

TOURIST MOTIVATIONS AND CULTURAL HERITAGE FOR SRI LANKA

ISSN: 2772 128X (Online)

ISSN: 2792 1492 (Print)

 SLJESIM

VOLUME 1 ISSUE 2

December 2022

sljesim@sab.ac.lk

www.sab.ac.lk/sljesim

**S.W.S. Samarasinghe, S.R.D.K.S. Weerawansa and
T.U. Hewage**

Received: 03 November 2021 **Revised:** 02 March 2022 **Accepted:** 30 April 2022

How to Cite this Article: Samarasinghe S.W.S., Weerawansa S.R.D.K.S. and Hewage T.U., (2022). *Tourist Motivations and Cultural Heritage for Sri Lanka*, *Sri Lanka Journal of Economics, Statistics and Information Management*, 1(2), 01-23.

Abstract

Tourism has been within the top six foreign exchange earners in Sri Lanka until the COVID-19 pandemic forced all kinds of travel restrictions around the world. According to information available from the Sri Lanka Tourism Development Authority (SLTDA, 2017), the number of tourists to Sri Lanka based on the expectations of cultural and religious experiences has been declining even during pre-pandemic years. However, the country's rich cultural heritage has always been one of the main reasons for Sri Lanka to be considered a famous destination, especially by tourists from Western countries. The findings of this research are expected to provide insight into what motivates tourists visiting Sri Lanka, especially since there is a declining trend of ritualistic living throughout the country. Catering to those motivations not only will improve tourism but also will help promote the value of the country's heritage. The cultural heritage and anthropological evidence of a nation's evolution have been strong motivating factors for educational tourism within certain age groups. Before the numbers started to go down, Sri Lanka experienced consistent growth in inbound tourism especially due to valuable archaeological sites highlighting the evolution of the nation's cultural and religious framework. The thirst for knowledge and curiosity the explorers from the West have been having about the ancient cultures and civilizations of the East has always been a primary component of selecting destinations. When identifying the nexus between cultural heritage and tourism a host of journal articles between the years 2000- 2018 were selected for systematic review to blend the knowledge about the motivating factors of the tourists to Sri Lanka and the kind of enticement created by the cultural heritage of the country. It is difficult to understand the motivational factors behind the choices tourists make when picking their destinations. It is even harder concerning the cultural and religious sector since the motivating factors can range from just curiosity to academic work in economics, history, sociology, and anthropology among other things. Though it indicates a drop especially after the year 2013, the total number of tourists arriving in Sri Lanka did not decrease within that period, the trend to visit Sri Lanka for educational and health purposes and sports has been on the rise since the year 2014 (Sri Lanka Tourism Development

Authority, 2017, p.66). However, the country's rich cultural heritage has always been one of the main reasons for Sri Lanka to be considered a famous destination, especially by tourists from Western countries.

keywords: Cultural heritage, cultural activities, cultural tourism, leisure motivations, tourism

INTRODUCTION

Man's spiritual and material investment in nature is highlighted by the culture that is being created by his way of living (Alberti & Giusti, 2012). Though cultural heritage is one of the main factors leading the process of selecting tourist destinations (Underberg-Goode, 2014), discovering, and establishing the correlation between tourist motivation and cultural heritage has proven to be a challenging task. The knowledge of the inhabitants of a particular locality or a country about the dominant factors guiding the selection process of a destination by a tourist has a major impact on how locals would market their attractions and cultural values. Culture can be defined using two main components, namely, Material and Nonmaterial culture. Material culture includes tangibles such as clothing, eating utensils, artefacts, sculpture, and architecture, to name a few, while values, beliefs, symbols language, and, other similar characteristics are clustered into Nonmaterial culture (UNESCO, 2019). Due to their continuing struggles to achieve political and economic stability, developing countries tend to give less importance to their cultural heritage. Consequently, not enough studies are done, or resources are used to learn how the heritage, or the traditional values of a society can be motivating factors in the process of selecting destinations for potential tourists to their countries (Sing'ambi & Lwoga, 2018).

Inbound tourism was among the top five income generators in Sri Lanka until the COVID-19 pandemic forced all kinds of travel restrictions around the world (Ranasinghe & Sugandhika, 2018). According to information available from the Sri Lanka Tourism Development Authority (SLTDA, 2017), the number of tourists to Sri Lanka based on the expectations of cultural and religious experiences has been declining even during pre-pandemic years (4.8% by 2013 to 0.1% by 2015). Though it indicates such a drop in cultural and religious tourism, especially after the year 2013, the total number of tourists arriving in Sri Lanka did not decrease within that period. Sri Lanka Tourism Development Authority data also shows an increase in inbound tourism, especially for educational and health purposes and for sports-related activities since the year 2014. The intriguing cultural heritage of the country, which has gone through an evolutionary process over thousands of years, has always been one of the main reasons for Sri Lanka to be considered a famous destination, especially by tourists from Western countries. The findings of this research are expected to provide insight into what motivates tourists visiting Sri Lanka, especially since there is a declining trend of ritualistic living throughout the country. Catering to those motivations not only will improve tourism but also will help promote the value of the country's heritage. The cultural heritage and anthropological evidence of a nation's evolution have been strong motivating factors for educational tourism within certain age groups. Before the numbers started to go down, Sri Lanka experienced consistent growth in inbound tourism especially due to valuable archaeological sites highlighting the evolution of the nation's cultural and religious framework. The thirst for knowledge and curiosity the explorers from the West have been having about the ancient cultures and civilizations of the East has always been a primary component of selecting destinations. When identifying the nexus between

cultural heritage and tourism a host of journal articles between the years 2000- 2018 were selected for systematic review to blend the knowledge about the motivating factors of the tourists to Sri Lanka and the kind of enticement created by the cultural heritage of the country.

RATIONALE OF THE STUDY

Government officials, lawmakers, and industry leaders should be able to recognize the determinants that underpin the selection of destination so that they can have a better understanding of the factors that affect the tourism industry in their countries (De Menezes & Moniz, 2011). The cultural heritage of a country or any locality can be a strong positive influence on leisure as well as an educational traveller in prioritizing their list of destinations (Filipović, 2018). Filipović further highlights the importance of having a deeper understanding of one's own culture and social fabric and their capabilities in motivating and attracting visitors. However, the intricate connections between the different components of a culture and the types of motivations or cravings created by them, in the traveller's mind, have not adequately been displayed in the literature (Chang, Backman & Huang, 2014).

Ranasinghe & Sugandhika (2018) highlighted the necessity of studying the trends and real expectations of tourists continuously to improve the industry to reach its potential, even though the industry was booming at the time. The findings and the recommendations of the study can be used by the stakeholders in the government and the industry to counter the atrocities created by COVID-19 and to address the issues in the cultural and religious sector of tourism in Sri Lanka. As outlined in the Introduction, understanding the destination selection process of the tourists can be considered as one of the most important factors in improving the industry and also in enhancing the existing literature regarding tourist motivations.

OBJECTIVES

The primary objective of the study is to recognize the motivating factors leading to the choice of the anthropological, archaeological, and cultural experiences of tourists. Findings are expected to give better insights to all stakeholders allowing them to increase the value of the experience and the benefits the tourists will be getting for the money they spend. If the tourists' level of satisfaction and perception about the country after the experience is much higher than the expectations they had when they chose the destination, ensuring that key motivating factors are satisfactorily addressed would help increase the flow of cultural and religious tourists into the country. Hence the objective of the study is to discuss the motivating factors of the process of selecting Sri Lanka as a cultural heritage or a religious and archaeological destination by tourists.

RESEARCH QUESTIONS

The primary question:

- What are the motivating factors in the process of selecting Sri Lanka as a cultural heritage or a religious and archaeological destination for tourists?

The primary question can further be divided as:

- What different aspects of Cultural Heritage are experienced the most by travellers visiting Sri Lanka?
- How can the expectations of inbound tourists be identified, and what are they, especially in the cultural heritage and religious sectors?
- Can Sri Lanka be categorized as a destination that is successful in catering to the expectations of tourists, especially in the cultural heritage and religious sectors?

CONTRIBUTION TO THE RESEARCH

It is even harder concerning the cultural and religious sector since the motivating factors can range from just curiosity to academic work in economics, history, sociology, and anthropology among other things. With the decline shown in SLTDA data, it is evident that Sri Lankan authorities are confronted with the challenges of understanding the reasons for the decline as well as introducing new policies and programs to improve the numbers of incoming cultural tourists. Though the factors that create the desire to travel have been studied amply in the past, analyzing the motivational factors behind the selection process of destinations remains a contemporary topic in the research arena today (Chang, Backman, and Huang, 2014). Follow-up studies by them even show that the literature lacks studies using primary data that support the theoretical aspects behind the development of tourist motivations behind their choices of destinations.

This research will contribute to addressing the connectivity of the decision-making process of selecting destinations and the motivating factors of tourists, with factors emphasizing clearly the factors influencing the decisions to visit a country due to its cultural heritage sites.

LITERATURE REVIEW

The literature review concentrates on the defining terms investigating the way they have been elaborated supporting the prospects of a theoretical framework. These defining terms can be highlighted as destination selection, cultural and religious tourism, cultural heritage, and factors motivating the tourist.

Tourism

Tourism: “the experiences of people, travelling out, remaining in locations apart from their original environments with different intentions and purposes, for not more than a period of one year” (Ranasinghe & Sugandhika, 2018). Countries that are considered as popular tourist destinations earn a significant portion of their foreign exchange through the industry. According to Rodzi, Zaki, & Subli, 2010, tourists can be categorized into three main types: cultural, natural, and modern. Cultural sites were shown to have a stronger impact on tourists compared to the rest of the categories. Lee (2010) arrived at a similar conclusion in the study that was done for the Malacca state, to understand the satisfaction aspects of cultural heritage sites. Filipović (2018), observed that most of the tourists, especially the ones from urbanized areas, were fascinated with experiencing the social interactions between cultures. Though there may not be direct transformations of values and traditional practices from one group to the other, it could be seen that promoting those cultural aspects can certainly help tourism to be a catalyst in exchanging cultural values and practices between the domiciles and the visitors.

Cultural Heritage (CH)

UNESCO defines Cultural Heritage as a combination of Tangibles and Intangibles. Tangible CH is further divided into movable, immovable, and underwater heritage. Intangible CH includes oral traditions, rituals performing arts, knowledge, crafts, and traditions. If the visitor can feel both tangible and intangible CH, then it will enhance the experience by making the visitor feel being a part of that environment (Timothy & Byod, 2003).

Cultural Tourism

Cultural Tourism can be defined as: “visits by people outside the host community motivated as a whole or partly by their interests in historical, artistic, scientific, or lifestyle offerings, of a community, region group or an institution”. About 20% of visitors to cultural sites are considered as “accidental cultural tourists” since their original itineraries had not included those sites (Silberberg, 1995). Alberti & Giusti (2012), identify cultural tourism as one of the five leading sectors in the tourism industry. Yang, Lin, and Han (2010), record cultural tourism as the sector providing the highest percentage of tourist satisfaction. However, the possibility of negative influences, as perceived by the locals, on the existing culture by the visitors is a concern highlighted by the critics who question the commercialization of culture in the name of tourism (George, 2010). Analyzing the positives and the negatives of cultural tourism, Filipović (2018), concludes that even if the cultural sites prove to be the factors motivating tourists to visit a particular destination careful and detailed process of planning and design is needed for the cultural resources to become tourist attractions and resources while preserving the heritage to sustain the industry.

Tourist Motivations and Cultural Heritage Attachment

Travellers' behaviour is a direct result of the ideological and conceptual frame of mind and the person's worldview influences his motivations as a tourist (George, 2004; March & Woodsie, 2005). There have been lengthy discussions on different aspects of cultural tourism indicating that the cultural heritage attachment is not given enough consideration in developing countries around the world. (Sing'ambi & Lwoga, 2018; Doganer, 2001).

METHODOLOGY

A systematic review is done using journal articles between the years of 2000- 2018 to blend the knowledge of tourist motivations and cultural heritage with respect to Sri Lanka. In this process, the predefined and most appropriate articles were selected by carefully skimming the literature, after which the articles were evaluated and analyzed using deductive methods to derive quality findings to assess the objectives set initially. Since the study focuses on the conclusions based on evidence derived from the literature, it is proposed to cater to research gaps that could be present in the selected study arena. The literature makes one understand what the cultural heritage of Sri Lanka means to the country and the attachment of tourist motivations to it. The evidence of the study will point at and narrow down to the different views of authors related to the motivations and cultural heritage in the global arena.

For the systematic review to work well the topic or the research problem must be well-defined and quite narrowly focused. Also, a substantial body of research findings must already exist on the topic while the available evidence must come from studies that use similar methods. However, the "evidence" must lend itself to measurement, comparison, and evaluation. There are seven steps to be followed in the systematic review namely, the scope of the study, the search process, evaluation of quality. Systematic review generally requires the researcher to use a data extraction form for collecting information about the studies. Having listed the research findings that will be used, the next stage is a descriptive summary of the works, meta-analysis, and finally thematic synthesis, that is organises findings; looks for themes; and identifies patterns that should be incorporated.

METHOD OF ANALYSIS

This research will consist of a detailed systematic review of carefully selected journal articles and secondary data reports to understand the tourist motivations behind the Cultural Heritage in Sri Lanka.

Journal articles between the years 2000- 2018 were selected for the purpose of systematic review to blend the knowledge of tourist motivations and cultural heritage with respect to Sri Lanka. In this process, the predefined and most appropriate articles were selected by carefully skimming the literature, after which the articles were evaluated and analyzed using deductive methods to derive quality findings to assess the objectives set initially. Since the study focuses on the conclusions based on evidence derived from the literature, it is proposed to cater to research gaps that could

be present in the selected study arena. The literature makes one understand what the cultural heritage of Sri Lanka means to the country and the attachment of tourist motivations to it. The evidence of the study will point at and narrow down to the different views of authors related to the motivations and cultural heritage in the global arena.

Secondary data is the key to this study but will also have its limitations. Primary data collection for the study is not possible due to the prevailing situation worldwide. Covid-19 has hit the world much harder than most other pandemics and has affected the giant economies to slow down their economic growth. The study would have benefited more if the researcher had been able to collect primary data via interviews, and observations of the focus groups; however, systematic review stands as an option under these circumstances. Thus, a systematic review is adopted as the study methodology.

The academic databases that were used as the main sources for the study, were Emerald Insight, Research Gate, EBSCOhost, and Science Direct of specific research articles, and journals. The search also included many peer-reviewed journal articles related to the search for Cultural Heritage and Tourist Motivations; these included the International Journal of Tourism Research, the Journal of Services Marketing, the British Food Journal, the Tourism Review, and worldwide hospitality and tourism themes, Tourism Management, etc. Table 1 below depicts the selection criteria applied to search the journal articles.

Table 1: Search Criteria

<i>Criteria</i>	<i>Outcome</i>
Database	<ul style="list-style-type: none"> • Emerald Insight • EBSCOhost • ResearchGate • ScienceDirect
Source	<ul style="list-style-type: none"> • International research journals • Peer Reviewed Academic Journal articles • References of Peer-Reviewed Articles
Keywords Used	<ul style="list-style-type: none"> • Cultural heritage attachment • Tangible and intangible heritage • Tourist motivations • Sri Lankan Cultural Tourism

	<ul style="list-style-type: none">• Cultural destination selection• Gastronomy and tourism• Landscape tourism• Medical tourism• Cultural Festivals• Sports and Entertainment Tourism
Search Filters	<ul style="list-style-type: none">• Peer-reviewed articles• Articles between 2000-2018• Sorted by most recent.• International journal view access online
Articles Found	<ul style="list-style-type: none">• 30 Articles were considered

Source: Developed by author

Article Selection Guideline

In article selection, the keywords that were used to search the articles in the databases play a main role. As stated, the search was done around the selected keywords that relate to the literature on Cultural Heritage and Tourist Motivations. Articles relating to specific motivations that would have led tourists to choose specific cultural facets were searched. It may be noted that articles from International Journals were selected related to the period from 2000 to 2018. After sorting the articles, they were classified into themes that depicted the subcategories of Cultural Heritage or tourist motivations.

No geographical or cultural boundaries were considered in the literature search since “culture” plays the same role and importance to every nation that probes it. However, during the selection process, a few unrelated articles were removed, and the most relevant literature was chosen for the evidence in the analysis. A screening process called PRISMA (Figure 1) was put into effect to ensure that nothing contradicts Moher et al, (2010) as they explained a screening process is fundamental to a systematic review process.

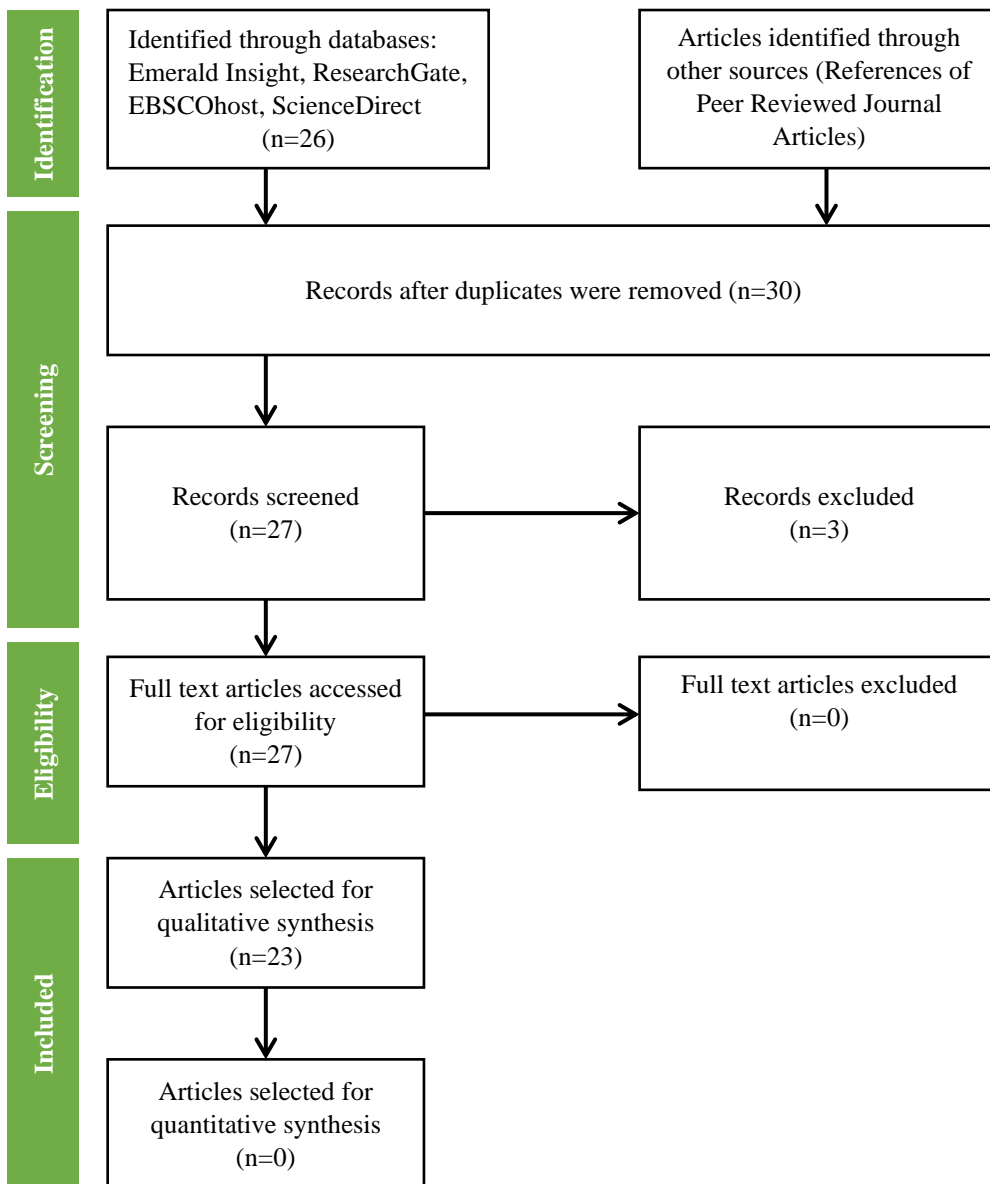


Figure 1: PRISMA Model

Source: Developed by author

Table 2: Evidence

Author Article	Themes	Findings
Ryan and Geldon, 1998	Leisure motivations scale to tourism	<ul style="list-style-type: none"> • Four types of motivations behind tourists' visits <ul style="list-style-type: none"> - Intellectual Motive - Social Motive - Competency Mastery Motive - Stimulus Avoidance Motive • Relationship among motivations, performance and satisfaction of tourists • Identifying "skill" as a crucial factor in tourist Satisfaction
Manthiou, Lee, Tang, & Chiang, 2014	<ul style="list-style-type: none"> - Endemic festival marketing - Enhance the tourism industry 	<ul style="list-style-type: none"> • Endemic festivals create vividness of memory since they give direct learning to tourists through displaying. • Festivals have proven to be an economic engine for local communities through the attraction of tourists • A festival is an experience for tourists and can be represented in terms of education, entertainment, aesthetics and escapism.
Okech, 2011	<ul style="list-style-type: none"> - Promoting cultural festivals - Enhance festival even tourism 	<ul style="list-style-type: none"> • Local festivals increase the sense of pride in towns since festivals welcome visiting audiences. • Festivals generate tourism business leading to economic development and reduction of unemployment. • Solidarity was recognized as a reason for visitors to local festivals.

		<ul style="list-style-type: none">• Community participation in festivals creates positive social motives as well as stimulus avoidance motives since they bring together people of diverse backgrounds.
Lee & Lee, 2019	Traditional experiences in cultural heritage festivals	<ul style="list-style-type: none">• The motivation to escape and feel togetherness leads cultural tourists to witness CH festivals.• Traditional costume experience was not significant with playfulness motivation.• Emotional motives and social motives are embedded in CH festivals, wearing Cultural costumes.
Silbeberg, 1995	Cultural tourism, business opportunities and heritage sites	<ul style="list-style-type: none">• Cultural tourists are motivated to understand the historical, artistic, and scientific offerings, of a community or a group.• Motivation levels could be, in part, adjunct or even accidental.• If cultural tourism creates more awareness of the opportunities and conveniences and emphasises motivation arousal, the category of accidental tourism has a better chance of expansion.• Cultural tourists are reported to be spending more in planning their trips, are more likely to shop, are more educated than the general public and tend to be older.• Cultural travellers point to societal trends as important motivators.
Alberti & Giusti, 2012).	Cultural Heritage tourism and regional competitiveness	<ul style="list-style-type: none">• Enhanced tourism infrastructure, services and specialized industries generate visitations.

		<ul style="list-style-type: none">• Cultural tourists' demands are relevant to awareness, perceptions and preferences.• Cultural Heritage leads to regional competitiveness. making? cultural tourism as one arena that leads in the tourism business.
George, 2010	Intangible Cultural Heritage tourism and its protection	<ul style="list-style-type: none">• Cultural tourism is 'commodified' when the valuable culture becomes an object of exchange for tourists.• The consumer value system distorts the original culture.• Inaccurate marketing, unauthentic tourism activities, and inappropriate use of cultural resources destroy the cultural heritage system.• Strict strategies and measures should be put in place to empower and give control to the community in protecting the integrity of cultural assets
López-Guzmán et al 2017	Cultural food festivals, motivation, and satisfaction of tourists	<ul style="list-style-type: none">• Motivations of tourists classify local food tourism into gourmet, cuisine, gastronomic and culinary.• Tourists experience local gastronomy to seek information regarding the local culture in addition to seeking new experiences.• The socialization motivation factor contributes highly to tourists participating in local food festivals.
Cela et al 2007	Local food festivals and economic development	<ul style="list-style-type: none">• Food Tourism is associated with relaxation, socialization, learning new experiences and hospitality.

		<ul style="list-style-type: none">• Increasing the local food tourism is stated to increase the economic linkages.• Local commodities are promoted by using food festivals.
Memery and Birch, 2020	Local food, tourists and intention behaviour gap	<ul style="list-style-type: none">• Local food is looked upon as an entertainment activity, a cultural attraction, and a key reason for people to choose destinations.• The need to “try” is among the reasons why tourists want to taste local food.• Strategic marketing methods need to be adopted to increase the awareness of local food.• The story behind the local food needs to be told so that tourists can learn the truth behind them.
Räisänen and Bjork 2015	Iconic dishes and tourism	<ul style="list-style-type: none">• Every country is characterised by its national and regional iconic dishes.• Local food may affect the pre-trip behaviour in terms of information sourcing.• Certain travellers strive to learn about local cuisine and exhibit low requirements for sophistication.• Some travellers use local food as a gateway to understand the destination’s intangible cultural heritage.
Petr, 2015	Heritage sites and monument visitors	<ul style="list-style-type: none">• Monument-visiting tourists often satisfy their motivation for education purposes.• Heritage site visits are characterized by 3 variables: person basis, space basis and situation basis.

Medina-Viruel,
López-Guzmán,
Pérez Gálvez &
Jara-Alba, 2019

Emotional
Perception, Tourist
Satisfaction World
Heritage Sites

- It is stated that most of those who visit tourist sites are those who have an interest in history.
- The main motivations of tourists include historic references and accessibility (cited from Remoaldo, and Cadima (2016) and can be applied to cultural world heritage site tourism.
- Motivations of travel include hedonic, cultural, convenience, and circumstantial.
- Cultural tourists' motivations include the necessity of learning, escape from daily routine, learning the language, visit people.
- Compared with motivations, the cultural and heritage tourists are found to be the most satisfied.

Source: Developed by author

The data used for the research are primarily qualitative as a quantitative representation of data. The qualitative data taken into consideration will be analyzed and synthesized as per Saunders, Lewis and Thornhill, (2019) which is a popular method of analyzing qualitative data to help identify patterns for a better research outcome.

Given that this is a systematic review to understand the motivations of cultural tourists, the above-mentioned literature, was used as a deductive approach through the thirteen journal articles reviewed and evaluated to understand the stated research questions. There were challenges in searching for literature as mentioned previously around the context of this research; however, depending on secondary data the writer will synthesize the systematic review.

After evaluation of the literature review and the methodology, the next section moves on to an important area of discussion. The following will discuss the findings of the literature in more detail and form conclusions to support the objectives set in this research.

RESULTS AND DISCUSSION

Having analyzed the literature concerning cultural heritage and tourist motivations, it could be seen that tourists visit these cultural heritage facets with numerous motivations. However, by classifying the cultural heritage facets, we could discuss unique motivations towards each facet. As discussed by Ryan and Geldon, 1998, leisure motivations can be classified as Intellectual, social, competency mastery, and stimulus avoidance motives. Helping these motivations, Silbeberg, 1995 states that cultural tourists are motivated to understand the historical, artistic, and scientific offerings, of a community or a group to enhance their societal bonds. As per the literature and the analysis were concerned, the authors have undertaken a systematic discussion under each cultural heritage facet.

Gastronomy and tourist Motivations

As explained in the analysis, seeking new information could highlight an intellectual motive as well as a social motive. López-Guzmán et al 2017 highlight the need to socialize via participating in food festivals which was also confirmed by Cela et al in 2007. Also, the authors point out, that the motivation to taste food also underlines the need for relaxation. Further, Memery and Birch, 2020 also confirm that tasting food has become an entertainment activity, which could highlight the need for relaxation. The authors state that tourists were motivated to learn the facts behind the local food, which again reflects an intellectual motive. Motivation towards challenges and the “need to try” was also highlighted through the desire of tourists to taste local food. Interestingly, Räisänen and Bjork 2015 state that iconic local dishes could be a gateway to destination selection and will affect the information sourcing by tourists.

Festivals, rituals, local practices, and tourist motivations

Lee and Lee in 2019 state that tourists participate in these festivals to escape from the daily routine and to socialize. In discussing this topic, it was also seen that the need for solidarity was a motive for participating in such festivals (Okech, 2011) which is again considered under the stimulus avoidance motive. Research by Manthiou, Lee, Tang, & Chiang, 2014 suggests the possibility of an intellectual motive behind the participation in such festivals since the authors highlight that tourists seek direct learning through display. They also agree with the fact that festivals generate entertainment, aesthetics, and escapism.

Local medicine, spas, and tourist motivations

Endemic means of spas, medicine, health practices and relaxation include but are not limited to medical, spa wellness and health tourism. The interesting fact is that cultural heritage can be a component leading to all of them. Every nation will have its endemic medicines and health practices. Enderwick and Nagar (2011), in their study state that people travel across international borders just to seek healthcare. They are not limited to the “patients” who travel to get treatment for their sicknesses. Tourists visiting spas have been famous since the early centuries. However, as per the literature it has started to decrease. Nevertheless, it is stated that spa tourism is

seen as one of the attractive types of tourism and always has been present in the leisure offer (Widawski, 2017). There seem to be numerous studies relating to health tourism, even though none has been researched (Lee & Kim, 2015).

Landscapes, monuments, and tourist motivations

It is a well-known fact that people are attracted to rural areas, open spaces, and aesthetically rich environments (Osti & Cicero, 2018). When such environments are of cultural importance, it creates more value, and this becomes a key tourism benefit. According to Tempesta in 2014, the need for cultural heritage is highlighted by the demand they exhibit for such landscapes. It was analyzed that the motivation to reside in a peaceful environment, to live in touch with the environment, and to feel homely, tourists choose to spend their vacations in areas with landscapes and natural sites (Osti & Cicero, 2018). On the contrary, Peter in 2015 stated that monument-visiting tourists often satisfy their motivation about education purposes, suggesting intellectual motives.

Music, performing arts, and tourists' motivations.

Lobo (2010), it is stated that the tourists enjoyed watching dancers on the Thai border which led to gain them entertainment experience. Volo (2009) declares that this is much more interesting when their participation is also encouraged thus creating their own experiences, which they would take always from the vacation. As aforesaid, there is no clear differentiation as to what specific motivations could be obtained from such participation of tourists in local music and drama.

CONCLUSION

It is difficult to understand the motivational factors behind the choices tourists make when picking their destinations. It is even harder concerning the cultural and religious sector since the motivating factors can range from just curiosity to academic work in economics, history, sociology, and anthropology among other things.

Abraham Maslow (1943) categorized motivation according to a scale of intellectual, social, competency mastery and stimulus avoidance. If such a scale is used in this context, then intellectual motives could measure the extent to which they are motivated to learn, explore, discover and be thoughtful, social motives could recognize those that are in line with friendship and interpersonal relationships, competency mastery whether they are motivated to take up challenges or complete tasks and stimulus avoidance could analyze whether they are motivated to travel because they expect relaxation, calmness, and solitude.

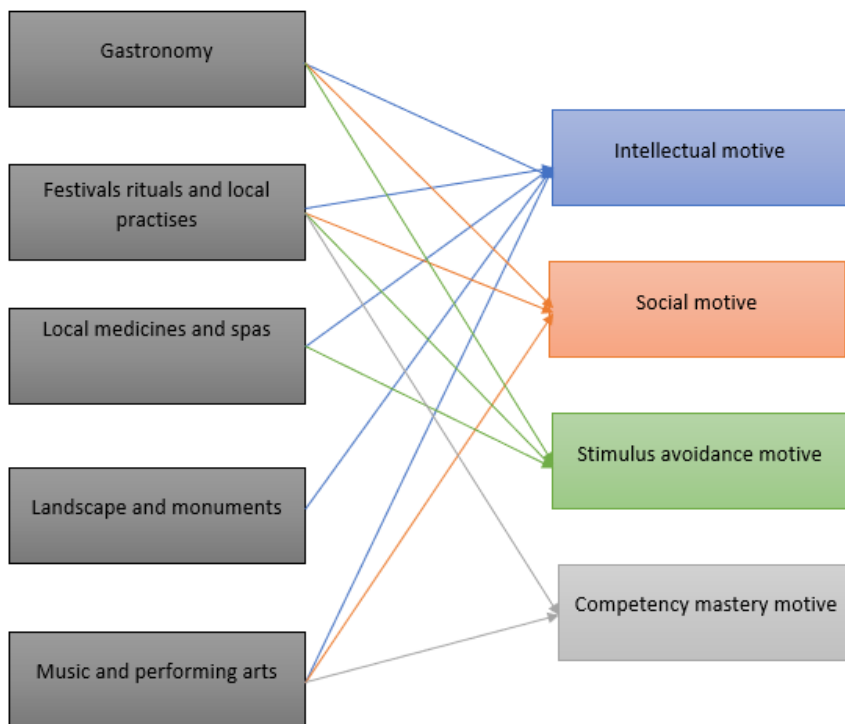


Figure 2: Thematic Synthesis

Source: Developed by the author

After a careful review of literature, analysis, and discussion, it could be seen that systematic review enlightens certain motivations of tourists who visit the cultural heritage sites in Sri Lanka. Cultural Heritage visits are backed by interesting motivations which sometimes become the main factor leading to destination choices (Tikkanen, 2007). Literature also shows that tourist motivations include, but are not limited to, learning aspects such as exploring and discovering, social bonding, relaxing, a necessity to be thoughtful, taking up challenges and solitude as shown in Figure 2. It was also analyzed how they differed with different categories of Cultural Heritage.

If the motivations behind the destination selection process are known, then the domiciles have a better ability to cater to the fulfilment of tourists’ expectations. Lack of that knowledge can lead to dissatisfaction of the visitor resulting in a bad reputation as a destination, especially within the cultural heritage and religious sector. Sri Lanka Tourism Development Authority (SLTDA) (2017), data has shown a declining trend towards the cultural and religious tourism aspects even in pre-pandemic years. Though it indicates a drop especially after the year 2013, the total number of tourists arriving in Sri Lanka was not decreasing within that period. SLTDA data also shows

that the trend of visiting Sri Lanka for educational and health purposes and sports has been on the rise since the year 2014 (Sri Lanka Tourism Development Authority, 2017, p.66). However, the country's rich cultural heritage has always been one of the main reasons for Sri Lanka to be considered a famous destination, especially by tourists from Western countries. Hence it is important to continue further studies exploring these different motives and what the country can do to fulfil those needs while understanding what motivating factors and programs to meet them satisfactorily from global literature can be applicable within the Sri Lankan context.

REFERENCES

- Alberti, F., & Giusti, J. (2012). Cultural heritage, tourism and regional competitiveness: The Motor Valley cluster. *City, Culture And Society*, 3(4), 261-273. doi: 10.1016/j.ccs.2012.11.003
- Baloglu, S. & McCleary, K. (1999). A model of destination image formation. *Annals of Tourism Research*, 26(4), 868-897
- Beard, J., & Ragheb, M. (1980). Measuring Leisure Satisfaction. *Journal of Leisure Research*, 12(1), 20-33. doi: 10.1080/00222216.1980.11969416
- Birch, Dawn & Memery, Juliet. (2020). Tourists, local food and the intention-behaviour gap. *Journal of Hospitality and Tourism Management*. 43. 53-61. 10.1016/j.jhtm.2020.02.006.
- Björk, Peter & Kauppinen-Räsänen, Hannele. (2014). AWARDED 2015 - Culinary-gastronomic tourism – a search for local food. *Nutrition & Food Science*. 44. 294-309. 10.1108/NFS-12-2013-0142.
- Braun, V. & Clarke, V. (2013). *Successful Qualitative Research A Practical Guide for Beginners*. United States of America: Sage Publications.
- Cela, Ariana & Knowles-Lankford, Jill & Lankford, Sam. (2007). Local food festivals in Northeast Iowa communities: A visitor and economic impact study. *Managing Leisure*. 12. 171-186. 10.1080/13606710701339470.
- Chang, L., F. Backman, K., & Chih Huang, Y. (2014). Creative tourism: a preliminary examination of creative tourists' motivation, experience, perceived value and revisit intention. *International Journal Of Culture, Tourism And Hospitality Research*, 8(4), 401-419. doi: 10.1108/ijcthr-04-2014-0032
- Crompton, J.L. (1979). Motivations for pleasure vacation. *Annals of Tourism Research*, 6(4),408-424.
- De Menezes, A., & Moniz, A. (2011). Determinants of Length of Stay: A Parametric Survival Analysis. *Tourism Analysis*, 16(5), 509-524. doi: 10.3727/108354210x12864727453106

- Doganli, B., Ozdemir, I., & Aksoy, E. (2016). Evaluation of the cultural heritage resources in the destination branding, the case of karacasu district. In *Multidisciplinary Academic Conference*. Prague.
- Enderwick, P. & Nagar, S. (2011). The comparative challenge of emerging markets: the case of medical tourism. *International Journal of Emerging Markets*, 6(4),329-350.
- Filipović, N. (2018). Intangible cultural heritage as a motive for choosing the tourist destination Arandelovac. *Menadzment U Hotelijerstvu I Turizmu*, 6(1), 53-62. doi: 10.5937/menhottur1801053f
- George, W. E. (2010). Intangible cultural heritage, ownership, copyrights, and tourism. *International Journal of Culture, Tourism and Hospitality Research*, 40 (4), 376 – 388.
- George, R. (2004), *Marketing South African Tourism and Hospitality*, 2nd ed, Oxford, Oxford University Press.
- González-Reverté, F., & Miralbell-Izard, O. (2009). Managing music festivals for tourism purposes in Catalonia (Spain). *Tourism Review*, 64(4), 53-65. doi: 10.1108/16605370911004575
- Henderson, J. (2009). Food tourism reviewed. *British Food Journal*, 111(4), 317-326. doi: 10.1108/00070700910951470
- Hjalager, A.M. & Corigliano, M.A. (2000). Food for tourists – determinants of an image. *International Journal of Tourism Research*, 2(4),281-293.
- Huang, S.S. & Hsu, C.H.C. (2009). Effects of travel motivation, experience, perceived constraint, and attitude on revisit intention. *Journal of Travel Research*,48(1),29-44.
- Jolliffe, L., Rowe, T. and Davis, C. (2001), Using the world wide web to develop cultural heritage destinations: an exploratory study, *TTRA - Canada Proceedings*, Niagara Falls, Ontario, pp. 1-15.
- Lee, J., & Kim, H. (2015). Success factors of health tourism: cases of Asian tourism cities. *International Journal Of Tourism Cities*, 1(3), 216-233. doi: 10.1108/ijtc-08-2014-0014
- Lee, K. Y., & Lee, H. (2019). Traditional costume experience at a cultural heritage festival. *Tourism Management Perspectives*, 32, 100555.
- Lobo, F. (2010). Consuming experiences: Challenges for leisure and tourism. *Society and Leisure*, 33(2), 303-318. doi: 10.1080/07053436.2010.10707813
- Long, L. (2004). *Culinary tourism: a folkloristic perspective on eating and otherness*, Culinary Tourism, The University Press of Kentucky, Lexington, KY.

- Lopez-Guzman, Tomas & Uribe-Lotero, Claudia Patricia & Pérez Gálvez, Jesús & Ríos Rivera, Ingrid. (2017). Gastronomic festivals: attitude, motivation and satisfaction of the tourist. *British Food Journal*. 119. 267-283. 10.1108/BFJ-06-2016-0246.
- Manthiou, A., Lee, S., Tang, L., & Chiang, L. (2014). The experience economy approach to festival marketing: vivid memory and attendee loyalty. *Journal of Services Marketing*, 28(1), 22-35. Retrieved from <http://dx.doi.org/10.1108/JSM-06-2012-0105>
- Maslow, A.H. (1943). "A Theory of Human Motivation". In *Psychological Review*, 50 (4), 430-437.
- Mason, M.C. & Paggiaro, A. (2012). Investigating the role of festival scape in culinary tourism: the case of food and wine events. *Tourism Management*, 33(6), 1329-1336.
- Medina-Viruel, Miguel & Lopez-Guzman, Tomas & Pérez Gálvez, Jesús & Jara-Alba, Carol. (2019). Emotional perception and tourist satisfaction in world heritage cities: The Renaissance monumental site of úbeda and baeza, Spain. *Journal of Outdoor Recreation and Tourism*. 27. 100226. 10.1016/j.jort.2019.100226.
- Moher, D., Shamseer, L., Clarke, M. et al. Preferred reporting items for systematic review and meta-analysis protocols (PRISMA-P) 2015 statement. *Syst Rev* 4, 1 (2015). <https://doi.org/10.1186/2046-4053-4-1>
- Okech, R.N. (2011), "Promoting sustainable festival events tourism: a case study of Lamu Kenya", *Worldwide Hospitality and Tourism Themes*, Vol. 3 No. 3, pp. 193-202. <https://doi.org/10.1108/17554211111142158>
- Osti, L., & Cicero, L. (2018). Tourists' perception of landscape attributes in rural tourism. *Worldwide Hospitality And Tourism Themes*, 10(2), 211-221. doi: 10.1108/whatt-12-2017-0087.
- Petr, Christine. (2015). How heritage site tourists may become monument visitors. *Tourism Management*. 51. 247-262. 10.1016/j.tourman.2015.05.018.
- Poria, Y., Butle, R. & Airey, D. (2003). The core of heritage tourism, *Annals of Tourism Research*, 30(1), 238-254.
- Prayag, G. & Ryan, C. (2011). Antecedents of tourists' loyalty to Mauritius: the role and influence of destination image, place attachment personal involvement and satisfaction. *Journal of Travel Research*, 20(5),1-15.
- Ranasinghe, R., & Sugandhika, M. (2018). The Contribution of Tourism Income to the Economic Growth of Sri Lanka. *Journal Of Management And Tourism Research*, 1(2), 67-84.

- Rodzi M., Zaki I & M., Syed S & S., (2016). Sustainability of Cultural Heritage in World Heritage Site, Melaka. *Asian Journal of Behavioural Studies*. 1. 45. 10.21834/ajbes.v1i4.43.
- Ryan, C., & Glendon, I. (1998). Application of leisure motivation scale to tourism. *Annals of Tourism Research*, 25(1), 169-184. doi: 10.1016/s0160-7383(97)00066-2
- Sanchez-Cañizares, S., & Castillo-Canalejo, A. (2015). A comparative study of tourist attitudes towards culinary tourism in Spain and Slovenia. *British Food Journal*, 117(9), 2387-2411. doi: 10.1108/bfj-01-2015-0008
- Saunders, Mark & Lewis, Philip & Thornhill, Adrian & Bristow, Alex. (2019). "Research Methods for Business Students" Chapter 4: Understanding research philosophy and approaches to theory development.
- Silberberg, T. (1995). Cultural tourism and business opportunities for museums and heritage sites. *Tourism Management*, 16(5), 361-365. doi: 10.1016/0261-5177(95)00039-q
- Sing'ambi, E., & Lwoga, N. (2018). Heritage attachment and domestic tourists' visits to historic sites. *International Journal of Culture, Tourism And Hospitality Research*, 12(3), 310-326. doi: 10.1108/ijcthr-09-2017-0091
- Song, H. J., Lee, C. K., Park, J. A., Hwang, Y. H., & Yvette, R. (2015). The Influence of Tourist Experience on Perceived Value and Satisfaction with Temple Stays: The Experience Economy Theory. *Journal of Travel & Tourism Marketing*, 32(4), 401-415. doi:10.1080/10548408.2014.898606
- Sri Lanka Tourism Development Authority. (2017). Annual Statistical Report (p. 66).
- Stirling, J. (2001). Thematic networks: an analytic tool for qualitative research. SAGE publications, 1(3), pp.385-405
- Tikkanen, Irma. (2007). Maslow's hierarchy and food tourism in Finland: Five cases. *British Food Journal*. 109. 721-734. 10.1108/00070700710780698.
- Timothy, D. J. & Boyd, S. W. (2003). *Heritage Tourism*. Harlow: Prentice Hall.
- United Nations Educational, Scientific and Cultural Organization. (2019). Retrieved from <http://www.unesco.org/new/en/cairo/culture/tangible-cultural-heritage/>
- Underberg-Goode, N. (2014). Cultural heritage tourism on Peru's north coast. *Worldwide Hospitality and Tourism Themes*, 6(3), 200-214. doi: 10.1108/whatt-03-2014-0013
- Volo, S. (2009). Conceptualizing experience: A tourist-based approach. *Journal of Hospitality*

- Vuuren, c., & Slabbert, E. (2011). Travel motivations and behaviour of tourists to a South African resort. In *International Conference on Tourism & Management Studies* –. Algrave.
- Widawski, K. (2017). Spa and Wellness Tourism in Poland - A New Geographical Analysis. *Czech Journal Of Tourism*, 6(1), 69-92. doi: 10.1515/cjot-2017-0004
- Yang, C., Lin, H. & Han, C. (2010). Analysis of international tourist arrivals in China: The role of World Heritage Sites. *Tourism Management*, 31(6), 827-837.