

Kudagama Gypsies's village as an attraction informative source for Tourists.**Senarathna, T.M.C.D.**

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Kudagama Gypsies village in Thambuttegama is a unique destination that has traditional and cultural values its own. Research problem was how to attract foreign visitors to Kudagama Gypsies village. Principal objective was to identify the potential for promoting Kudagama village among foreign visitors. Research was based on both primary sources including field observations, interviews and structured questionnaires while secondary sources used including reports, magazines, web sites etc. The sample was consisted of 50 foreign visitors who were randomly selected at Anuradhapura sacred area. Visitors were interviewed with structured questionnaires to identify their perception, knowledge, the way that they easily can log in to gain knowledge and comments regarding the new destination. Most of gypsy people are used to travel here and there performing cultural uniqueness as their traditional livelihood (snake charming, monkeys' performances, python handling and fortune telling). These are uniqueness that they have. Thus this traditional culture cannot be compared with an another culture moreover. Dilmah conservation group has introduced a promotional program to promote its uniqueness to tourism industry establishing a museum, an open air theater and a cultural center in 2013. The visitor related services and infrastructure facilities were not in a satisfied level in the program. Although it has enough sanitary facilities and well-established construction system, the management of Dilmah group didn't pay attention on a proper maintained system. There should be a proper site management plan and visitors should be given a well-planned promotional campaign to have an enough perception on the site and unique community moreover. Also The government sector and private sector should pay attention on the project allocating funds, including the new product in their tour packages, giving a vast dissemination in their promotional campaigns (trade fairs, conferences and promotional documentaries etc.). Meanwhile living statues of the locals and the quality of their lifestyle should be upgraded to uplift community's revenue furthermore.

Key words: Gypsies, Promotional campaign, Foreigners, Visitors