

Promote the less known attraction at Matale

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With the cultural and natural diversity in Matale can be promoted as a tourism kingdom. Matale cause to attract every types of tourists, Sri Lanka is mainly based on cultural tourism. Matale also include to the cultural triangle. Among the eight of UNESCO world cultural and natural heritage sites, many of sites related to the Matale city. Mainly Dambulla, Sigiriya and central highlands directly effect to the tourism attractions in Matale. With these main attractions, thousands of lesser known attraction also available in Matale. Mainly I have listed those based on two categories in natural and cultural. Culture include major space of attractions. Kawatayamuna historical temple, Mutthumariamman kovil, Nalanda Gedige named as cultural attractions. With the natural diversity with various climates of Matale I have listed natural attractions too. Riverstain, Sembuwattha, Alilena, and Pidurangala rock, Sembuwattha, Tea estates in Matale. I wanted to identify various attractions. Then at the beginning I want to identify the disturbances of the placed when it is promoted. Then wanted to attract locals and then wanted to attract foreign tourists too. Finally can get the collection of information of the significance of the places and also understand the disturbances. With the interviews and discussion with chief thero of the temples, kovil, the leader inhabitants of village, could collect more information. Then moved with inhabitants, visited local tourists, foreign touristd, guides and excursions also have knowledge about the promotion. With those methods could find the reason to disturbances to promote less known attractions at matale. Without good income to the place they can't provide enough facilities to the people. And also guide tips and travel agency tips are given by main places and that also reason to decrease arrivals to this places. Planning also not in good level with good care and management. Promotional methods are less use because lack of knowledge and the cost also high with using advance promotional methods. As the attraction before promoting, it should be better planning with visitor management and site management. With these less known attractions, many of rural people can combine. As community based tourism, rural tourism and village tourism the inhabitants can gather and start tourism and they can distribute profits among themselves finally. Printed media, social media and attractive promotional methods can use to the each places and can promote in off seasons too.

Key words: tourism, promotion, planning, historical, cultural, natural, disturbances.

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