

**CHINESE CULINARY ART EXPERIENCE:
A STRATEGY FOR DEVELOPING SRI LANKAN CULINARY TOURISM**

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The ancient Chinese culture has gifted many precious arts to the world. One of them is world famous mouthwatering Chinese gastronomy. The Chinese culinary art has become globally famous since its existence with Chinese restaurants around the World. Today China has become the fourth largest tourist destination in the world. Chinese gastronomy has become one of the most attractive arts among the tourists because it is one of the major parts of their culture. As a giant of the tourism industry for a long time, China provides massive examples for alternative tourism.

In post conflict period, Sri Lanka is seeking more possibilities to develop its tourism industry in different ways. Pave the way for that purpose, we should search for the opportunities to develop various sectors and various types of tourism products. Culinary tourism can be identified as one of the important alternate for tourism industry of Sri Lanka since it has not been much developed up to date. Thus, the main objective of this research is to identify the strategies of the Chinese culinary arts and to examine the way in which it can be promoted.

This research basically has been carried out by the combined methodology with Primary and Secondary data. Some information gathered through observations, interviews and discussions during the tourist sightseeing in Chongqing, China. Secondary data is gathered from various sources. All the observations and gathered data were analyzed through the qualitative data analysis method. One of the main findings of the research is that there are more appropriate approaches to develop the culinary tourism in Sri Lanka with the experience of Chinese culinary art. At the beginning, Sri Lankan culinary experience should be diversified according to different cultures, festivals and seasons. Secondly, locations of various Sri Lankan gastronomy should be identified and mapped. Finally, a systematic framework should be built up to promote culinary tourism in Sri Lanka.

Keywords: Culinary art, Culinary tourism and Gastronomy