

## **How to Promote Tourism Industry for 21<sup>st</sup> Century? (An Analysis of Tourism Industry in the Uva Province)**

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This paper focuses on an analysis based on ‘How to Promote Tourism Industry for 21<sup>st</sup> Century’. In Sri Lanka Tourism industry considered as much effective economic generating industry because, foreign exchange earnings, labor intensive, stimulate regional development & so on. However most of the foreign travelers to the island are attracted to tourism attractions in Sri Lanka. In fact, while considering about Uva Province in 21<sup>st</sup> century most of the nature lovers are attracted to natural attractions in the province. However, the only attraction is not natural attractions. The province is rich with much heritage and cultural attractions. By today Uva Province face critical problems as a result of exceeding the carrying capacity in natural attractions. To overcome the problem, we can promote heritage & cultural attractions around the area. Most of the heritage travelers attracted to most popular heritage sites in Sri Lanka such as Anuradhapura, Polonnaruwa, and Kandy etc. As a result of exceeding carrying capacity and other problems these sites get affected. These issues can be overcome by promoting virgin attractions to the travelers. Hence travelers can get experience not only with the nature, but also with heritage and culture by travelling to Uva Province. The travelers won’t get themselves exhausted by travelling to these sites because of the cold climate in the Uva Province. The full paper consists of five chapters. The first chapter, introduction part describes the selected area particularly and identifies the current situation. Learning objectives discuss about key outcomes and major objectives of the study. Review of Literature discusses the main theoretical points of the entire paper. As methodology and data analysis questionnaires were used and Strengths, Weaknesses, Opportunities, Threats (SWOT) analysis was used to clarify and find out the way to promote a new tourism trend for the 21<sup>st</sup> century in the Uva Province. The study reveals that promotional methods comparing other related attractions is an important strategy.

**Keywords:** *Uva province, Nature tourism, Heritage, Culture, Promotional Methods for 21<sup>st</sup> century*

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