

Potential for heritage tourism in Kothmale region

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Heritage Tourism is traveling to experience the places, artifacts, and activities that authentically represent the stories and people of the past and present. Furthermore, people are seeking unique travel experiences that combine history, education, entertainment and authenticity. Heritage tourism is important for various reasons. Heritage tourism has a positive economic and social impact, it establishes and reinforces identity, as well as it helps to build image moreover Heritage Tourism helps to preserve the cultural and historical heritage, with culture as an instrument. Not only facilitating harmony and understanding among people, finally it supports culture and helps to renew tourism. Kothmale Region has more tourist potentials for Heritage Tourism. Therefore, the main objective of this research was to examine the potential for heritage tourism in Kothmale Region. Information was gathered through a visit to tourist areas, conducting interviews and relevant documents. SWOT analysis and descriptive statistical analysis were used for the result. The findings of the research reveal that the Kothmale region has a good potential for heritage tourism that can improve regional development.

Keywords: *Heritage Tourism, Potential, Kothmale Region, Tangible, Intangible*