

Initiation and Integration of Sustainability in the Tourism Industry of World Heritage Cities of Sri Lanka A Case Study of Kandy

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Tourism has been recognized as a prominent socio-economic activity in heritage cities of the modern world. In Sri Lanka, Kandy is a legendary heritage city, it has potential to support socio-economic development and to increase environmental values through the sustainable tourism. Surprisingly, Kandy has failed to embark on or embrace the development of tourism, which reassure the preservation and conservation of socio-culture, environment, and economy while anticipating the present needs of development, even though it is a very popular tourist site since early history. The case study method of investigation enabled the researcher to investigate and analyze each and every element and issues related to tourism operation, preservation and conservation and development of Kandy city. Meanwhile in-depth analysis of data revealed certain pull factors and push factors. Certainly, pull factors are composed with impacts, and externalities of tourism operation to pull sustainability into tourism development. Push factors are comprised with management and administrative tools such as principles, planning, policies and strategies can push sustainability into tourism development. During the last couple of decades the authorities and people have taken many attempts to develop tourism in Kandy, but have not adequately managed pull factors and push factors in order to rejuvenate Kandy into modern heritage tourism.

***Key words:* Preservation and Conservation, Pull and Push Factors, Alternative Tourism, Heritage Tourism**

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