

which situated near the coastal area of Bundala National Park in Hambantota District. This settlement site has been dated to 125,000 - 80,000 BP. Department of Archaeology has been revealed the artifacts which are belong to the middle Palaeolithic period. These stone tools were made by quarts and cherts. Therefore, Bundala National Park has a rich palaeo biodiversity value.

Introducing paleotourism concept to the Bundala National Park is one of the effective ways to protect and manage this heritage site. The location and surroundings of the Bundala National Park an ideal for promoting a sustainable paleo-tourism. This study is attempting to find out the possibilities of promoting paleotourism at Bundala National Park.

Objectives

1. Understand the level of willingness to visit palaeotourism sites in Sri Lanka.
2. Understand prospects and challenges promote paleotourism in Sri Lanka.

3. Understand the factors of promoting paleotourism in Sri Lanka
4. Finding feasibility of promoting palaeotourism at Bundala National Park.

Problem of the Study

There is wide range of palaeobiodiversity heritage sites in Sri Lanka which has not still use for promoting the tourism industry. Tourism planners should be paid more attention of using palaeo biodiversity heritage, promoting the tourism industry. This attempt is to find out that there is a huge possibility of developing and promoting the paleotourism concept. As well as, what is the visitor's point of view about this concept?

Methodology

Limitation of this research is randomly selected 100 foreign travellers who have attended to this survey online. This open-air settlement site selected as the palaeobiodiversity model site of this research.

Both primary and secondary data were used for the research. Pathirajawela Field observations

and online survey used as the primary data collecting method. A questionnaire was created with open ended and close ended questions. Both quantitative and qualitative data were used for this research.

Unpublished research papers, palaeobiodiversity books, leaflets, and magazines have used for collecting secondary information.

Finally, survey data analysed by using SPSS software system. It reveals the traveller's ideas and comments about paleotourism concept.

Results and Discussion

Sri Lanka anticipates achieving four millions of visitors in 2020. Tourism marketers have a huge responsibility of promoting Sri Lanka as a best destination in the world. Therefore, new tourism concepts need to be introduced, instead of traditional tourism heritage. New promotional programs have to be launched to increase the number of tourist arrivals. That is one of the sustainable ways of facing tourism competition and developing the tourism industry in the global tourism context. Palaeobiodiversity

heritage is a good potential to promote Sri Lankan tourism industry to the world tourism market.

Research findings could be arranged, according to the objectives mentioned earlier.

1. Understand the level of willingness to visit palaeotourism sites in Sri Lanka.

According to those 76.6% responders has clearly mention that, they are certainly like to visit palaeobiodiversity sites. 22% of responders have been mentioned, as maybe. If Sri Lanka has an effective way of promoting palaeotourism, it has a possibility of attracting this group to Sri Lanka. Therefore, researcher identified 93.6% of responder's willingness to visit Sri Lanka's palaeobiodiversity heritage.

2. Understand the prospects and challenges promote the paleo tourism in Sri Lanka.

Palaeobiodiversity heritage sites are still in developing level and need to be developed as palaeotourism sites. There is lack of Palaeotourism sites interpreters in Sri Lanka. In addition valuing and pricing of this heritage is very

tourism.

Paleotourism concept has a possibility to promote paleotourism sites attraction cluster with Southern Province tourism. Bundala Pathirajawela has the possibility to promote as main focal point of this project. Below items should be established for promoting paleo tourism concept in Bundala.

Proposals for developing Palaeotourism in Bundala National Park

1. Training interpreters team
2. Develop Visitor Centre, (Information Desk)
3. Create a theme, for the site.
4. Establish Palaeobiodiversity Park, Mini museum and a souvenir shop,
5. Develop trekking path and camping facilities.
6. Display Oil paintings about palaeobiodiversity Environment
7. Display artifacts and boards

Promotion activities

- Make TV Documentaries about Sri Lanka Palaeo Biodiversity.
- Coffee table leaflets.
- Publish travel blog and travel magazine articles about palaeo heritage in Sri Lanka.

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