

# TOURISTS' EXPERIENCES AND PREFERENCES OF CULTURAL HERITAGE LANDSCAPES: A STUDY OF GALLE WORLD HERITAGE SITE

I.A.D.M. Madhushani\*, D.P. Chandrasekara

Department of Architecture, University of Moratuwa, Sri Lanka

## Abstract

*Cultural Heritage Landscapes resulting from the conservation of the unique physical characteristics and the place identity, have become major tourist attractions all over the world. The consumption of a landscape by visitors alter and disturb the significant features of such landscapes. The objective of this paper is to present the importance of cultural heritage landscapes in experiencing places by tourists. The paper is based on the Galle world heritage site, Sri Lanka; a landscape initially consumed by tourists due to its natural components which creates a product of tourist consumption landscape at present. The theoretical frameworks of information processing theory, tourists' authenticity & gaze and performativity were applied to comprehend the process of experiencing and the altering the cultural landscape in reference to tourist-host social relationships. A study was conducted through the investigation, of experiences based on questionnaires with a sample of randomly selected foreign and local tourists (30 nos. each), who have visited Galle in 2019. Data was classified under three variables; tangible, social intangible and symbolic intangible components. The analysis reveals that cultural heritage components create positive attributes in destination branding and on visitor satisfaction. The tourist activity creates both positive and negative attributes in altering the cultural heritage characteristics and the pattern of living of the community. This paper argues for the host communities to be engaged in place making while preserving the identity of the cultural heritage for the development of tourism and destination branding.*

**Keywords:** Cultural Heritage Landscape, Tourist authenticity, Gaze, Place making, Tourist preferences

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\* Corresponding Author: I.A.D.M. Madhushani; madhavimadhushaniid@gmail.com

## Introduction

A landscape is a system of different land structures and forms which consist of functions and values reflecting the interdependence of different components; natural, physical, cultural, and social. A landscape is considered as everything that we see in observing an area. The human activities within the natural environment creates a cultural landscape with unique cultural components. In the contemporary world, a new interpretation of landscape has emerged with the concept, 'cultural heritage'. The combination of natural environment, culture, tradition, values, and unique identity of the place with interconnected tangible and intangible components makes a cultural heritage landscape. At present, cultural heritage is considered as one of the major attributes of city branding for tourism.

The relationship between tourists, tourism, and landscapes has been discussed by scholars from different perspectives using varying concepts and criteria. A landscape reflects reality and substance of place identity and the consumption of space. It results in the contemporary character and sense of a place, which affects human perception.

As an active place, landscapes adapt to products, services, and attractions by changing the design and infrastructure according to the rapidly changing demands. The process of globalization, modernization, and technological development have led to a socio-cultural change and lifestyle fragmentation. These results in an emergence of a new cultural economy based on the affected landscape while creating a brand primarily based on the landscape tourism.

Sri Lanka as a developing country transforms its landscapes according to the fast-changing external demands and many other factors. At the same time, it needs a branded marketing components such as cultural heritage landscapes to attract tourists. In this regard, it is of vital importance to have a proper understanding of the unique cultural heritage landscapes with reference to conservation, place identity and tourist satisfaction.

Tourism is an important economic and social activity. It generates personal experiences and memories to the local or foreign visitors, while establishing a unique identity of the host community. The economic concerns of tourism create commercial activities, but could result in damage to the character a landscape by commodifying cultural heritage. At present, it can be seen that large investments are made converting the landscapes to satisfy tourist demands without due considerations to the experiencing of the place characteristics. The importance of cultural heritage components of a landscape and their transformation should be studied from visitor perspectives in branding landscapes to become well-known destinations.

The objectives of this research is to understand the importance of cultural heritage landscape for tourism and user experience in reference to the conflicting demands of development and conservation. The study will interpret the impact of cultural heritage values of an area on place identity and character of a landscape.

The study is mainly based on the significance of cultural heritage landscape components and tourist experiences on them. It was limited to the combination of tangible, social intangible and symbolic intangible components with tourist expectancy and experience in a landscape. Among a number of cultural landscapes, Galle World Heritage Site was selected as the case study due to its consistency of culture, heritage, and tourism in one place. Galle was selected as the case study to maintain the concentration on the socio-historical component base due to limited time and resources.

## **Theoretical Basis**

### **The Concept of Cultural Heritage**

The concept of 'Cultural Heritage' emerged as a result of the long-term transference of culture, values, and traditions along with a historical development through art and architecture, monuments, artifacts, and landscapes. In consideration of these entities as representations of the human perceptions of the living world, it leads to the development of the concept - cultural heritage on behalf of preservation and conservation actions.

Initially, the world heritage concept was identified as a celebration of heritage through national or global level. Today it has evolved to locally-rooted, place specific natural heritage experience (Breen et al, 2015). At present, international policies have identified the importance of including community values in existing heritage for the future sustainability of national cultural heritage. According to Abeywardana et al (2017), participation of the community at the national level creates a platform for the "living cultural heritage" which could be effectively preserved with the contribution of the local community.

The concept of cultural heritage consists culture, values, and traditions and can be discussed under two components: tangible and intangible. According to Franchi (2014), evidences that proves the human creativity of distinguished history and identity of a place or object such as monuments, books, manuscripts, photographs, and personal documents are considered as tangible components. The traditions, social practices, knowledge, performing art, and traditional craftsmanship with an oral history of relevant place or object are categorized as intangible components of cultural heritage. They are transmitted from one generation to the next through the community and their values.

### **The Concept of Tourism Landscape**

Usually, tourist landscapes arise with their unique values related to Nature, culture, history, or economy. These landscapes become well-known among tourists as an outcome of tourist (local and international) activities or as an outcome of activities done on behalf of tourism (by the host). The tourist activities and activities on behalf of tourism alter the original character of a landscape intentionally or unintentionally (Fig.01). According to Włodarczyk (2009), there are two types of tourism landscapes:

- a. Landscapes consumed by a tourist - landscape with high intensity in the natural environment, flora, climate, and historical monuments etc.
- b. Landscapes resulting from the tourist consumption – landscape with tourism-related activities due to its identity and character point.

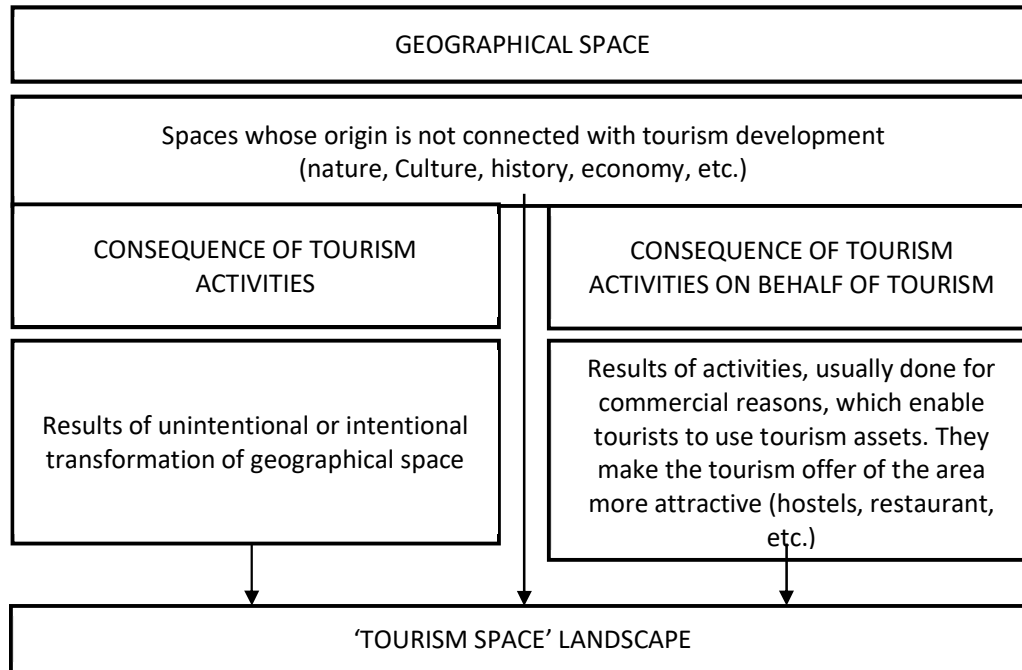


Figure01: Elements producing 'tourism space' landscapes  
 Source: Włodarczyk (2009)

### Living Cultural Heritage and Tourism

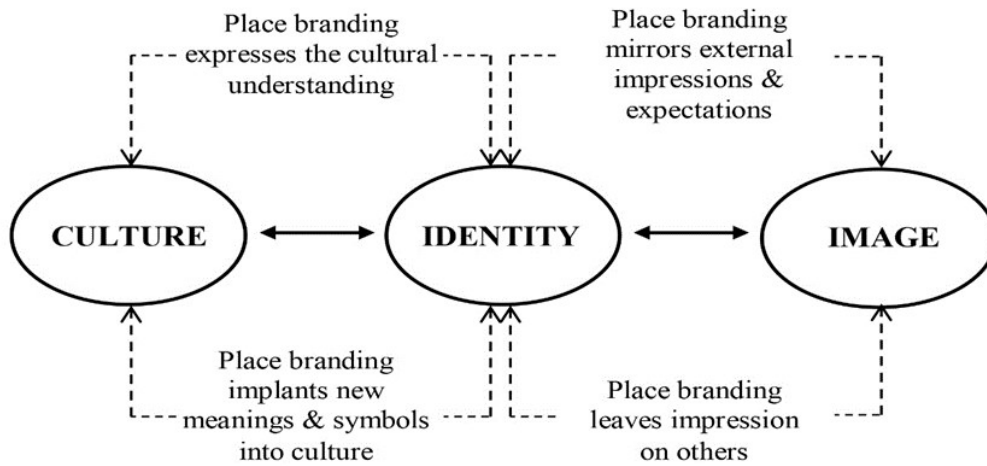
Cultural heritage with the presence of a living community is considered as a living cultural heritage landscape. According to Ashley et al (2015), heritage practitioners have identified that living heritage as an important factor for the community identity and urban development while preserving the natural environment with its intangible cultural components. This results in creating a unique place identity to a landscape while providing opportunities for the host community interact with the external society. The declaration of the 'cultural landscape' category in the UNESCO world heritage framework encourages to respect and appreciate the community and human values.

With mass tourism in a landscape it affects living cultural heritage with a "rapid increase in foreign occupants, rapidly commercializing environment, and uncontrolled cultural tourism" (Rajapakse, 2013). Although the host community benefits from cultural tourism, the excessive involvement in tourist activities makes them uncomfortable and feel challenged in their day-to-day happenings. Furthermore, the unwarranted gentrification makes commodification of the relevant cultural landscape while damaging authentic identity and sense of place of the living heritage. According to Zukin (1987), the disruptions that occurs on the "way of life" of the existing community leads to a "total displacement of the community" away from that landscape. This results in a decline of living components of a cultural landscape leaving only the tangible components in the area.

### Cultural Heritage as an Attribute in Destination Branding

The landscape branding for tourism development focuses mainly on the attractiveness and competitiveness of the region. According to Dwyer & Kim (2003), tourist attractiveness and competitiveness emerge on the basis of available resources within a landscape such as natural, cultural, and heritage assets, tourist infrastructure, and existing infrastructures. A better city

brand is an outcome of “successful construction, communication, and management of the image of the city” (Abayweera & Kaluthantri, 2018).



**Figure 06:** Branding elements and role

Source: <https://www.sciencedirect.com/science/article/pii/S2212571X16301202>

The landscapes which respond to both factors; culture and tourism simultaneously are considered as successfully branded destinations. Greffe, (as cited in Richards, 2010) introduces important criteria for the development of relationship between cultural landscape and tourism. He says,

*“The permanence of cultural activities, the degree of participation by local people in addition to tourists, the territory’s capacity to produce all the goods and services demanded on this occasion - in other words, the local context is paramount, the interdependence of these activities to foster’ clustering effects”*  
(Richard, 2010).

Appropriate destination branding leads to high attraction of tourists, where the local government has the responsibility in maintaining the branding the characters in the area while providing tourist satisfaction and resident’s satisfaction.

The processes adopted by people intentionally or unintentionally on behalf of socio-economics causes the changes of land use patterns, which determine the basic structural form and functional dynamics of the landscape. Three theories and concepts exist that can be taken into consideration to investigate the tourists’ behavioral patterns with respect to the alternation of cultural heritage landscape character.

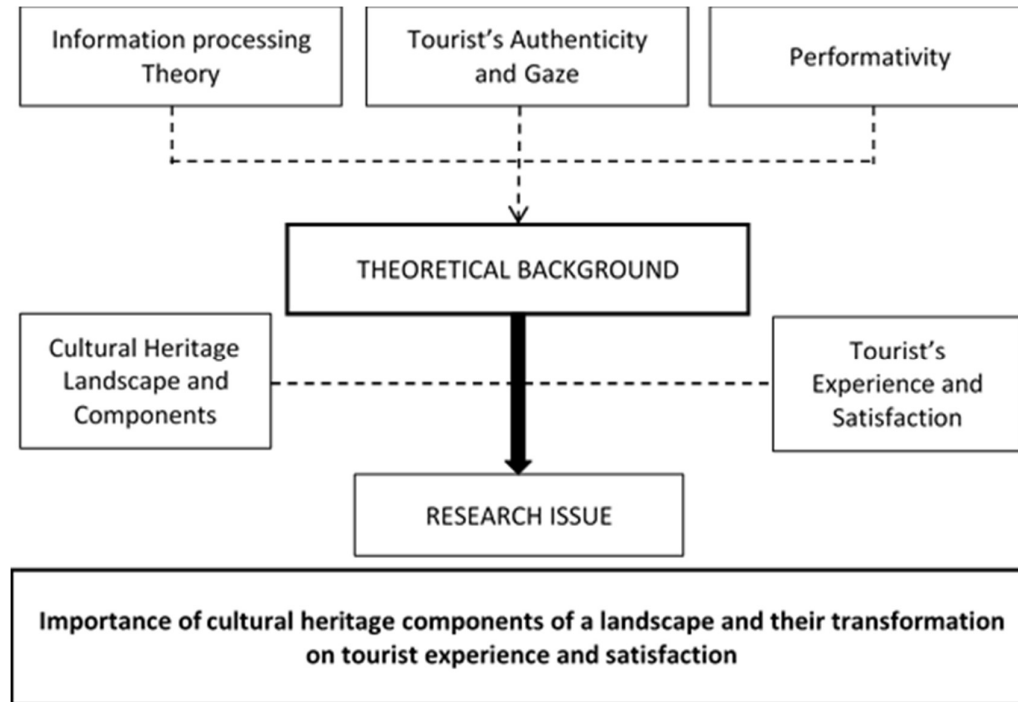


Figure 07: Theoretical Framework  
Source: Author

### Information Processing Hypothesis

According to Kaplan's Information Processing Hypothesis (1979), the perceptions of people and reactions are viewed according to their sense of understanding and exploration of the scenery of the landscape and their interest to find in it. The hypothesis is based on four instructive elements; coherence, complexity, legibility, and mystery which reflect the understanding, experience, and functioning of people in a preferred landscape.

- a. Coherence: Understanding of the organizational pattern and structure of the picture plane according to the components and their setting. This describes the visual conflict of one's attention on a component other than a component that is worth to look in a landscape.
- b. Complexity: Searching more information on a variety of components in the picture frame which gives much diversity and richness of a landscape. The preference level of people increases with more information and details on the differentiated landscape components.
- c. Legibility: Legibility is mainly focused on the satisfaction of safety of a person in gathering sense and information on behalf of the functioning of a landscape. The structure of the landscape is matters in legibility as it is difficult for an individual to find a way as far as they feel secure and safe.
- d. Mystery: The experiencing of the surrounding environment of a landscape by exploring each component of it in greater concern on their information. If landscapes provide continuity of what people see and what people expect, there will be a high sense of mystery in it.

**Table 2:** Preference Matrix

Level of Interpretation	Making Sense	Involvement
The Visual Array (2D)	Coherence	Complexity
Three-dimensional space (3D)	Legibility	Mystery

Source: Kaplan, S. (1979). Perception and landscape: conceptions and misconceptions

### **Tourist's Authenticity and Gaze**

At present, a modern tourist is aware of characters, which are presented with pseudo-events, which produces inauthentic character identity in the landscape. According to scholars, modern tourists seeks authenticity or the unique characters of a landscape other than day to day inauthenticity which have been experienced by former travellers.

MacChannell (as cited in Terziyska,1973), indicates the term 'staged authenticity' which describes that authenticity can be given to a tourist in two ways; 'frontstage'; areas which were developed especially for tourists, and 'backstage', where the local community and their culture exists.

- a. Objective authenticity: According to Wang (2000), objective authenticity defines the genuineness of objects, artifacts, and structural components of a landscape.
- b. Constructive authenticity: According to Cohen (as cited in Terziyska, 2012) "authenticity is a socially constructed, negotiated concept and is not a permanent property of the toured object. Thus, the same object could have different authenticity, depending on the person and his or her beliefs, knowledge, etc." (Terziyska, 2012)
- c. Existential authenticity: Existential authenticity is in two ways; 'Intrapersonal' feelings and senses in personal opinion in the experience of tourism such as relaxation, pleasure, and recreation...etc. and 'interpersonal' feelings and senses with the surrounding opinion such as family ties and communities. (Wang, 2000)

According to Urry (as cited in UKEssays, 2018), tourism is a leisure activity and its industry develops with "the exercise and decisions of the gaze", "so the tourist gaze is a matter of socially and technologically patterned and learned ways of seeing" (Larsen, 2014). However, tourists experience the reality of representation through tourism, which was experiencing through the gaze.

### **Performativity**

The concept of performativity can be described at two levels; moderate and radical. Moderate performativity consists of social interactions that reflect the everyday life of the community where people perform with society through social interactions (Cohen & Cohen, 2012). The radical performativity mainly focuses on experience through engagement with the performance rather than what society reflects through social structure. However, the performances and performativity are results of the correlation of person and place, which reflect the network of interactions between 'hosts, guests, buildings, objects and machines' (Hannam et al, 2006). The

involvement of the mobilities paradigm, transference of photographs, information, and objects throughout the world, attract or distract people to visit different landscape (Hannam et al. 2006) on behalf of social performativity of the area.

### Research Methodology

The methodology adopted for the study consisted of two parts. A desk review of tourist experience of character components of cultural heritage landscape was initially carried out. Identified cultural heritage components of Galle World heritage site were classified into three data variables based on the conceptual framework developed by Silva (2013), which was built on components of sense of place and place identity.

- a. Physical/ Tangible components – Physical or objective structure of the area.
- b. Social Intangible components - activities performed by the lost community in the area
- c. Symbolic Intangible components – symbolic dimensions of the social community of the place which represent their meanings and values.

**Table 3:** Data Variables

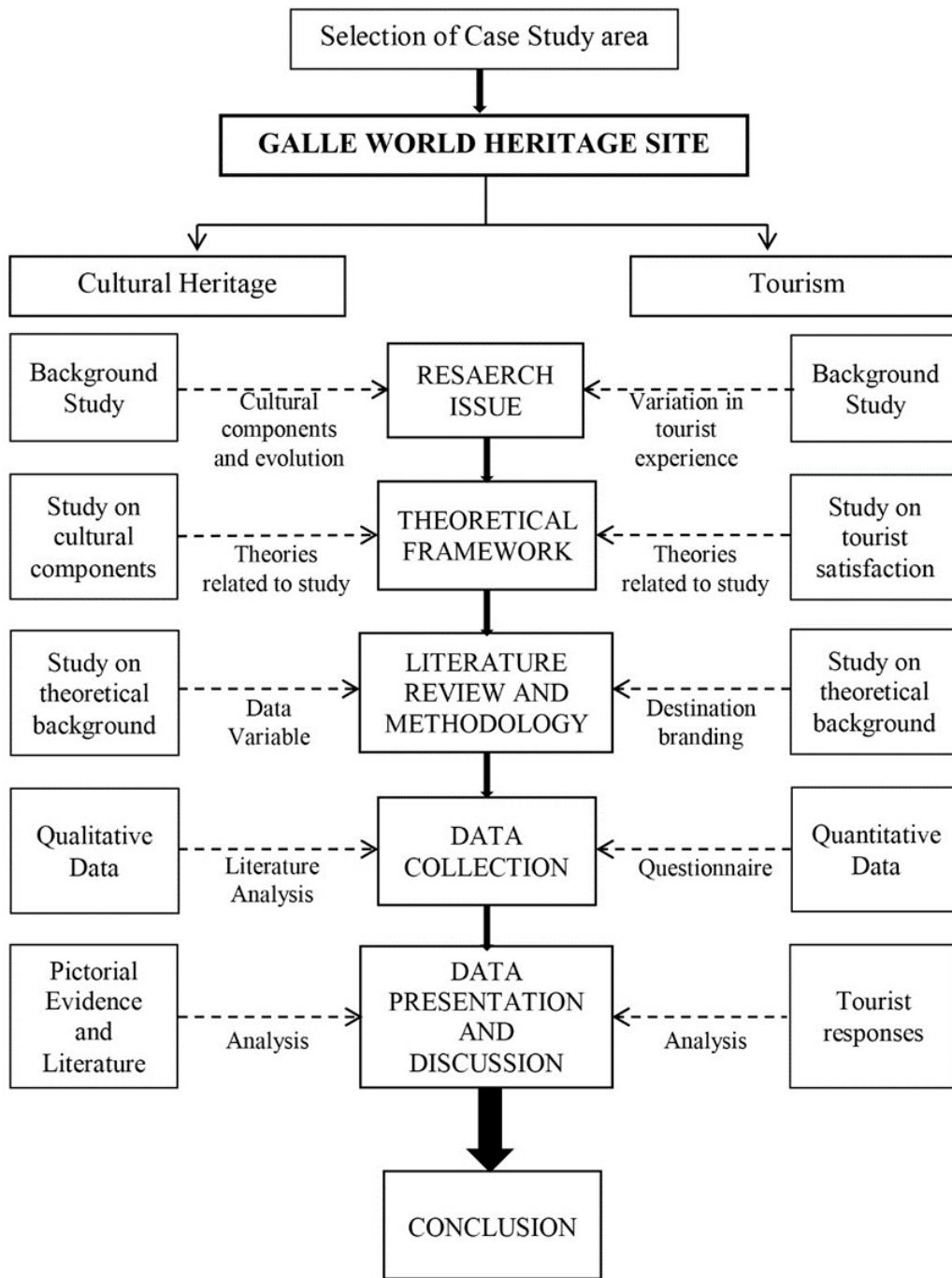
Classification of Cultural Components	Detailed elements
Physical/ Tangible Components	Places such as Monuments, Architectural Buildings, Artifacts, Archeological Sites, Natural Setting
Social Intangible Components	Social Roles, Lifestyles, neighborhood structure, ethnic and religious background, economic involvement
Symbolic Intangible Components	Oral History, individual or community values, customs, rituals, norms, personal or collective memories, events in the place

Source: Author

Secondly, data collection of the study was done in two different stages. The preliminary observation was done through a field visit to the area and data were collected through questionnaires and interviews. Randomly selected foreign and local tourists 30 nos. each, who have visited Galle in the last year (2019) were selected as the sample. Observation and photographic analysis was also done at highly attractive places identified by the visitors in the survey.

The main constraints faced during the study was the difficulty of physically meeting the tourists due to the lockdown of the country, as a result of the COVID 19 crisis. The pandemic affected the tourism industry and the tourists did not enter the country for five months. Therefore, details and information were collected under limited resources and the study did not consider the difference in tourist perception according to gender and age.





**Figure 08:** Research design  
 Source: Author

## **The Data Findings & Analysis**

### **World Cultural Heritage Landscape; Galle**

Certain places reflect both characteristics as a landscapes consumed by a tourist and landscapes resulting from the tourist consumption, in different historical timelines. Galle is one such place that had originated from natural, cultural and historical aspects which was developed to a landscape consumed by the tourists. Later it has been converted to a landscape resulting from tourist consumption.

The different layers of history of Galle Heritage city are begun with the arrival of Portuguese to the island in 1505. The left-behind physical heritage character of Galle is a result of Dutch intervention in the country in 1640. They had their own cultural characterized architecture with massive ramparts and fortifications. They built the Galle rampart and fortification in 1663. Dutch ruled the country for 150 years and ended in 1796 by the invention of the British. British added their cultural components too to the Galle city while facilitating their lives in Sri Lanka.

The Old Galle city and fortification was named as one of the World heritage sites in Sri Lanka in 1988 by UNESCO. The heritage status was inscribed based on the interaction of European architecture and South Asian traditions from the 16th to the 19th centuries; 'material usage, strength, stability, and technology used in the design of the ramparts; its sophisticated sewage disposal system; the architectural character of the street network; and the unique architecture of the townhouses of the Galle Fort' (UNESCO World Heritage 1988).

### **Physical/ Tangible Components**

Galle is named as one of the Asian destinations where the architectural character is influenced by both colonial and vernacular architectural components in one landscape. The first installment of a garrison or military town happened with the Portuguese invasion in Sri Lanka. The new version of Galle Fort is a collection of colonial structural complexes including characters from all Black Fort, Dutch Fort, and British modifications. According to Paranavithana (2005), primarily there are three categories of buildings in the fort; residential (townhouses), public buildings (administrative buildings and hospitals), and religious buildings (churches). The highest percentage of built fabric in Galle Fort is consisting of Dutch and vernacular characterized townhouses and this built fabric supplies a uniquely distinctive character to the street network within the fort.

### **Social Intangible Components**

The living heritage of Galle can be classified into two categories; Continuity living heritage and living heritage with adaptations over time. The old Galle town is a living heritage center with colonial townhouses, streets, and residential where families continue living in the Galle fort for several generations.

Galle fort living community and their lifestyle characterized by the unique environment of the fort, on well-established day routine, and a sense of community from the very past in neighborhood. Every community member of fort premises lives in harmony with each other and with a better understanding of the lives and living patterns of their neighbors. The verandah becomes a semi public place for the entire fort living community where they exchange their ideas and enjoy the accompany of the neighborhood. "Unlike in other areas of Galle town, in the fort,

the street vendors with vegetable carts came to their doors. Instead of buying individually, women bought fruits, vegetables, and fish together in small groups” (Sanjeevani, 2012).

### **Symbolic Intangible Components**

The symbolic significance of the place was originated with the generational living of community within the Galle fort which holds many lovable and precious memories of their childhood. These values were developed through religious ties from the correlation of temple, mosque and church.

Religious and cultural festivals celebrated by the community represent their lifestyle values. “More than the communities outside of the fort, the fort residents celebrated cultural events together” (Sanjeevani, 2012). Sports competitions such as cricket tournaments organized in the near playground (Samanala Playground) give festive character to the fort community, mainly youngsters who usually practice watching sports from the Rampart of the fort.

### **Contemporary Old Galle City a Community**

With the declaration of Galle Old Town and Fortifications as a World Heritage site by UNESCO in 1988, the lifestyle and community values started to change. According to the data of the study, the majority of the residents (who were selected randomly during the site visit) of Galle old town, feel that the declaration of Galle as a World Heritage Site has made negative impacts on the social and symbolic intangible components rather than the physical tangible components.

The conservation of the Galle Fort and the related policies and regulations lead to the gentrification of the place with the increase of cultural tourism activities within the area from early 2000s. Due to the disturbances to the way of life of the host community, people who had lived for several generations within the fort sold their houses and left the place. According to Liyanage (2012), the population of Galle Fort decreased down to 961 persons in 2012 from 1589 in 2009.

Most of the townhouses were purchased by foreigners or Sri Lankans living outside Galle, not as permanent residences, but for occasional visits or as properties for guest houses or holiday homes. Consequently, most of the townhouses are not in constant use, making place with lifeless verandahs and streets. Several townhouses are converted as shops and boutiques for high-end foreign and local tourists.

Tourism activities were increased in the recent past demanding more space in the Galle Fort area, which have uplifted the economic standards of the community. Some residents look at it as an uncontrolled commercialization where certain verandahs of townhouses have been converted to small jewelry and crafts shops. This has made gaps in the physical fabric of the living community, changing the residential character of streets at the fort area.

This has become an issue on the lifestyle of the host community as it limits the unrestricted usage of verandahs, streets, and fortifications. The recreational activities of the host community at Ramparts and Lady's beach have been affected during the period of tourism season in Galle. As a larger number of tourists are attracted to the fort, the visitor density has increased compared to that of the locals. This has made a feeling among the host community that they are alienated in their living quarters.

## **Tourist Experience of Cultural Heritage Landscape at Galle**

According to the survey done on the method of awareness of tourists about the Galle World Heritage site, most of the foreign tourists got an idea through people who visit the place earlier. Images and information are the second methods where foreign travelers got to know about Galle. When considering Local travelers, most of them are revisit the place on the assurance of their own experience at previous visits.

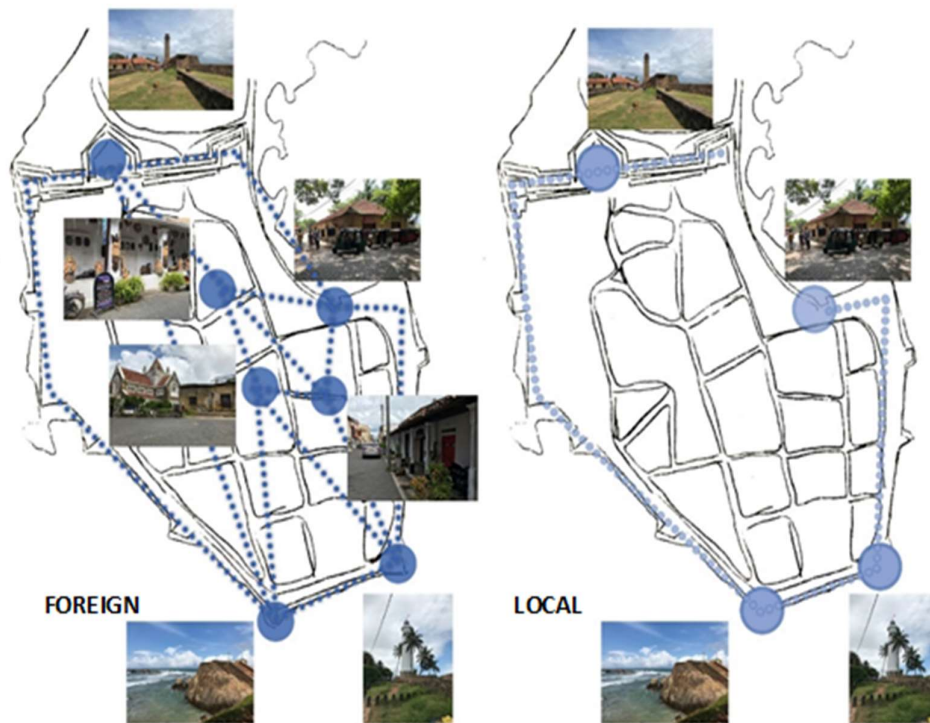
The most attractive component of the landscape creates the visual arena while creating the need for a live experience of the place. The most attractive component for the foreign tourist is the archeological and architectural component of the Galle fort area. Other than that foreign tourist attracted to the natural landscape setting of the area where both components are considered as physical/ tangible components. As locals, they are interested in both the architectural and natural landscape of the place at the same rate. Only a small amount of tourists, both foreign and locals are interested in the cultural and social background of the place.

According to the responses received, most of the tourists, both local and foreign, made visits to Galle as a group of travelers. But the foreign tourists are distributed in both other two categories; sole traveler and a couple of travelers, where local tourist does not show any sole travels and lower number of couple travelers to the area.

Tourist expects a better performance from the host community compared to the invested time, effort, and money. If the host community failed to perform the requirements of the guest it affected the spending time duration of tourists in a visit. More the time tourists are in a place, more the amount of money spending and information and character gathering. According to the data findings, most of the foreign tourists spend their time less than a week in Galle. Only several guests spend up to two weeks to experience the character and events within the old town area. Most of the local travelers visit Galle within a day. Locals, mainly younger community travel to Galle for relaxation and pleasure with their family or friends, beyond the stressed day today life pattern, and work.

Though tourist guidance is a popular occupation among the host community, most of the foreign tourists have experienced Galle old town according to their own wish. Among them, most of them try to seek new places and views. Others try to seek experience mainly on the early defined places or routes. As locals does not take the guidance of tour guides, they travel in both earlier defined routes and according to their own wish. But the number of locals who prefer only early defined places is higher than the locals who prefer new places and views.

In considering the land use, it shows that locals mainly visit areas including rampart, clock tower, fortification, flag rock, lighthouse, and lady's beach which are bordering natural landscape, other than other monumental buildings and townhouses in the middle of the old town.



**Figure 09:** Land Use pattern by Tourists  
Source: Author

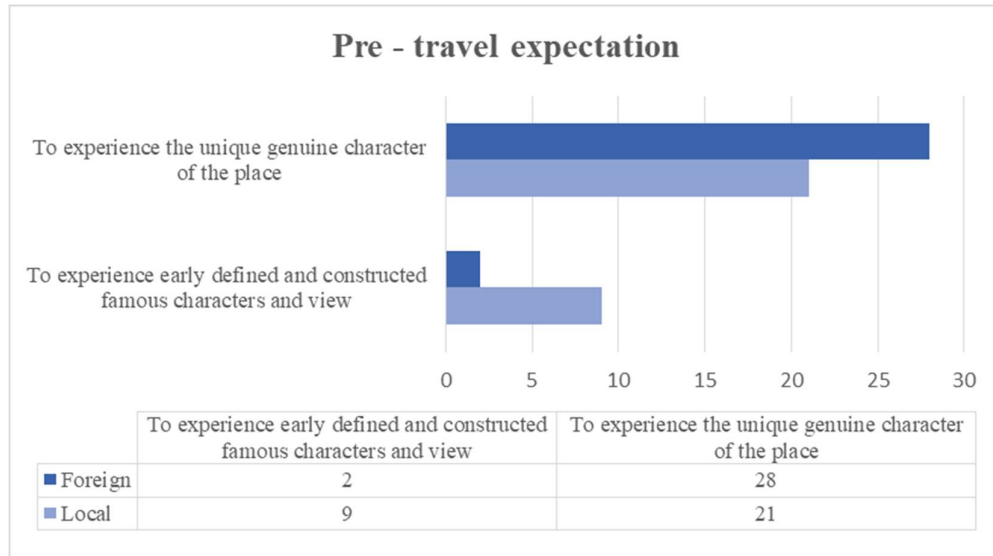
The host community creates the cultural environment of the area through their day to day living patterns including income generation, cooking, eating activities. But according to data there is low interest in experiencing social intangible characters such as experiencing tourist services from community, visiting craft shops, tried Sri Lankan Food, experiencing community lifestyle and having conversation with host community. At the same time, visitors identify the tourism related activities from host community is strong, helpful in tourism development and destroys the expected unique characters at the same time.

Symbolic intangible components are derived from the socio-cultural aspect of a landscape. To explore most of the symbolic intangible components in a landscape, tourists should study and observe the social network of which takes much time. According to the responses, both local and foreign tourist shows low rates in experiencing symbolic components other than oral history of Galle cultural heritage site. Transforming and performing symbolic components to tourists can be done through a different event such as cultural and religious events, art and craft exhibitions, and entertainment events organized for tourists. But through the findings from the survey, it shows that tourists mainly attending only to entertainment events organized by hotels in the Galle fort.

The memories gathered during visits reflect the values of the relevant landscape and also important in revisiting the place by them. That is why most of the tourists travel to Galle because of the experiences of people who traveled earlier and their own experience in previous visits. Personal memories are the most relatable type in pleasing and imagination of landscape. Same

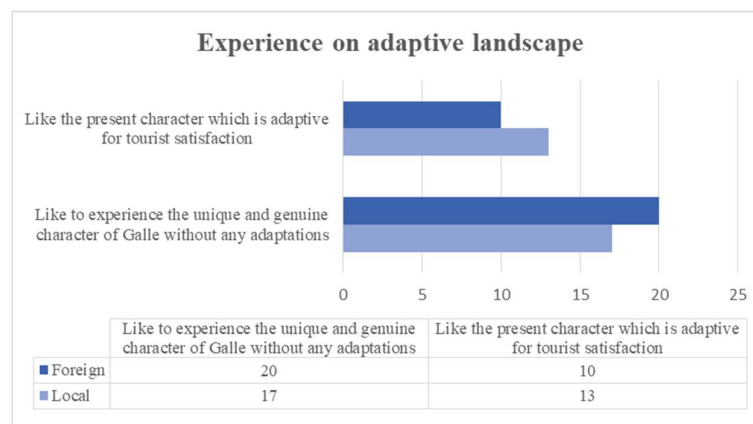
as that most of the local and foreign tourists gain personal memories through their visits. Photographs and postcards are the second dominant method of in memory collection.

In the pre-travel expectation of tourists, tourist creates a n imaginary experience within their visits. Most of them expected to experience the unique genuine character of the cultural heritage landscape to experience the true quality and authenticity of the space.



**Figure 010:** Pre Travel expectation  
 Source: Author

The pre-travel expectation of a tourist can be varied due to the experience they gain within the destination. But when considering on Galle World Heritage site, same as the pre-travel expectation, tourists like to experience the unique and genuine character without any adaptations done for the tourist satisfaction in the landscape at the end of the tour too. At the end of the tour, Ancient Architecture and monuments are the most attractive cultural component of tourists, as same as in the pre-travel expectations. But the percentage of tourists expected to experience architectural character reduces at the end and the rate increases in other characters.



**Figure 011:** Tourist experience on adaptive landscape  
 Source: Author

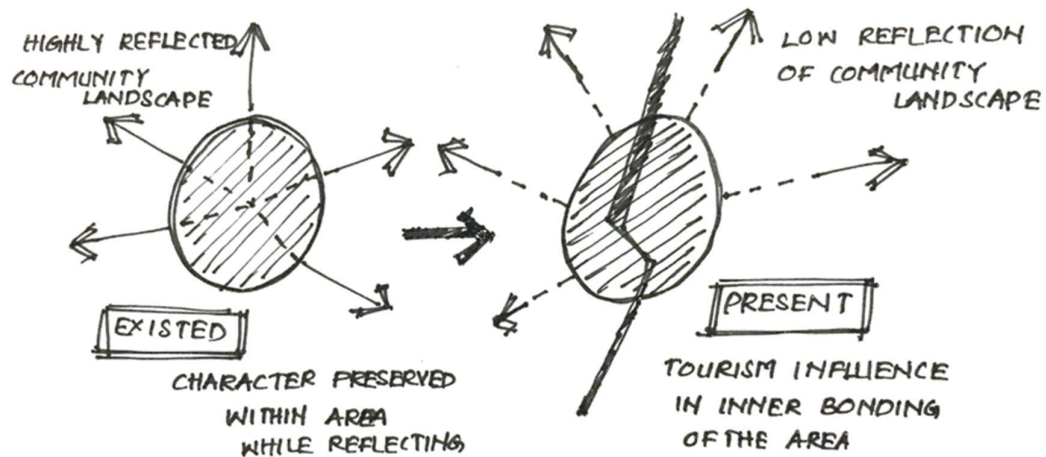
## Discussion

According to the findings, the study shows that most of the tourists, both foreigners and locals travel to Galle World Heritage site with a better understanding of the destination. It reflects the information gathering capacity of the tourists in two-dimensional visual array. The coherence and the complexity of a landscape is identified by the tourists through the shared experience of former visitors and photographs. The mystery associated during the actual three-dimensional space experience during the visit and the imaginary of the pre travel expectations is the most significant component of the tourist activity. Legibility is a main component in 3D experiencing of a space as it creates free walkable and behavioral environment to the tourist. According to the data findings and analysis, Galle represent all of the above mentioned components; coherence, complexity, legibility and mystery which was described in the Kaplan's Information Processing Hypothesis. The capability and capacity of character and information gathering of a tourist is more important in converting a landscape to a tourist destination.

Based on the information gathered before the travel, tourists expect to observe and experience the same imagination during their tour, which is related to the phenomenon of tourist authenticity. The tourist gaze or the way of seeing or interpreting the experience within a landscape results in the comparison of tourist expectations and tourist satisfaction. Therefore, most of the tourists seek the unique authentic character of the landscape within Galle without being satisfied with the adaptive landscape developed for the tourism satisfaction. The frontstage and backstage authenticity of a landscape can be experienced by the tourists according to their desire. The case study of Galle, provides evidence for a higher level of disturbances to the privacy of the host community (backstage), resulting in the collapse of the character experienced in that area. Therefore, the tourist authenticity in visitor facility development should be satisfied at least up to a certain extent by minimum level disturbances to the performing community.

Authenticity displayed to the tourists through the host community varied from person to person. Nevertheless, as a community, the performativity of the hosts had made the landscape alive and attracted more tourists. The performativity as described by Cohen (1988) is highly reflected within the Galle World Heritage Site. However, performativity of the host community needs to be represented by all the values and components of their usual life style to transfer their character values to the surrounding environment. The data argues for the performativity of the host community in a travel destination to focus mainly on preserving the character while stabilizing host – tourist interaction.

According to the mobilities paradigm, the transference of information is due to the better performativity of host community, tourist satisfaction on authenticity and gaze creates a tourist destination in a landscape.



**Figure 012:** Transform of contemporary Galle  
Source - Author

## Conclusion

The study outlines the importance of cultural heritage components of a landscape and their transformation for tourists' experience and satisfaction. It is shown that Galle world heritage site has positive attributes on tourism in tourist satisfaction and destination branding. At the same time, the study explains the interdependence and correlation of cultural heritage components and tourism. The tourism creates both negative and positive impacts on living heritage of the area. Gentrification, uncontrolled cultural tourism, increase of economic-based activities serving the visitors make considerable negative influences leading to the transformation of cultural components losing the unique character identity in Galle Old town.

At present, Galle performs low character modulation in social and symbolic components on the tourism industry and negative impacts due to mass cultural tourism, converted the old town into a commercial hub. The focus on the conservation of the tangible heritage components in the area is evident. However due to the lack of policies and attention on the host community and their values, the area is losing its living community and their socio-cultural practices. Resettlement and restoration of the migrated local community should be done by creating newly build reasons and incentives to the local community while providing financial assistance and guidance on space planning. Hence, the interventions are recommended to maintain place identity through the continuation of living socio-cultural activities.

The study shows that Galle can be branded as a tourist destination through its sustainable cultural heritage landscape which contributes to the conservation of living heritage while improving economic conditions of the locals. Contemporary tourists have higher expectations than their predecessors, to experience authentic characters. Proper design and management of the landscape would be the most appropriate solution in mitigating the loss of unique character while converting the place as a branded destination.

This study provides a good starting point in the discussion and further research on tourism and landscape architecture and landscape architectural components as Landscape Architects having the capability of introducing new potentials on destination branding to uplift the tourism industry



through newly implemented concepts on the landscape which tally with the existing place character. Future studies can be carried out through the implementation of the sustainable tourism industry and its impact on the living character of the local community and tourist satisfaction.

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