

CHALLENGES OF SUSTAINABLE TOURISM IN ANCIENT CITIES: A CASE STUDY BASED ON KANDY, SRI LANKA

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ABSTRACT

Within the extensive body of tourism literature, successful implication of sustainable tourism and obstacles to its practices in the developing world are emerging themes. This paper critically investigates challenges to sustainable tourism in the world heritage sites with special references to Kandy situated in Central Province of Sri Lanka. Through adopting a qualitative research method, a key issue for discussion in this paper is challenge to sustainable tourism in Kandy. Consequently, this paper provides an insight into sustainable tourism and suggests the ways by which these insights may be useful in the provision of sustainable tourism in other ancient heritage localities.

Keywords: sustainable tourism, destruction of cultural heritage building, tourism infrastructure

1. Introduction

This paper is mainly to investigate challenges that are associated with sustainable tourism in Kandy, Sri Lanka. In fact, this is timely very limited number of studies available that deal specifically with Sri Lankan heritage destinations. It is intended that the findings of this paper provide an insights to understand ground situations connected with tourism development in the ancient city of Kandy. Throughout the island following the declaration of peace in 2009, the tourism industry has been gradually developing. Recently, policy makers and practitioners in Sri Lanka have turned their attention to sustainable tourism or sustainable tourism development. Researchers including, Ladkin and Bertramini (2002), Sharpley et al. (2014) and Tosun (2001) who argued that recently many developing countries and small islands have benefited from shared and collaborative works of the multiple - stakeholder approached that has been the focus of sustainable tourism.