

RARE

**TOURIST ATTRACTION OF THE ARCHAEOLOGICAL
SITE AT RITIGALA**

Submitted by

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Abstract

Ritigala has significances from archaeological, historical, cultural, botanical and zoological (Natural environment) aspects. Nevertheless, still Ritigala is not functioned as a famous tourist destination. The general objective of this research is to Propose a Sustainable Tourism development approach for promote Ritigala as a tourist destination in Sri Lanka with diverse tourism products while introducing the existing archaeological and tourist attractions in Ritigala. The specific objectives of this research consists with organize a proper preservation program to preserve archaeological evidences and preserve the biodiversity of Ritigala, develop suitable infrastructures and hospitality services for domestic and foreign tourists and develop the socio-economic aspect of host community of Ritigala. Ritigala located at Senadiriya Grama Niladari Division in Kekirawa Divisional Secretariat Division which belongs to Anuradhapura District of North Central Province. According to the location Ritigala is surrounded by the famous tourist destinations of Dambulla, Sigiriya, Anuradhapura and Polonnaruwa. Library survey method, field research method, and sample survey method were used to collect data for this research and Statistical analysis and SWOT analysis were used for analyzed the relationship between selected variables of archaeological and tourist attractions in Ritigala, social awareness about Ritigala, satisfaction on visiting Ritigala, sustainable tourism development approach for Ritigala, and the tourist arrivals to Ritigala. According to the analysis, there is a significant relationship between tourist arrivals and selected variables related to Ritigala. Therefore, this research is directed to point out the significances of existing archaeological and tourist attractions, and recommendations to promote Ritigala as a famous tourist destination with diverse products and activities which could provide satisfaction for both domestic and foreign tourists.

Key words: Ritigala, Archaeological Tourist attractions, Sustainable approach, Tourist destination,