

EXPLORE THE POTENTIAL TO DEVELOP RITIGALA VISHUDDHI HARAMBA AS A SPECIAL INTEREST TOURISM PRODUCT

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1. Introduction

Sri Lanka's tourism industry is expanding, attracting tourists to foreign cultures. Unlike countries like China, Japan, and Korea, Sri Lanka has not yet developed martial arts tourism. This research explores *Ritigala Vishuddhi Haramba*, a traditional martial arts organization, and explores the objectives of the potential of tourism and its cultural and ethical limitations.

2. Research Methodology

The qualitative research technique was utilized, and the procedure of a case study was designed via semi-structured interviews and telephone conversations for data collection. The population comprised local and foreign tourists who traveled to the *Ritigala* area. Based on saturation, seventeen tourists were selected, along with two *Vishuddhi* gurus, two transport agents, and a government agent, using snowball and convenience sampling methods and analyzed using Thematic analysis.

3. Findings and Discussion

The analysis considered and discussed the cultural and spiritual significance, tourism development potential, preservation, impacts, and ethical and cultural limitations. Several factors, including historical significance, distinctive combat abilities like *Gata, Pora, Nila, Jōythishya, Wedakama*, spirituality, wellness, unique costumes, and rich, authentic culinary traditions, have been identified as potential avenues for establishing tourism-related businesses.

4. Conclusion and Implications

Ritigala Vishuddhi Haramba is an ancient technique that can establish a fresh trajectory in the tourism industry, according to the insights that have been uncovered. The findings recognized the theoretical implications of experimental theory, and practical implications for the industry and stakeholders were identified.

Keywords: Cultural preservation, Martial arts tourism, Ritigala Vishuddhi Haramba, Sri Lankan, Tourism development