

Potentials of promoting beach tourism in Kalpitiya, Sri Lanka

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Abstract

This research is aimed at tracing focused on the observation of the present tourism industry within the region regarding the attractions, activities, accommodations, and hospitality industry of Kalpitiya area. Sri Lanka is an Island country with a rich cultural heritage, diverse landscape, and a significant number of wildlife reserves. Sri Lanka's diverse landscapes and rich cultural heritage present a wildly range of tourism opportunities, ranging from sun and beach holidays, wild life excursions, and cultural tours, generally Sri Lankan tourism resources are relatively under exploited. With over 1600 km coastline, Sri Lanka is known to most tourists for its tropical beach resorts which offer various attractions year round. Kalpitiya beach is located on a peninsula about 150 kilometers north from Colombo on the west coast of Sri Lanka, facing the Indian Ocean to the west and the Puttalam lagoon to the east. It is a gem on the west coast for both the eco-traveler and water sports enthusiasts due to its strategic location nestled between the lagoon and the sea. The peninsula is 48 kilometers long and about 7 kilometers wide and is studded on both sides with stunning beaches. In the waters around Kalpitiya, there are a total of 14 islands both in the sea and in the lagoon. Unparalleled in other areas in Sri Lanka, Kalpitiya is principally a vast marine sanctuary offering many habitats for marine creatures including mangrove swamps, bar reefs and salt marshes. Large pods of Spinner Dolphins live in the waters near Kalpitiya and there are boat tours available to see these charming creatures in their natural habitat. The rare Sperm Whale also calls these waters home. The best season for seeing Sperm Whales and Spinner Dolphins in Kalpitiya is between December and April which is the dry season on the west coast. This research based on beach tourism in Kalpitiya beach. Finally this research expect identifying potentials for promotion beach tourism in Kalipitiya.

Keywords: Tourism; Beach Tourism; Puttalam District