

Heritage Tourism: Development of the Ramba Vihara Complex as a Tourist Attraction
REV. PAHIYANGALA SUMANGALA, M.V.R.M. SUVIMALI RATHNAYAKE AND
J.A. INDUNIL JAYATHILAKA

Department of Archaeology

UNIVERSITY OF KELANIYA

Email Address: sumangala909@yahoo.com

Abstract: Ramba Viharaya is situated in Ambalangoda, Hambanthota District. Large numbers of religious monuments have been spread over around this site. The problem of this study was “how to promote Ramba Viharaya as a tourist attraction for both foreign and domestic tourists?” Main objective of this study was implementation of suggestions to develop this site as a tourist attraction. This study was conducted through primary and secondary data collective methods. The research was based on structured interviews and field observations. Ramba Vihara complex was occupied by many Buddhist monks since historic times. There are different types of historical buildings such as *Sannipathashala*, chapter houses, image houses and Buddha statues, inscriptions, ponds, etc., are some of the historical monuments. When developing this site for tourism several weaknesses can be identified including lack of infrastructure facilities, lack of promotions, inadequate transport and sanitary facilities, lack of government involvement, vandalism, no proper visitor management plan. Still Ramba Viharaya has been neglected by the tourists due to unavailability of tourism promoting strategies. This study presents recommendations to overcome this situation and to develop the site as an attraction among the visitors. Providing sufficient infrastructure facilities, establishing sanitary and accessibility facilities, improving tourist awareness by promotional programs, introducing proper visitor management plan are some recommendations to promote the site as a minor attraction.