

The Impact of E – Services on Cultural Heritage Towards the Tourism in Sri Lanka

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Abstract

As a significant geo – political location in Indian Ocean; Sri Lanka’s fastest growing field is Tourism. A combination of strategic location, increased investments in infrastructure, efficiency gains and a favorable regulatory environment in a context of peace and political stability has seen Sri Lanka emerge as the potential maritime hub in the Indian Ocean. Being to the nine UNESCO world heritage sites Sri Lanka’s cultural identity goes to more than thousand years. Cultural Heritage tourism involves visiting places that are important to the past and present cultural identity. In recent years in Sri Lanka, internet has become one of the most powerful media and the source of information. To achieve aforesaid objectives qualitative approach has been used and secondary data is the main type of data obtained from various sources such as books, journal articles, newspapers and other relevant documents available in both printed and electronic versions. Through the study, it has been identified that the e – service provide the highest impact towards the tourism industry as it is the most cost-effective manner of communicating with target markets and disseminating information, representing quick and easy way for tourists. As Sri Lanka is rich in cultural heritage, the e – service impact is essential to enhance the tourism industry. Through the findings it identified that e – services in Sri Lanka are not well managed and it is not spreading the information related to cultural heritage and its basically focusing the new trends and leisure activities. However, Sri Lankan e – services promoted one sector and it does not pay enough attention towards the cultural heritage in Sri Lanka. There is less attention paid on the cultural heritage on e – services and it has impacted tourism in Sri Lanka. Hence, Sri Lankan tourist authorities should prioritize the e – services related to cultural heritage in order to enhance more tourist’s attention in Sri Lanka as a popular travel destination in the world.

Keywords: Cultural Heritage, E – Services, Tourism, Sri Lanka, UNESCO

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