. Testing the Hypothesis

H1: There is a significant tourist’s awareness about the destinations of Cultural Triangle.

To measure the level of awareness of tourists about cultural triangle researcher used three levels as follows: High level awareness (strong) means percentage value existing more than 85%, moderate level awareness means percentage value existing in between 84% and 60%, and Low level awareness (weak) means percentage value existing less than 59%.

Tourists’ Awareness of Kandy Area

Data were collected data from all tourists visited cultural triangle (384 tourists) on awareness related to Kandy area. Out of the fourteen destinations at Kandy high tourists’ awareness retained only around Temple of tooth (100%), Kadugannawa (87.23), and Peradeniya botanical garden (80.46). And other

places including Lankathilaka image house has in a low level of awareness implicating that ineffective approach of tourists administration.

Table 3: Tourists' Awareness of Kandy Area

Place	No	%	Place	No	%	Place	No	%
Temple of the Tooth	384	100	Heeloya	87	22.65	Lankatilleke Image House	211	54.94
Degaldoruwa Viharaya	43	11.19	Gadaladeniya	43	11.19	Peradeniya Garden	309	80.46
Mathale Alu vihara	201	52.34	Kdugannawa	335	87.23	Natha Devala	2	0.52
Ambakke Viharaya	53	13.80	Hanthana Mountain	34	8.85	Pilimathalawa	22	5.72

Source: Research Data

Tourists' Awareness of Dambulla/Pollonnaruwa Area

Out of the fifteen almost three destinations have attracted by more tourist, among those 378 tourists, high level of tourists' awareness was gone for Golden temple (98.43%), than the world heritage place was Cave temple (95.05%), and Seegiri rock (95.83%). Researcher believes that, this may be happened on the promotion strength of Golden temple and tourists who are behaving as night visitors, as no enough illumination facility in night time with cave temple and Seegiri rock.

Table 4: Tourists Awareness of Dambulla/Pollonnaruwa Area

Place	No	%	Place	No	%	Place	No	%
Cave Temple	365	95.05	Sigiriya Rock	368	95.83	Thivaka Image House	244	63.54
Golden Temple	378	98.43	Lotus Pond	273	71.09	Temple of Lord Shiva	0	0
Milky Vehera	0	0	Nishshanka Mandapaya	276	71.87	Sath Mahal Prasadaya	112	29.16
Hata Da Geya	295	76.82	Potgul Vihara Statue	85	22.13	Gal Vihara	102	26.56
Manik Vehera	0	0	Namal Uyana	71	18.48	Ata Da Geya	0	0

Source: Research Data

Weaknesses in tourism promotion and guides' behavior and time restrictions may be the reasons to have less fewer attractions of tourists. Unfortunately other each and every places at Pollonnaruwa area are weakly aware or no aware by tourists though those places are having outstanding spiritual value with religious or historical.

Tourists' Awareness at Anuradhapura Area

Another outstanding historical place of the cultural triangle is sacred city of Anuradhapura as pleasure, pilgrimage, historical and spiritual values are embraced by Anuradhapura area. Similar other two destinations, Anuradhapura is aware by tourists and its seven places out of more than thirty attractiveness.

Table 5: Tourists' Awareness at Anuradhapura Area

Place	No	%	Place	No	%	Place	No	%
Ruwanweliseya	282	73.43	Brazen Palace	282	73.43	Isurumuniya	87	22.65
Thuparamaya	271	70.57	Abhayagiriya	264	68.75	Ranmasu Uyana	33	8.59
Sri Maha Bodhi	282	73.43	Jetawana	258	67.18	Vessagiriya	23	5.98
Gem place	22	5.72	Samadhi Prathima	162	42.18	Moonstone	94	24.47

Tisawewa	166	43.22	Mirisaveti Stupa	23	5.98	Twin Ponds	101	26.30
Nuwara wewa	87	22.65	Mihinthale	203	52.86	Ritigala	14	3.64

Source: Research Data

Out of the total tourist sample under consideration(384).a, considerable tourists drop down 26.56% (102 tourists) has been occurred when tourists visit from Kandy to Anuradhapura. And at the Anuradhapura area more than 250 tourists (65.10%) aware about hot spots at Anuradhapura area such as Ruwanweliseya, Sri Maha Bodi, Thuparama Stupa, Brazen Palace, Abhayagiriya Stupa, and Jetawana Stupa. But it was not strong awareness when considering the level of awareness definition of researcher.

Finally, tourists' awareness about areas in cultural triangle were not retained at significantly level in means, hypothesis number one is rejected; null hypothesis is accepted.

H2 Tourists' Demand on Cultural Triangular varies along with the Geo-demographic Factors

As Geo-demographic variables of the study, have been identified by the researcher as categorical discipline, chi-square, and one way analysis of variance (ANOVA) were suitable to identify significance differences of geo-demographic factors on tourists' satisfaction. Accordingly selected factors and its results on ANOVA analysis have been presented by bellow table. At the results on table with ANOVA values, Tourists Country of origin, Sex (used chi-square), Area (Kandy, Pollonnaruwa, Anuradhapura), Age category, Income, Religion, Knew destination through (promotion), are the geo-demographic factors have shown significant association with tourists demand

Table 6: Tourists Sustained Demand and Geo-demographic Factors

ANOVA (Satisfaction) 95% Confidence Interval for Mean	Sum of Squares	df	Mean Square	F	Sig.
Tourists Country of origin	20.555	5	4.111	51.125	.000
Area (Kandy, P'naruwa, Anuradhapura)	1.556	2	.778	6.002	.003
Marital Status	.325	3	.108	.814	.487
Sex (chi-square)	1.424	1	1.424	10.987	.001
Visiting purpose	.124	1	.124	.928	.336
Age category	3.824	5	.765	6.133	.000
Income level	2.936	2	1.468	11.649	.000
Occupation	.722	4	.181	1.363	.246
Knew destination (promotion)	1.657	2	.829	6.405	.002
Religion	2.988	4	.747	5.903	.000

Source: Research Data

On the other hand, Marital Status, Visiting purpose, and Occupation were the factors not significant to change tourists' demand at Cultural Triangle in Sri Lanka. Based on the findings researcher's hypothesis is accepted, in means Tourists' Demand on Cultural Triangular varies along with the Geo-demographic Factors of tourists.

H3 Destination's attributes in means of Destination Attraction, Entertainment, Infrastructure, Festival/ Event Organization, Promotion, Education/Learning, Destination Value, lead to make sustained tourism demand.

Correlation with Determinants of Destination's Determinants and Tourists Sustained Demand

According to the hypothesis researcher facilitated the Pearson' correlation analysis to test variable relationships. Also aggregate mean value (group value) of each independent variable has been considered to correlate with categorized tourists sustained demand, which was depending variable.

Table 7: Correlation with Destination’s Determinants and Tourists Sustained Demand

	Independent Variable with Sustainable tourists’ Demand	Correlation Coefficient	N	Sig. (2-tailed)
Pearson	Attraction	.253**	384	.000
	Entertainment	.183**	384	.000
	Infrastructure	.007	384	.897
	Festival	.073	384	.152
	Promotion	.108*	384	.034
	Education	.183**	384	.000
	Price	-.105*	384	.039
**. Correlation is significant at the 0.10 level (2-tailed).				

Source: Research Data

At the variable test, total infrastructure and total festival at the cultural triangle were not significant to increase or decrease sustained tourist demand on existing information. But all other independent variables were significant to identify sustained tourists demand, where those variables were helping to increase tourists’ sustained demand being positively correlated however, the pricing system, as it was significant to reduce sustained demand in means tourists’ demand is significantly reduced by pricing system at cultural triangle.

Further, multiple regressions was tested using sustained demand as dependent variable regressed on independent destinations’ determinants.

Table 8: Model Summary, ANOVA, and Coefficient on Regression

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.614 ^a	.377	.365	.29188

a. Predictors: (Constant), price, infrastructure, promotion, festival, education, entertainment, attraction

ANOVA^b

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	19.346	7	2.764	32.440	.000 ^a
	Residual	32.033	376	.085		
	Total	51.379	383			

a. Predictors: (Constant), price, infrastructure, promotion, festival, education, entertainment, attraction

b. dependent variable: sustainability

Coefficients

	Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
		B	Std. Error	Beta			
1	(Constant)	.263	.242			1.086	.278
	Attraction	.298	.038	.391		7.936	.000
	Entertainment	.115	.041	.138		2.805	.005
	Infrastructure	.035	.055	.027		.642	.521
	Festival	.056	.034	.067		1.634	.103
	Promotion	.132	.037	.161		3.547	.000
	Education	.084	.034	.110		2.477	.014
	Price	-.021	.033	-.028		-.623	.534

a. Dependent Variable: SUSTAINABILITY

Source: Research Data

Related to regression model it was significant showing a high F value, and at model summary results, it can be applied as around 37%. It proves that model is accepting with giving high R square value on the

table. And at the one by one variable analysis with sustained tourists demand, though infrastructure facilities, festival & event activities, and pricing procedure are not significantly contributed to change sustained demand; other variables were attraction, entertainment, promotion activities, and Education facilities at cultural triangle were contributing positively to upgrade the tourists' sustained demand as described by the above table.

Finally, based on the correlation and regression values, the hypothesis three can be accepted, in means null hypothesis was rejected; where Destination's attributes in means of Destination Attraction, Entertainment, Infrastructure, Festival/Event Organization, Promotion, Education/Learning, Destination Value/Price, lead to make a sustained tourism demand.

6. Conclusion & Recommendations

As an explorative study, researcher achieved its all research objectives through testing three hypothesis, where the tourists awareness about destinations was at a considerably poor level as they have visited only selected destination than the other valuable places of Cultural Triangle Further tourists geo-demographic nature has significantly associated with varying the tourist demand; where Tourists Country of origin, Sex, Area (Kandy, Pollonnaruwa, Anuradhapura), Age category, Income, Religion, Promotion, are the geo-demographic factors have shown significant association with tourists demand. Finally destination Value (price), Infrastructure, Promotion, Festival, Education, Entertainment, and Attraction are the determinants of sustained demand of Cultural Triangle. Also based on the results of the study, due suggestions have been presented as follows to upgrade the services of Cultural Triangle.

Related to entertainment facilities of visitors, there is no adventure and arousal night life though it surrounded with many facilities. The researcher requests from administration to add adventure facility using existing mountains such as Mihintale, Ritigala, Namal uyana, Dambulla rock; to add water based activities with adopting huge water tanks such as Thisa wewa, Kala wewa, Nuwara wewa, Dambulu oya, Malwathu oya, Minneriya wewa, Parakrama Samudraya, and Girithale wewa, where tourists are able to enjoy the destinations. Helicopter tour, Balloon tour and are possible practices to introduce capture tourists attention and make them to use it, Further Ramakalaya be sided to Ruwanwelisaya, Niwaththakachetiya area, Anuradhapura New town' Kumbichchankulama wewa area, Dambulla town area, and Pollonnaruwa area outstandingly suitable for jogging places for tourists with natural breeze through greened trees. And beyond that DJ party, Club dance, Beer parties, Gambling, Night race and Musical Program are the proposed tactics by researcher to retain the attracted tourists with the selected destinations. It is helping to maintain the "something for everyone" concept. Further based on promotional aspect, researcher purposes to facilitate tourist to represent Perahara activities actively, Dana program and Poya program with Flowers and other pilgrim work to retain tourists with destinations. And manage local pilgrimages at those events to maintain the tourists' freedom. As a suggestion, it is compulsory to enrich existing promotion campaign through highlighting non-attracted place of cultural triangle with outstanding video clips, pictures and other attractive articles to emerging hidden values of destinations with tourists most popular search engines.. Not only has that researcher proposed to fix huge colorful notice boards near about places or as a direction boards with enough information to attract for non aware places. Further if there is a methodology to welcome some tourists as saying tourist of the month of Cultural Triangle or Anuradhapura, or Kandy or Pollonnaruwa, or organize a monthly tourists game representing Cultural Triangle are the proposed strategies of researcher to retain sustained tourists demand at Cultural Triangle.

Its was further explored that a wrong message is given to tourists that a few places are very valuable than other sub places as ticket counters have opened in front of some places (Eg. Seegiriya, Cave Temple, but occasionally at Anuradhapura) forgetting other valuable places. And when comparing the tickets value and destination services to tourists were very poor level as there is no any standard sanitary service too. Further tourists are prefer to enjoy night with destinations, where to visit places in night is disconnected by Destination Management Organizations closing the destinations at early evening or at night creating dissatisfaction on tourist mind before the places are visiting. (Anuradhapura closed for all types' tourists around 10.00pm, Seegiriya, cave temple, around 6.00, or 7.00pm Temple of tooth also around 10.00pm). Researcher suggests adopting upon practices on tourists expectation to keep them with destination at lease to spend few nights through improving the facilities. Existing information says that, there was no enough facility at place to use tourist than they paid for that (no drinking water, no explainers at some times, tough

rules some time was not practicable, no illumination at places, and bad smell could not bear with some places). Education and Knowledge disseminating is another solution of the cultural or heritage destination, where Cultural Triangle is awaiting to provide many information on academic purpose and other requirements. Tour guides, Administrators, sounds artifacts, magazines, books, articles, and even museums are the tools to be facilitated to disseminate those knowledge. As most of tourists have visited Cultural Triangle on the purpose of academic, researcher would purpose to strengthen promotion programs including museums, and other academic valuables. And strongly required to train and re-train the tour guides, and destination administrators on disseminating historical knowledge eliminating misguide the tourists. Meanwhile, Destination Management Organization should get actions to train guiders, administrators, taxi drivers, villagers, and business men, to behave with international tourists arousing their expenditure than expected. Not only that almost tourists have highlighted about bothering activities of beggars,, some villagers and even guiders where, not only real beggars, but also some guiders, taxi drivers, villagers have behaved as bothering beggars in front of some tourists. (A push bicycle has been stolen, while male tourist being with his pilgrim activities, one camera has been stolen inside the three-wheeler of Italian lady tourist, unnecessary chargers by some guiders on tourist, only touching their baggage when climbing Seegiriya, greedy faces of almost stakeholders when they seeing tourist, and sex threaten to claim money are the example stories have been collected by researcher within two months to prove that tourists were behaving unhappily with their destinations.)

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