

## **Research on “Development of Events for Sri Lankan Tourism with Reference to Thailand and Singapore”**

Y.A.S.H.Yapa, M.W.A.T.N.Wijesooriya\*

---

Events have become an essential element in tourism industry. Events are activities that belong to the group of created attractions, which every destination that plans the successful development of tourism. The main role of the event is to promote tourism and to complement the tourist supply of a particular destination. Sri Lanka is a country in south Asia, which boasts of a rich cultural heritage spanning over 2500 years. The unique and rich cultural diversity of Sri Lanka contributes to create the Sri Lankan identity. Sri Lankan traditions, customs, rituals and events are continuing from generation to generation the most prominent feature of the Sri Lanka is its colourful festivals, sports, beaches and religious events which are the main tourist attractions under Event Tourism. But due to the influence of Sri Lankan unique Culture, religion and tradition, the Event culture in Sri Lanka is less than other countries in the world. Thailand and Singapore are major countries which contribute to generate the developed economy through the tourism industry and Event culture in Thailand and Singapore have become unique icons in tourism industry in Asia. The purpose of the research is to identify the event tourism industry in Sri Lanka and create an event culture to the development of tourism industry with reference to Thailand and Singapore. The development of event culture contributes to protect and conserve the Sri Lankan unique culture and traditions and ultimately it will causes to raise the economy. The data of the study is derived from the literature review, document analysis and observation .Practical implication of the study is pointing out the events which are contributing extraordinary icons to the Sri Lankan tourism and promote the event culture among the international and domestic tourists.

Key Words- Events, Tourism, Development, Culture, Tradition

---

\* Department of Archeology, University of Kelaniya, sasi9yapa@yahoo.com