

## **Developing Museums under the Concept of Heritage Tourism: The Dutch National Museum as a Case Study**

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Heritage Tourism is a business practice which attracts visitors to places that are based on historical aspects, culture and landscapes. This form of tourism displays several unique characteristics such as education, exhibition and conservation of heritage aspects. In addition, museums play a vital role in Heritage Tourism. Since a museum is a non-profit gaining, permanent institution in the service of society and its development, open to the public, which acquires, conserves, researches, communicates and exhibits the tangible and intangible heritage of humanity and the environment for the purposes of education, study and enjoyment, it has potential to be promoted under the concept of Heritage Tourism. This study attempts to analyse the ability of developing the Dutch National Museum under the concept of Heritage Tourism. The study is based on collected data through a field research. The specific aim of the research was to propose strategies to develop the Dutch National Museum using the concept of Heritage Tourism. The objectives of the research were to identify the current situation of the Dutch National Museum, to identify its potential in being developed through a different concept, and to develop a strategic plan to develop it through this relatively novel concept. The significance of the research was to develop Heritage Tourism in Colombo, the merchant city of Sri Lanka.

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