

A Study on Promoting Hanguranketha Divisional Secretariat Division as a Tourist Destination

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Hanguranketha Divisional Secretariat Division has archaeological, historical, cultural, and natural environmental (botanical, zoological, climatic) significance. Hanguranketha DS Division belong to the Nuwara Eliya District of the Central Province, Sri Lanka. The area is surrounded by the famous tourist destinations of Kandy and Nuwara Eliya. However, Hanguranketha DS Division cannot be regarded as a famous tourist destination. The general objective of this research is to propose a Sustainable Tourism development approach to promote Hanguranketha DS Division as a tourist destination in Sri Lanka with diverse tourism products while revealing the existing archaeological, historical, cultural, and natural environmental significances of research area. The specific objectives of this research are to organize a proper preservation program to preserve archaeological evidences and to preserve the biodiversity of Hanguranketha DS Division, to develop suitable infrastructures and hospitality services for domestic and foreign tourists and to develop the socio-economic aspect of host community of Hanguranketha DS Division. Pothgul Maliga Maha Viharaya, Vishnu Devalaya, Pattini Devalaya, Araththana Rajamaha Viharaya, Madanwala Rajamaha Viharaya, Wilwala Rajamaha Viharaya, Wegama Rajamaha Viharaya, Kitulpe Rajamaha Viharaya, Ancient Inscriptions, *Ambalam* (Public resting places), Annual Perahera pageant Pothgul Maliga Maha Viharaya, Vishnu Devalaya and Pattini Devalaya, Paddy, Tea and Vegetables cultivations, Traditional rituals, Traditional foods, Folklore, Historical background, Mountains, Climate, Waterfalls, Water streams, Natural caves, Botanical and Zoological significances could be considered as some tourist attractions of research area. Library survey, field research, and sample survey methods were used to collect data for this research and Statistical analysis and SWOT analysis were used to analyze the collected data on social awareness, satisfaction, and tourist arrivals. Hence, this research is aimed at pointing out the significances of existing archaeological, historical, cultural, natural environmental sites and to make recommendations to promote Hanguranketha DS Division as a famous tourist destination with diverse products and activities which could provide satisfaction for both domestic and foreign tourists.

Keywords: *Hanguranketha DS Division, Archaeological significances, Tourist attractions, Sustainable Tourism, Tourist destination*

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