SENSE OF PLACE AND WILLINGNESS TO PAY FOR HISTORICAL AND CULTURAL PLACES IN SRI LANKA

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Abstract

This study aims to examine the relationship between sense of place and willingness to pay for historical and cultural places in the Sri Lankan context. Sigiriya Rock Fortress, Sri Lanka is the focus of this study. To this end, sense of place factors— identity and place dependence— were identified and measurement scales were developed by reviewing the literature. This work uses a survey of 300 both local and international visitors who visited the Sigiriya in Sri Lanka, and examines the concepts of sense of place and willingness to pay. The regression analysis has been conducted to examine how factors related to sense of place predict the willingness to pay. The results show that 'special qualities' of this historical and cultural place encourage for higher visitation and willingness to pay for conserving Sigiriya Rock Fortress by both international visitors and local visitors. In addition, 'symbolic place' is related to willingness to pay for by international visitors. Incorporation of both local and international visitors' perceptions add more insights into the phenomenon studied. The influences are context determined and culturally varied. This is one of the less studied aspects in Sri Lankan context, but understanding the conservation value that the visitors have for this type of historical and cultural place is important in the sphere of maintaining these places under the limited government budgets. Further, the findings of this empirical study can be useful for planners, architects, real estate developers and policy makers for their investment, maintenance of historic and cultural places and heritage location decisions.

Keywords: Willingness to pay, Sense of place, Attributes, Conservation value

Introduction

The term of sense of place (SOP) familiar to the whole community in the world. SOP including an individual's attitudes toward specific geographic settings is generally predicted to influence the willingness to engage in place-protective behaviors. On the other hands that can be explained, often correlated with human behavior or behavioral intentions (Vaske and Kobrin, 2001; Stedman, 2002). In the behavioral geography and environmental psychology literature, there have been several studies that have examined how the sense of place and community values for environmental assets are related (Brown and Raymond, 2007). These authors

examined how twelve values (economic, aesthetic, recreation, spiritual, therapeutic, life sustaining, learning, biodiversity, culture, heritage, intrinsic, wilderness) and sense of place were related. According to that, there is a wider range of non-market values that can be related to this concept and the concept of sense of pricing impact of tourism activities (Mubarak & Issath, 2019).

Further number of previous studies have quantified cultural places of non-market benefits for art galleries, museums and historic sites. They have fully considered the value of the cultural heritage of the place (Throsby, 2003). Further testing, different scholars have suggested applying contingent valuation and related concept in sense of place and particularly examining how cultural facilities influence for a sense of place.

In Sri Lanka, lesser attempt has been made to apply these techniques for the measure of sense of place concept. Based on the previous literature it is evident that there is a lack of empirical studies carried out to find the relationship between sense of place and WTP for conserving historical and cultural places in Sri Lanka. This study attempts to examine the relationship between sense of place willingness to pay using the cultural and heritage places in Sri Lanka. The results of this study are very useful for urban planners, policy makers and many other professionals in making decisions conserving historical and cultural sites.

Problem Statement

According to the previous review, culturally important areas due to ancient culture and also historically important many places are available in Sri Lanka. There are many urban and rural areas are continuously making urban and rural plans for development activities. However, until recently town and country planners are making plans for development without giving due importance to cultural and historical activities. This research is one of the pioneer attempts to examine the value of a culturally dominant place accounting the sense of place in valuing it using the preference of people. Hence this research is studies about following research question. What is the relationship between sense of place and willingness to pay for cultural and historical places?

Therefore, the objective of this study is to examine the relationship between sense of place and willingness to pay for cultural and historical places.

Conceptualization

The definition of the sense of place has been explained by many previous studies. It can be included "an individual's attitudes toward specific geographic settings, is generally predicted to influence on willingness to engage in place-protective behaviors and correlated with human behavior or behavioral intentions" (Vaske & Kobrin, 2001; Stedman, 2002). In addition, sense of place can be identified as a multidimensional concept as presenting beliefs (place identity), emotion (Place attachment) and behavioral commitments (place dependence) concerning a particular geographic setting. It can be reflected in a relationship between grounded attitude and experience of the place.

SOP explores, "multidimensionality and incorporates some theoretical imperative of how the different place concepts (Identity, Dependence & attachment) interrelated" (Williams, 1992). According to that, SOP can be constructed the tripartite framework. In these places can be appeared in environmental psychology literature with some regulatory. Place identity, place dependence and place attachment and each of the factors have distinctive characteristics.

However, Trentlman (2009) has been mentioned, SOP and place attachment are overarching place concepts in order to SOP can be divided into two main parts as place dependence and place identity. Based on that, Place identity involves, 'Those dimensions of self that define the individual's personal identity in relation to the physical environment by means of a complex pattern of conscious and unconscious ideas, beliefs, preferences, feelings, values, goals and behavioral tendencies & skills relevant to this environment' (Richard.C,2001).

The place dependence refers to a behavioral element in attitude approaches toward the sense of place and is related to residents' positive evaluation of a residential neighborhood in terms of success and performance features in regard to one's behavioral preferences in the environment for other available alternatives" (Mazloumi, 2010).

Furthermore, Najafi (2011) reviewed literature has been explained that SOP is engaged by few factors as Socio demographic characteristics, Environmental experiences that can be described it familiarity and an important role in SOP. A familiar environment is a memory of the particular place and engage of the place. Culture is a key term of the nature of human interactions with built environments and literature have well explored the people's relationship with places and the culture as well. The satisfaction of the place also can affect on people and the sense of paying a price for a particular place. Preference and attachment which is an individual involvement or cultural engagement that affect attachment. Place itself, the physical setting is one of the main elements of a place. Physical setting with its characteristics and attributes may influence whether people develop an attachment for it or not (Mubarak, 2019). According to that, the physical environment and their structural features affect to build of a sense of place.

The concept of contingent valuation method (CVM)

CVM is a method used for the estimate to natural or heritage tourism resources and widely used to directly estimate the economic value of cultural resources by evaluate to both use and non-use value.

Furthermore, "Throsby (2003) maintains that WTP is the approach which researchers use when they want to determine how much people who are willing to pay for a non-market goods. Saayman (2013) adds by stating that WTP is when one wants to know how much, in monetary terms, a visitor values a non-market good." Therefore, according to the research view, when asking people how much they are willing to pay for cultural heritage places, scholars encourage people to trade-off the benefits they perceive or conserve from cultural heritage in the context of their finite payment.

The first applications of the contingent valuation method in the field of cultural goods date back to the early 1980s (Throsby and Withers, 1983). "The method was first applied on a wide scale in the 1990s, particularly in the area of cultural and historical buildings (Mourato et al., 2002; Alberini et al., 2003), archaeological sites (Riganti and Scarpa ,1998; and Boxall et al, 2002) and above all museums (Bravi et al. 2002; Sanz ,2004; and Bedate et al, 2009). Cultural & heritage is an extremely broad concept in the world. However, in developing countries, there are lack of intervention and there are few studies are can be seen the economic valuation of cultural places" (Tran and Navrud, 2007; Chen and Jim, 2008).

Moreover, a number of researchers began to develop an interest in the economic importance of cultural heritage assets (Throsby, 1984; Hanemann,1992; Hanemann, 1994; Noonan, 2003; Throsby, 2003; Snowball, 2005; Timothy & Boyd, 2006; Throsby, 2007a, 2007b; O'Brien, 2010; O'Brien 2012; Throsby, 2012); and assessing the significance or worth of cultural heritage goods and services (Throsby, 2007b:1). In Sri Lanka, however not yet considered to applying these techniques for the measure of cultural heritage places.

According to the previous literature review, the CV methods have been used in recent years to find economics value of cultural heritage. However, that can be occurred only limited research has been done using this CV method.

Tuan, (2006) has focused on the non-market value of preservation of the world heritage temple of My Son complex in Quanguam province of Vietnam through a CV study. It is a larger complex of temples and previously consisted more than 70 structures and currently remained only 25 out of 70 (GHF ,2002). In that case, his study has used that CV method to assess the non-market values of this cultural temples also. Because of, it was occurred in poor repair and maintenance at that time as well as appearance of the place not good for visitor number. Then urgently was required conservation efforts. As mentioned, the Vietnam public engaged and prepared to pay for conserve these temples. In order to, using the contingent valuation method of WTP, examined finest entrance fees for visitors that gain maximum revenue to the temple and CV survey have participated all Mexican citizens and estimated individuals' WTP for the temple using both visitors and non-visitors.

Meanwhile, CVM gradually improved using social and cultural factors because of previous research scholars have considered only non-market factors without considering social influences. In Hong Kong, (Yung ,2010) has used one of the significant historical building in Central Police Station which is located in Hong Kong's Central business district. It has consisted social, cultural and historic valuable monuments and lived community also. In this research several objectives were evaluated such as relationship between social factors and WTP to conserve that site and examined need of the conservation value and the development purpose of that site. According to that, has founded a positive relationship between the sense of place and identity that can be provided in cultural places. Further, WTP positively correlated with social inclusion and community participation as well. In addition, well explained, when preparing the policies and site plans need to consider public's participation and the value of the cultural places before any developments and policy makers and planners need to understand all of them.

The review was, "The Sense of Place and Willingness to Pay: Complementary Concepts When Evaluating Contributions of Cultural Resources to Regional Communities in Central West New South Wales, Australia" was assessed the non-use values as well (Morrison, 2013).The study surveyed 354 respondent household and visitors for the preserve cultural facilities in three places. In this research, the WTP value was specified because of the used combination concept of sense of place and non-market uses.

The first he has measured relationship between place identity and place dependence in the state of New South Wales in Australia. The secondly, was evaluated how place identity and dependence influenced to the visitation of cultural facilities. The third, presented the results of a contingent valuation study of each of the regions. Then finally, examined the relationship between sense of place and willingness to pay for cultural resources in each of the towns.

The research has mentioned that was asked from visitors how much they could be paid as special fee when entering at the above three places as well as identify the value at which 50% of respondents voted in favor of the referendum.

Further, above scholars were identified nine factors which are influence to the cultural and historical places. According to the place identity can be explained I'm interested in this place at all, after visiting this place means lot to me, it has occurred the main identity of the symbols and architectural design and activities of inside the place and I'm very attached to the place. Under place dependence have mentioned, no other place can compare with this place, the special qualities are the main reason to visit, I enjoy more than other places, Visiting here is more important than any other paces (Bradley. s & Richard .C, 2015; Mark Morrison & David John Dowell, 2013; Mohammad javad Abbaszadeh, Saba Sultan Qurraie, and Azadeh Mohajer Milani,2015; Gregory brown and Cristopher Raymond ,2007; Won Seok Lee, Alan R. Graefe & Doohyun Hwang, 2012)

Methodology

When achieving the main objective, used for the model of quantitative and quantitative approaches. It is explained that "mixed methods (the combination of quantitative & qualitative) are suitable for valuing complex environmental goods, such as the cultural value of landscape and nature" (Clark et al., 2000).

The number of developing countries there can be seen the natural and cultural heritage of significant economic benefits, attracting international and domestic visitors. According to that, Sigiriya Rock Fortress is one of the cultural and historical heritage places in Sri Lanka. In order to, the selected case study area is the main tourist and local attracted places in Sri Lanka.

Sigiriya or Sinhagiri is an ancient rock fortress located in the northern Matale District near the town of Dambulla in the Central Province, Sri Lanka. In Sigiriya, architectural tradition is well displayed and which is occurred combination of buildings and gardens with their trees, pathways, water gardens, the fusion of symmetrical and asymmetrical elements, use of varying levels and of axial and radial planning as well as which is historically ancient more than 1500 years.

In recently the world's eighth wonder, Sigiriya, had become vulnerable to destruction due to its improper maintenance and conservation. According to the Central Cultural Fund has mentioned, maintenance and conservation of Sigiriya is not up to the expected level because cultural maintenance expenditure is higher than the cultural income. This research explains how sense of place concepts attributes influence to the willingness to pay for the conservation of cultural and historical places in Sri Lanka.

Figure 1: Map of Sigiriya and Heritage site of Sigiriya
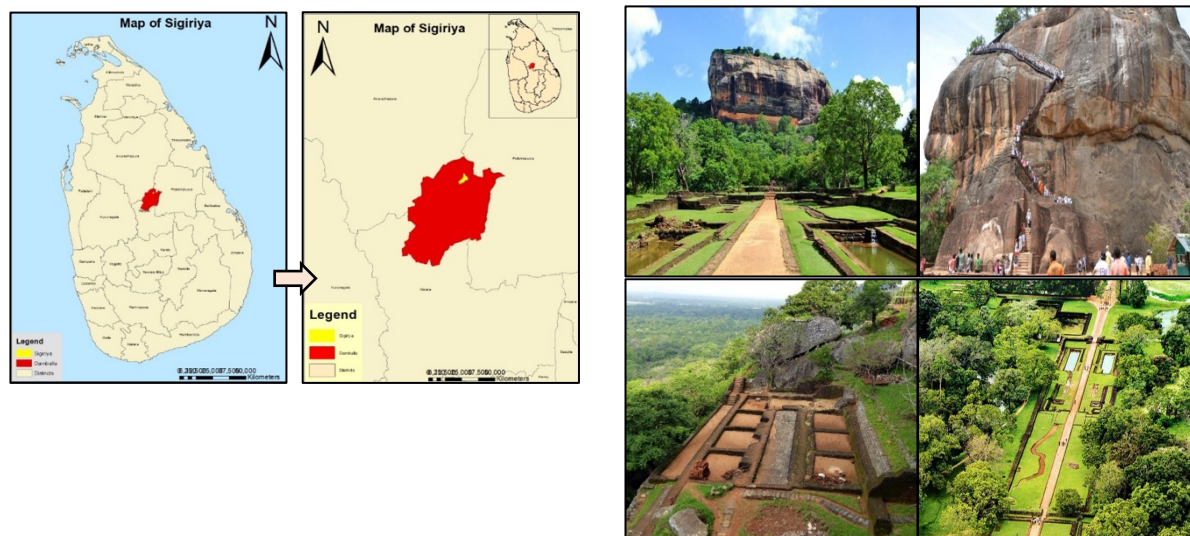
Selection of attributes

The previous literature reviews have been identified appropriate nine variables for used as the independent variables and willingness to pay for conservation value is used as the dependent variable of this study. Comparing all the above attributes, selected most appropriate variables for Sri Lankan cultural heritage place in Sigiriya as follow,

The primary data was collected by using a questionnaire survey in the case study area, interviewing the local and international people. Secondary data collected from relevant institutes in the Census and Statistic Department and Central Cultural Fund Authority of Sigiriya.

A pilot survey was conducted focusing on in-depth personal interviews by using a qualitative approach (Morrison, 2013). A total of 50 respondents, local and tourist are questioning to test survey instrument from the face to face interview. Because, Open-ended values are varied between for locals and tourists based on the current entrance fee of 50 to 4500 rupees. Based on the experience of the pilot survey, can be verified local and international determinants of the heritage site and the final survey questionnaire can be improved to some attributes and bid values of the case study area.

Similar studies as, (Esther H.K, 2014; Morrison, 2013; Paola, 2016; Tran, 2008) has done their research by focused on the open-ended questionnaire survey from the community interview. Further, they have suggested using different categorical parts for questionnaire survey.

According to the previous studies, the questionnaire was divided into five main parts of this research. Commonly in the first section, questionnaires focused on common background study of the research and the purpose of the survey. Secondly focused on respondents' attitudinal questions based on the SOP & cultural heritages (example for, Attitudes of place identity and place dependence, Knowledge of the heritage site, Importance of the conservation this site). The third section considers in current use of the area (Reason for visit, Satisfaction level as for Likert scale, future trips) and next stage according to the valuation scenario, focused to get a valuation of the resource from individual preferences of local and foreign tourists (Value of a reason not to pay, reason to pay). Finally, ask the socio-economic characteristics in each of the individual's (Gender, Age, Income (Rs / $), Education, Occupation).

According to Louviere et al (2000) has mentioned, "Simple random samples are commonly applied techniques in CVM". In this research study, simple random sampling was used for the CV questionnaire survey based on a previous literature review. The study adopts random sampling formulae for the sample selection ($n = N/1 + Ne^{2)}$) (Esther, 2013). The sample size was decided with 90% confidence level with a 10% allowable error.

Due to the time limitation, 300 of sample size was selected and included all the Local and international respondents who visit the case study area. Further, Yates, Moore and Starnes (2008) as used simple random Sampling method for the CV questionnaire survey using local respondents and tourists as well.

Data analysis

Basic statistics about the dependent and independent variables identified such as range, maximum value, minimum value and etc. from the descriptive analysis technique. The demographic information of the sample such as earlier visitations of the heritage site and attitudes of sense of place presented under the descriptive statistical analysis. Adopted analytical tools were Excel, SPSS. The correlation analysis use to determine relationship of the dependent variable and independent variables in local and international respondent variables.

The multiple regressions analysis is based on correlation analysis. Usually, correlation and regression can be used to conduct multivariate analysis on fairly small samples as well as the MRM can be used to find the contribution of sense of place to WTP. Considering WTP as the dependent variable and selected attributes of sense of place as independent variables. This analysis is for both locals and other international tourists and the multiple regression analysis in this research is expecting to understand the relationship between WTP values and SOP of the cultural places and relative importance of each independent variables.

The empirical findings of the study explain about sample characteristic of local and foreign responders based on the questionnaire survey. The model was found out responder's attitudes and their strategic behavior and final interpretation of the results.

The socio-economic background characteristics of the survey is represented table 1 and table 2 including both local and foreign respondents. According to the frequency test of local respondents in Table 1 majority of the local visitors in Sigiriya were male. Distribution of the data shows more males who participated than females. Out of 150 local respondents were female 48% and male 52%. From the respondents, 30.7% belonging to age category 21 – 30 years, age category 41-50 is 20 % in the second place and the percentage value of over 50 people categories was 19.3 % in comparison to total sample.

The majority of the respondents 20% between 10000- 20000 and There is a somewhat higher income percentage as 18% had above 50000. In addition, comparing the education level

of the respondent university level and post graduate level contributes respectively in 41% and 21%. Further, 30% of the people are completed their primary education and respectively completed 19% secondary education as well.

Table 1. Frequency test of Local respondents

Variables	Frequency N	Percentage %
Gender		
Male	78	52
Female	72	48
Total	*150*	*100.0*
Age		
<21	21	14.0
21-30	46	30.7
31-40	24	16.0
41-50	30	20.0
>50	29	19.3
Total	*150*	*100.0*
Education level		
No school	17	11.3
Primary	30	20.0
Secondary	19	12.7
Higher	22	14.7
Graduate	41	27.3
Post graduate	21	14.0
Total	*150*	*100.0*
Occupation		
Student	31	20.7
Government	45	30.0
Non-government	29	19.3
Business	26	17.3
Other	19	12.7
Total	*150*	*100.0*
Income		
<10000	51	34.0
10000-20000	30	20.0
20000-30000	12	8.0
30000-40000	5	3.3
40000-50000	25	16.7
>50000	27	18.0
Total	*150*	*100.0*

According to the frequency test, this research was found 45 % government employers and respectively 31% of students, 29% non-government employers and 26 % were businessmen. It seems these places are visited by high members of students and professionals because samples were biased towards young and highly educated respondents. This research study found the majority (32%) were between 21-30 years old followed respectively below 21 years were 19% and 41-50 closer to 18%. The tourist respondents as a whole had received graduate level education (20.7%) and completed secondary education 20.3% according to the frequency

analysis. When considering the income of the tourists, majority (26%) earns more than Rs.5 lakh. Respectively 26% between Rs 100000-200000 and thirdly Rs 200000-300000 were 16%. Further considering the occupation respondents, most of them were non-government employers and businessmen (28%, 26.7%). According to that, can be occurred most of the tourist are young, well-educated and wealthy respondents. In addition, the survey has considered why local people willing to pay at Sigiriya Rock fortress and their perceptions based on the location. According to that, under the visitation of the Sigiriya fortress, out of 150 responders' perceptions following figures have graphically shown.
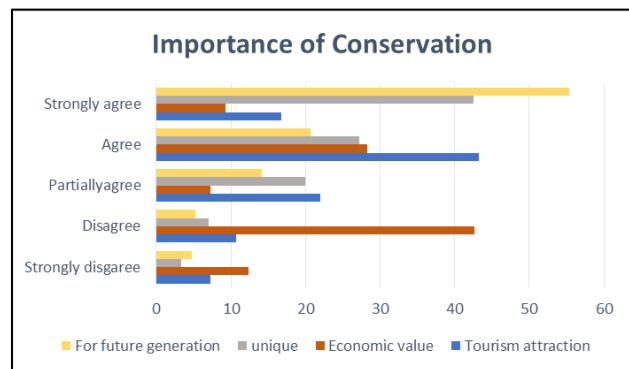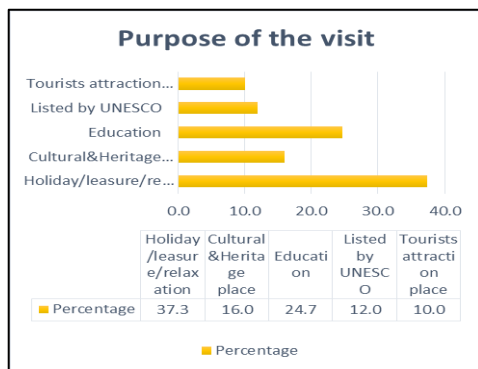
According to that, 37.3% visited this site for their holiday and relaxation purposes and 24.7 have mentioned for education. Because of most of the students and graduated people who visit to learn history of Sigiriya. Furthermore, respectively had 16 % visit to look Cultural and heritage background of the place 10% mentioned for tourism attraction place. Based on that majority of the people arrival here for Holiday / leisure and education purposes.

When considering the before visited in Sigiriya, majority of the local people have been visited more than twice. According to the frequency test 37.3% have visited between 1-3 times as well as 45% between 3-5 times.

Moreover, according to the questionnaire survey importance of the preservation section majority of the local people strongly agree, it is need to conserve as for future generation. The following chart as shown it.

In tourist people who are visiting at Sigiriya mainly as vacation and the tourist attraction place. The out of 150 respondent perceptions following figures have graphically shown.
When considering the before visited in Sigiriya, majority of the foreign people have mentioned 74% No, because of their first visit and 39% have mentioned already visited to the Sigiriya.
Under the importance of preservation, out of 150 tourists were responded because need to reserve for enhance tourist attractions.

To identify the relationship between the dependent variable and independent variables were used for Pearson correlation co-efficient. Based on the results of the calculation, the relationship between the independent variable and dependent variable was a table 3 as follow. Further, it can be identified relationship between willingness to pay and independent variables in local respondents.

According to the results of local respondent, I'm interested in this Sigiriya Rock Fortress means lot to me, It has occurred the main identity of the symbols and architectural design and activities of inside the place, The special qualities are the main reason to visit were strong positive with WTP and it is an importance place is positive weak with WTP.

After reviewing the relationship of independent variables to the dependent variable (WTP) has used multiple regression model to determine variation of the relative contribution of each

Model	R	R^2	Adjusted R^2	Standard Error of the Estimate
Local	.898	.807	.794	166.910

independent predictor.

The following table explained significant values as a use regression model. This table interpret R and R^2 values. The R value present the simple correlation and is 0.898 which is indicates a high degree of correlation. R^2 represent total variation of the dependent variable and other indicators. In this model 89.8% good model with indicators.

ANOVA T test

Local	Unstandardized Coefficients		Standardized Coefficients		Significance
	B	Std. Error	Beta	t	
(Constant)	-426.105	128.287		-3.321	.001
PI_interested all	-4.045	18.236	-.010	-.222	.825
PI_ Lot to me	124.087	14.270	.544	8.696	.000
PI_ Symbolic place	46.809	14.554	.188	3.216	.002
PI_ Attached place	-8.237	14.930	-.024	-.552	.582
PD_ No other places to compare	-15.183	13.529	-.047	-1.122	.264
PD_ Special qualities	54.906	14.538	.223	3.777	.000
PD_I enjoy	-5.568	15.673	-.015	-.355	.723
PD_ Important place	50.096	15.124	.129	3.312	.001
PD_ Favorite place	15.821	13.267	.048	1.193	.235

According to the co-efficient table provide how dependent variable and independent variables statistically significant with model. In order to Sigiriya Rock Fortress means lot to me is 0.00, It has occurred the main identity of the symbols and architectural design and activities of inside the place 0.002, The special qualities are the main reason to visit 0.000 and it is importance place 0.001 were significant. According to the foreign respondents of the below Table 4 results, the correlation between WTP and selected attributes different from the local respondents. In

tourist were responded with strong positive Sigiriya Rock interested at all, it has occurred the main identity of the symbols and architectural design and activities of inside the place. The special qualities are the main reason to visit and I enjoy in Sigiriya rock fortress more than other places were correlated.

ANOVA F test

Foreign	Unstandardized Coefficients		Standardized Coefficients		Significance
	B	Std. Error	Beta	t	
(Constant)	-2326.022	496.113		-4.688	.000
PI_interested all	434.786	68.978	.302	6.303	.000
PI_ Lot to me	-89.131	94.922	-.039	-.939	.349
PI_ Symbolic place	534.119	80.133	.338	6.665	.000
PI_ Attached place	-65.039	83.808	-.035	-.776	.439
PD_ No other places to compare	-75.363	69.858	-.046	-1.079	.283
PD_ Special qualities	489.291	69.225	.343	7.068	.000
PD_I enjoy	264.103	67.809	.174	3.895	.000
PD_ Important place	69.610	101.195	.032	.688	.493
PD_ Favorite place	-25.241	93.039	-.013	-.271	.787

The R value represents the simple correlation and is 0.887 and which indicates a high degree of correlation, R^2 represent total variation in the dependent variable and other indicators. In this model 78.8% good model with indicators. According to the co efficient table provide how dependent variable and independent variables statistically significant with model. In order Sigiriya Rock interested at all, it has occurred the main identity of the symbols and architectural design and activities of inside the place, the special qualities are the main reason to visit and I enjoy in Sigiriya rock fortress more than other places 0.000 were significant.

Conclusion and Recommendations
The research study is based on the results of a public survey and reveals the degree of willing to pay an amount to conserve at Sigiriya Rock fortress by local and international visitors. In addition, used for the concepts as a sense of place and willingness to pay attributes to identify

relationship at the place. Such as independent variables are place identity and place dependent were the major attributes used to identify the relationship of SOP &WTP, as well as dependent variable, was used as WTP amount. In addition, under the major factors were used sub categories to understand most influence sub factors in each of them.

In the main objective of the relationship of the SOP & WTP achieved using two models to local and international. According to that, correlation analysis of the local respondent Sigiriya Rock Fortress means a lot to me, it has occurred the main identity of the symbols and architectural design and activities of inside the place, the special qualities are the main reason to visit and Visiting here is more important than any other paces were strongly positive correlated.

When comparing the tourist respondent can be occurred Sigiriya interested at all, it has occurred the main identity of the symbols and architectural design and activities of inside the place, the special qualities are the main reason to visit and I enjoy in Sigiriya rock fortress more than other places were highly correlated.

When considering the significant level of each of above attributes have used multiple regression analysis which is demonstrated that local people, highly 1% Significant with WTP amount Sigiriya rock fortress means lot to me, it has occurred the main identity of the symbols and architectural design and activities of inside the place, and special qualities are the main reason to visit and Visiting here is more important than any other paces.

According to the international people, 1% significant were Sigiriya interested at all, it has occurred the main identity of the symbols and architectural design and activities of inside the place, Special qualities are the main reason to visit and I enjoy in Sigiriya rock fortress more than other places.

Considering the all above associations and significant levels, both local and foreign respondents willing to pay to visit Sigiriya based on only some qualities of place identity and place dependence. Therefore, Sri Lankans willing to pay based on the place identity factors, namely, 'After visiting the Sigiriya Rock Fortress means a lot to me' and 'It has occurred the main identity of Symbols and decoration, architectural design and activities of inside the place'. However, for foreigners Sigiriya is a place with an interest to visit and they also appreciate its 'symbols and decoration, architectural design and activities of inside the place'. Mainly based on the above two factors of place identity, foreigners are willing to pay. When considering place dependence, only 'special qualities' is the cause of willingness to pay for both locals and foreigners.

Comparing the previous similar studies can be occurred as a result under, place identity highly related with "means a lot to me "and "I'm interested at this all. The results of above attributes similar to the Sri Lankan context as well as under place identity newly found in this research it has occurred the main identity of Symbols and decoration, architectural design and activities of inside the place. At the same time previous similar studies attributes were significant under place dependence "(place) is one of my favorite places to be", "The special qualities of (place) area are the main reason to visit" and "It is important to me than any other place". Further in Sri Lankan context also results similar with the above results and newly found I enjoy in Sigiriya rock fortress more than other places. According to the results, this analysis helped to cultural authority, Archeological departments, planners and developers to make location decisions, to create policy framework and conservation plans. Further, analysis and approach helped to create conservation and cultural value of Sri Lanka. In developing countries, this is a very important factors for the future development of the cultural and historical city.

Recommendation for future research

The findings (significant attributes and model) are not valid for the entire country. It was different from location to location. Therefore, further studies may be focused upon different locations along the same process and it can compare the location to location cultural significant factors as well. The sample size is needed to expand more than 500 individual local and foreign. Because of most of the cultural and heritage sites in Sri Lanka famous in the world as well. In that case, more people who are willing to come and visit these places. Moreover, it is supported to enhance the validity of the research rather than the small sample size.

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