

The Role of the Media in the Promotion of Sri Lankan Cultural Tourism

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ABSTRACT

Cultural tourism is the subset of tourism concerned with a country or region's culture, specifically the lifestyle of the people in those geographical areas, the history of those people, their art, architecture, religion and other elements that helped shape their way of life. Cultural tourism is one of the best parts of the tourism industry, which is a more powerful economic development. Sri Lanka has huge cultural heritages and they are world popular heritage sites. In the recent past cultural tourism industry got a lot of advantages to Sri Lanka.

Media is the important role in cultural tourism. It provides a lot of information about Sri Lanka among their programmes. Therefore a lot of tourists choosing Sri Lanka to their visit. Cultural tourism cause to develop Sri Lankan tourism industry. To do that we have to do best promotional campaigns about the tourism industry. So we must use media communication to get the successful results. The aim of this research was to find out how media use to promote cultural tourism in Sri Lanka.

This paper attempts to bring the role of the media in relation to promotion of the Sri Lankan cultural tourism.

Keywords: Tourism Industry, Cultural tourism, Media