

Rathmalana, Sri Lanka | 12th. December 2024

PROMOTING SUSTAINABLE NATURE TOURISM THROUGH VISITOR INTERPRETATIVE INFRASTRUCTURE AS TOURISM EDUCATIONAL TOOL IN HORTON PLAINS NATIONAL PARK

U.A. Dhanusha Premarathna

*University College of Ratmalana, University of Vocational Technology, Sri Lanka
dhanushaprem@gmail.com*

Abstract. Interpretation is an educational activity which aims to reveal meanings and relationships through the use of objects, experiences and by illustrative media to communicate information to a particular audience. From the view point of tourism, interpretation provides visitors with information and education, connects people to places and focused on protection and preservation. This study has implemented to observe the availability of visitor interpretive infrastructure in Horton Plains National Park and to understand how visitor interpretive infrastructure influence on tourist education on sustainable nature tourism in Horton Plains National Park. Qualitative research approach and the case study research design have been adopted to understand the influence of visitor interpretive infrastructure through the experiences, views and ideas of particular respondents who visited Horton Plains National Park. Primary data collection has been conducted through observations and semi structure interviews with the visitors. Convenient sampling technique has been adopted to collect data from 17 semi structural interviews. Under the inductive analysis approach, the content analysis method was adopted for data analysis. Recommendations of this study focus on qualitative improvements of visitor interpretive infrastructure facilities in Horton Plains National Park.

Keywords: Infrastructure, Interpretation, Education