

A study of potentials and possibilities in promoting *Pilikuttuwa* archeological site for domestic and foreign visitors as a minor tourist attraction

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The heritage site “*Pilikuththuwa Raja Maha Viharaya*” is an ancient Cave temple situated in Pilikuththuwa, Sri Lanka. This site is significant in several aspects due to its archaeological, religious, cultural and historical value. Apart from that, this site is a virtual paradise for the nature lovers, since it has dramatic rock formations and a wilderness filled with nature’s finest art. Though the site has a significant value, still less attention have been paid by the visitors. Even though the site is authorized by the Department of Archaeology, Sri Lanka as an archaeological site, making awareness and promotions regarding the site are not considerably focused on. Yet, there is a great possibility to promote this site for both domestic and foreign visitors since the site is rich in historical value. Thus, the main objective of the study is to identify the possibilities and the potentials behind the *Pilikuththuwa* site, and to examine how to plan and promote the site as a visitor attraction. During the research, both primary and secondary data were gathered. During the field based observation which carried out for several days, the importance of the site as a valued heritage site in religious and cultural aspects was identified. By analyzing the potential and present condition of the site Pilikuththuwa, the site promotional plan has been introduced in this study with strategies which can be practically implemented.

Keywords: *Heritage Site, tourist attraction, Pilikuththuwa, potential*