Uses and the potential of information technology to promote archaeological tourism in Sri Lanka

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This research attempts to identify the potentials and usage of Information Technology in archaeological sites to promote tourism. IT plays an increasingly important role in fostering the promotion of arts and cultural heritage to attract and serve visitors, and to satisfy their needs. IT facilitates tourism initiatives and services that address the real needs of users, exploiting the opportunities provided by the web and digital technologies to improve the tourist experience before, during, and after the visit. Secondary data was basically used and descriptive method was employed as the methodology of the particular study. As the very first step, a database should be created to store and manage data. MySQL, PostgreSQL, Oracle, SQLite, SQL server are the commonly used databases for commercial applications. The main advantage of storing digitized data in databases is, it`s easy to append to web and can easily transfer anywhere through internet. Databases should be accompanied by high-quality information in order to be re-used effectively to create tourism services. User generated content sites such as YouTube, blogs, Google video consumers and advertisers can be used to upload ads and videos to be shared virally by millions of people. Social Media promotions will yield relatively stronger results because of its ability to tightly target the audience based on social media activities. Google maps can be used to support visitors to find the location and direction accurately. In spite of that visitors can be involved to contribute for promotion by uploading the photos and videos they have taken during the visit. Simulated Experiences like virtual reality will be a new promotion tool to the tourism industry. This allows users to experience the real world in a 3D view without actually being there. Other, distinct types of VR style technology include augmented reality and mixed reality.

Keywords: Tourism, Information Technology, Promote, Visitor