

**CULTURAL TOURISM ITS RESOURCES: A STUDY BASED ON JAFFNA PENINSULA**N. Saranya¹, V.Thuvaragan², B.Vaishnavan³

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Abstract

Tourism is one of the fastest growing industries in the world. If the tourism industry develops, then many sectors will be improved causing regional development. Study area has much potential for cultural tourism due to its festivals, temples setup. Traditionally this area is famous for the cultural values. Tourism has become one of the major sectors of the economy in Jaffna. The concept of tourism changed due to war. Therefore, this research was done in order to analyse the potential for cultural tourism in Jaffna district. The objective was to identify the cultural tourism sites and to provide suggestions for sustainable tourism in Jaffna peninsula. This research used primary data such as interviews and group discussion while relevant documents, journals and online articles were used as secondary data. This study which was a descriptive research type used SWOT analysis, GIS and statistic method. At the end of this research suitable cultural tourism sites were identified. The study explores how resource opportunities for cultural tourism in the study area are found with 80% of the potential and opportunities and Vallipura Aalvar Kovil, Inuvil Kandasamy temple, Inuvil Pararajasekara Kovil, Maruthankeney Nagathampiran Kovil and Maruthanarmadam Anjaneyar Kovil were identified as new sites. The development of sustainable tourist attractions will be considered as an opportunity for tourism while taking in to account of many weaknesses and threats.

Keywords – Cultural tourism, Jaffna peninsula, Tourist sites, opportunities, Regional development, Sustainable development

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