

Enhancing the visitor motivation and trust to visit Jethawana Museum: a proposal

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The Jethavanaramaya Museum was founded in 1996 and established in the old Municipal Council building of Anuradahapura built in 1937. Currently, it is exhibiting the artefacts retrieved from the monastery which are in the chronological span of 3rd to 10th C AD. The objective of the present research is to identify the potentials to promote the tourism of Jethawana Museum and to propose some methods to motivate the tourists within a proper heritage management program. Field studies, interviews, records and literary sources were used to obtain the data in this study. Except the visitors coming in the holy days (n=20-100), the museum is not receiving much attention either of local or foreign tourists. The issue persists as the tourists are unaware of the historical value of the monastery and on the other hand the lack of proper tourist information system. Currently, the museum conducting activities such as Sinhala writing programs for foreign tourists, organizing traditional dancing programs on the Tourism Day and facilitating them to visit religious places by providing special transport services. Beyond these, we were identified some possible mechanisms to attract more tourists. Specially, by advertising and increasing the awareness, commencing a mobile museum, airport awareness programs, exhibition awareness on museum website can be done. Also, the technology and information technology can be used for advertising and awareness, disseminate information, enhance the security, and so on. At least, the Central Cultural Fund can allocate a percentage of its annual revenue for develop a selected task which will be beneficial in return.

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