

A STUDY ON THE IMPACT OF CULTURAL TOURISM ON URBAN LANDSCAPE WITH REFERENCE TO THE CITY OF KANDY

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Abstract

Cultural tourism is a vast industry that thrive inculturally significant cities in the world. It mainly focusses on the cultural and heritage value of a particular place which have the capacity to attract tourists. The cultural cities have changed their forms and patterns of living in a variety of ways for the purpose of fulfilling the requirements of these tourists.

Kandy is one such popular cultural city and recognized as a world heritage city by the UNESCO in 1988. The adaptations of the inner city of Kandy for the purpose of cultural tourism industry has altered the pattern of the society as well as the built landscape. For this study, the urban landscape is understood as a combination of physical and social elements of the urban environment. The impacts from these adaptations have changed the mosaic of the urban landscape drastically.

*Of several factors which are affecting such changes of the urban landscape due to the cultural tourism industry, four factors; environment, services, events and society were identified as relevant to Kandy through a pilot study. The main study is focused on the impacts of those factors on urban landscape in Kandy with reference to the cultural tourism industry. The data and information were collected through interviews with different resource persons involved in the cultural tourism industry as well as the photographs of the city of Kandy. The analysis proves that the **environment** and **events** in the field of cultural tourism have a positive impact on the urban landscape in Kandy, whilst in terms of **services** and **society** reflect a negative impact on the urban landscape of Kandy.*

A proper balancing of these factors are required for the sustainable continuance of the cultural tourism industry in Kandy. The negatively impacted factors must be identified properly to give the necessary solutions to minimize the negativity and positive aspects must be strengthen.

Keywords: Cultural Tourism, Impact, Tourists, Urban Landscape, City of Kandy

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Introduction

Sri Lanka is one of the countries that has a huge demand in the tourism industry within the Asian region. The term 'tourism' can be defined in many ways. According to Kaya (2004), Tourism can wear the special qualities away that attract tourists to particular destinations, ranging from coastal areas to historic inland regions. It may be really hard to define but easy to recognize. Arunmozhi & Panneerselvam (2013) stated that tourism is the short term association of people outside the domicile where they ordinarily live and work to a destination that expressly meets their requirements.

Culture and tourism have a mutually beneficial relationship which can strengthen the attractiveness and competitiveness of regions and countries (Organization for Economic Co-operation and Development, 2009). Due to interaction for a long time with cultural tourism activities, the landscape of the urban areas with cultural landscapes has been rapidly changed by many factors. Kandy is one of the ancient cities which has enriched with culturally valuable urban landscape under a briskly spreading cultural tourism industry.

The urban society in Kandy has adapted to sustain the city by getting the benefit of tourist attraction due to rapid expansion of cultural tourism in Kandy. The city changes to offer the services and facilities for the cultural tourism industry. The city facades and uniqueness of the Kandy city has diverted into a whole new service oriented layout.

Research Issue

Due to these cultural tourism activities, changes in the urban society has highly affected on the urban landscape of the city. Some of these changes were supportive to sustain the city but some of them were destroying the cultural value of the city. Degradation of cultural value in a cultural city may lead to the creation of a dead city. Impacts of cultural tourism can be identified in different aspects. The facilities and services which causes the economic impact is one of the key components that can affect a city which is sustained on cultural tourism. It must be controlled seriously to get the maximum benefit out of the cultural attractiveness. Therefore the research issue derives as what are the impacts of cultural tourism on the urban landscape with reference to Kandy?

Theoretical Framework

The theoretical framework of this research formulated through the literature based on cultural tourism, theory of landscape urbanism and the impact valuation methods used in the cultural tourism industry. The qualities and the characteristics of the cultural tourism were measured in different scholarly journal articles in many ways. The theoretical framework is derived through this section of the study. And the following articles were referred to construct the basic factors of the theoretical framework.

According to Moulin (1995), following four basic elements are necessary in order to ensure quality in cultural tourism.

1. An environment which is the attractive element and which helps tourists choose a given destination
2. Facilities which facilitate the stay and enjoyment of tourists
3. Events which bring life to the community and create a four-season, year round destination

4. Staff and well trained people who can manage and assure quality hospitality and effective organization

According to Khlaikaew (2015), following factors are essential to sustain the cultural tourism industry in a heritage city which emerged in 2nd global conference on business, economics, management and tourism under the topic of the cultural tourism management in a context of world heritage sites.

1. Tourism resources
2. Accommodation
3. Souvenirs
4. Culture and the ways of life
5. Environments
6. Marketing and information
7. Tourism policy in a context of world heritage sites focusing on cultural, social and aesthetic values

According to Csapo (2012), the classic attractions of cultural tourism can be classified into three groups:

1. Built and material values (buildings, material values of different art forms)
2. The cultural values connected to everyday life (free time, leisure, lifestyle, habits, gastronomy)
3. Events and festivals.

In further statements by Korunovski&Marinoski (2012), in order to achieve success of the product (cultural tourism) there must also be several actions undertaken in the fields of,

1. Governance
2. Marketing
3. Communication / promotion.

It is very important to highlight the factors which are affecting the urban landscape by the cultural tourism industry in Kandy. So analyzing the urban landscape of Kandy focusses the specific characteristics which are relevant to cultural tourism industry. Kandy is the capital city of central province which is popular among the world as a tourist attractive city, the city enrich with a huge cultural value with reference to Buddhism. The urban character of the city designated within the cultural values in the early period of time. With the rapid development of Kandy, the city was adapted to facilitate the tourism industry and changed the whole landscape into a tourism oriented manner.

In the present context, the whole landscape of the city and the surroundings are dense with the built fabric and a busy dynamic environment. The streets around the temple of the tooth relic were commercialized with flower shops and other accessory shops. The city streets were converted into facilitative street facades for the locals and tourists. The landscape around the Kandy Lake is also developed as a resting and walking areas which is functioning throughout the day. Most of these changes were created as a supportivefor enhancing the cultural tourism in the Kandy city. The impacts of these adaptations changed the cultural urban landscape of the city in both positive and negative ways.

So according to the above analysis we can listed four main factors that are affecting the urban landscape in Kandy due to cultural tourism industry.

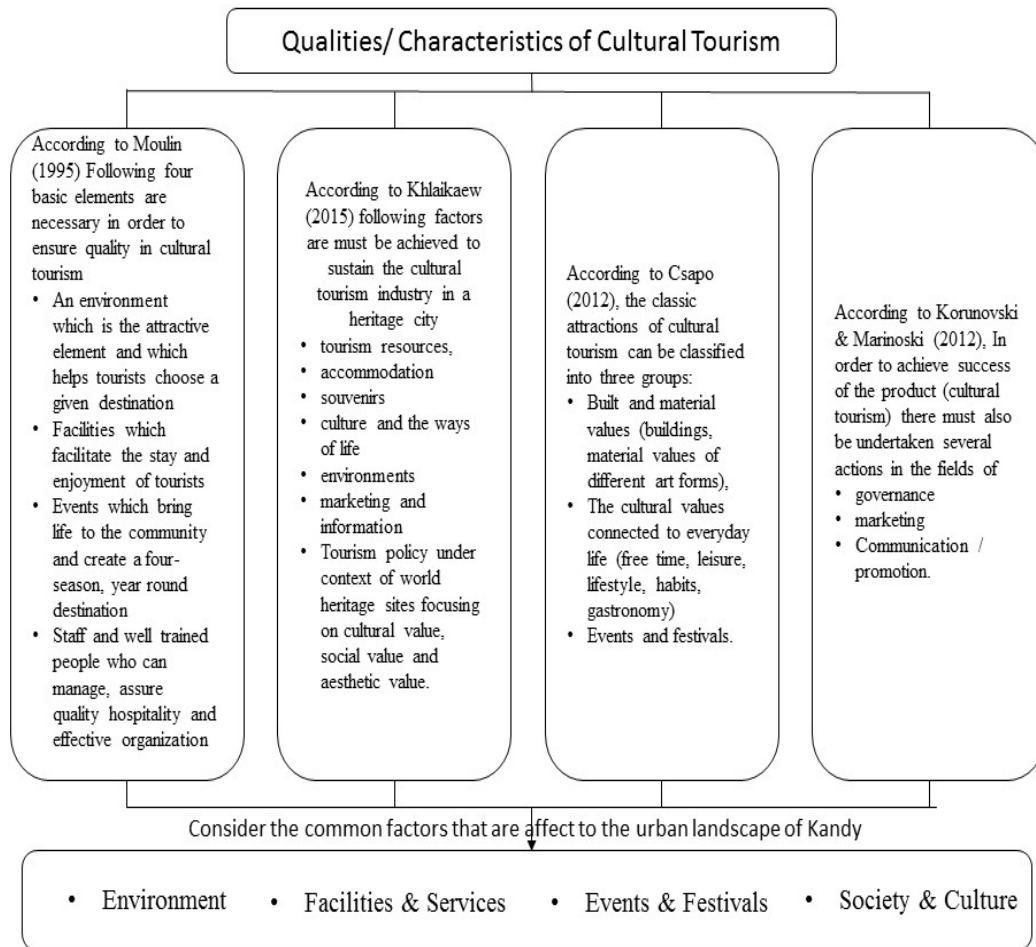


Fig. 1- Theoretical Framework
 Source: Compiled by Author

Under these main four factors, there are sub factors that considered to measure the level of impact as follows.

- Environment
 - Geographical changes
 - Natural system
 - Vernacular architecture
 - Adaptive reuse
 - Garbage disposal
 - Supportiveness from the surrounding cities
 - Development policies
 - City planning policies
- Facilities and services
 - Accommodation centers
 - Pedestrian street movement
 - Vehicular accessibility
 - Garbage collection

- Controlling policies
- Availability of food
- Information Centres
- Events and festivals
 - Main cultural event
 - Special cultural events
 - Entrance fee
 - Event management system/ security system
 - Alteration of events
- Society and culture
 - Alteration of culture, values and norms
 - Cultural art and craft promotions
 - Safety of visitors
 - Awareness of world heritage city
 - Supportiveness of social structure
 - Cultural significance within society

Methodology

First, a pilot field visit was conducted in Kandy. There I selected the most interactive spaces for tourists within the grid city based on visual observation and referring to previous researches in the field of cultural tourism. Then those spaces were analyzed with a significance hierarchy related to cultural value and commercial value.

The data and information were collected according to methods used in previous studies in cultural cities with reference to cultural tourism industry. The data and information in those researches were collected according to two main methods; questionnaires with relevant resource persons and photographic analysis of the particular cultural city. The main data collection method is the interviews with specific resource persons related to the cultural tourism industry. The data on the affected factors which are mentioned in the theoretical framework were discussed with those resource persons. The resource persons were selected according to their influence on the field of cultural tourism as follows.

- Government Officers from the Urban Development Authority in Kandy, Municipal Council of Kandy, Archeological Department in Kandy, Tourist Information Center in Kandy, Central Cultural Fund and Officers from the Kandy City Center Management.
- Hotel Managers in the hotels located within the grid city of Kandy
- Street vendors and flower shop owners along the Perahera route and around the Temple of the tooth
- General public/ City dwellers in the grid city

The second type of data collection method is the photographs in the above case study areas. The photographs were taken based on the specific characteristics of the study area. The findings of the research were concluded into tables and presented as bar charts, pie charts and a photographic analysis of the city character is presented separately. All the information which was obtained from the interviews with resource persons were concluded and presented in the bar charts and pie charts for the easy access of the information. Percentages of the impacted sub factors were used to achieve the final outcome of the results. Overall percentage of positivity and negativity were considered to carry out the level of impact of each factor.

Limitations

Due to time limitation, the statistical data related to cultural tourism in the city of Kandy was not collected. However it was still possible to conduct the core part of the research without this statistical data.

Due to the time period of the study was short, the selected study areas within the city of Kandy were limited to the grid city area and the Temple of tooth.

Findings and Analysis

All the data and information were collected by considering the Kandy city as a unique landscape. So the findings of interviews can be presented by dividing the data into factors of consideration. Photographic representation is used in all the study areas.

Findings about Environment

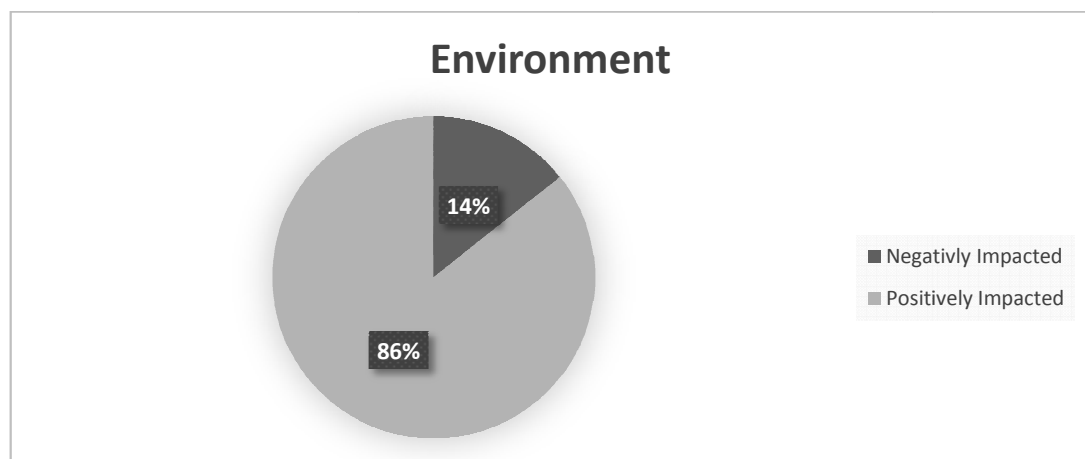


Fig. 21 - Impact of Environment
Source: Compiled by Author

The environment factor has positively influenced in the field of cultural tourism in Kandy. The positivity of the factor causes for the fast growing tourist attraction. The positivity is derived through many factors. Adaptive reuse and preservation of vernacular architectural patterns also contribute positively. Supportiveness from the surrounding cities like 'Katugasthota' and 'Peradeniya' also affects to increase the number of tourists to the city of Kandy. Mostly the scenic beauty of those surrounding cities attracts the tourists. The developments of hotels and accommodation centers in those cities were helpful for the field of cultural tourism. The development policies and the city planning policies which were designed according to the cultural significance of Kandy was also supportive for maintaining the city image.

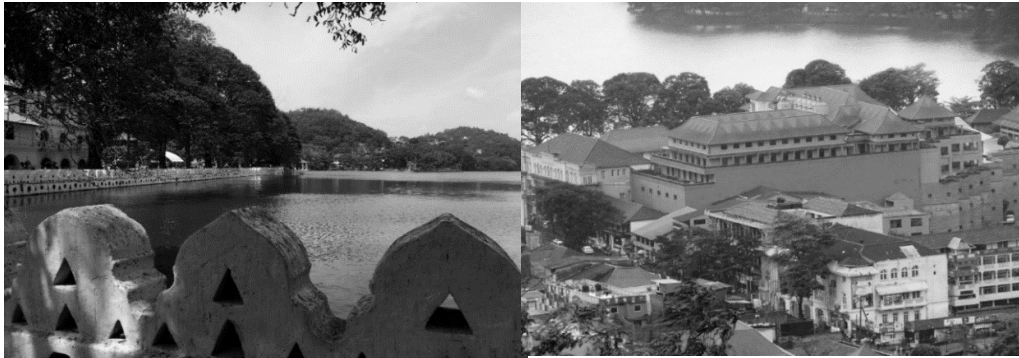


Fig. 3- Images of Kandy Lake and around Kandy city
 Source: Author

There are only a few sub factors which has negatively impacted. They are geographical changes and garbage disposal. Lack of proper garbage disposal system and improper geographical alterations causes the negativity of these factors.

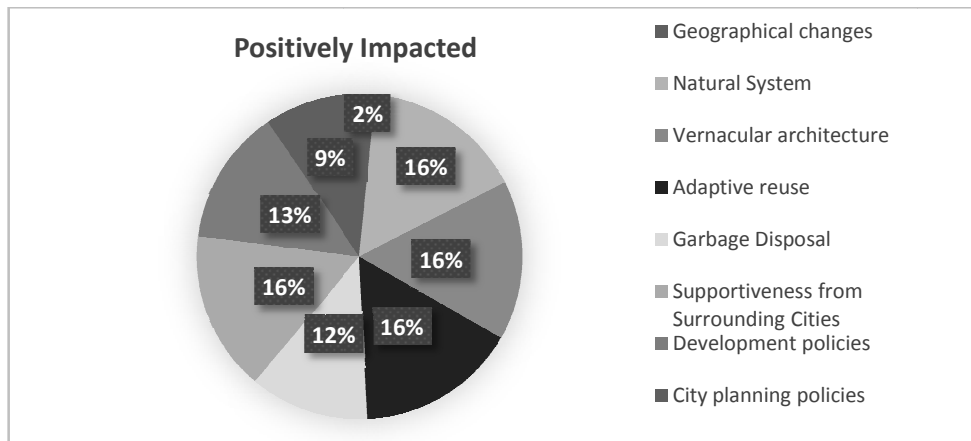


Fig. 4 - Sub factors that affects the positivity of Environment
 Source: Compiled by Author

When considering about the sub factors which were affected the positivity of the environment, we can clearly identify four main sub factors consist with equally and positively affect the environment. They are the natural environmental system, vernacular architecture pattern and adaptive reuse of buildings and supportiveness from the surrounding cities. The development policies and city planning policies by the government are other influencing factors while geographical changes contributing the least amount for the positivity in the environment.

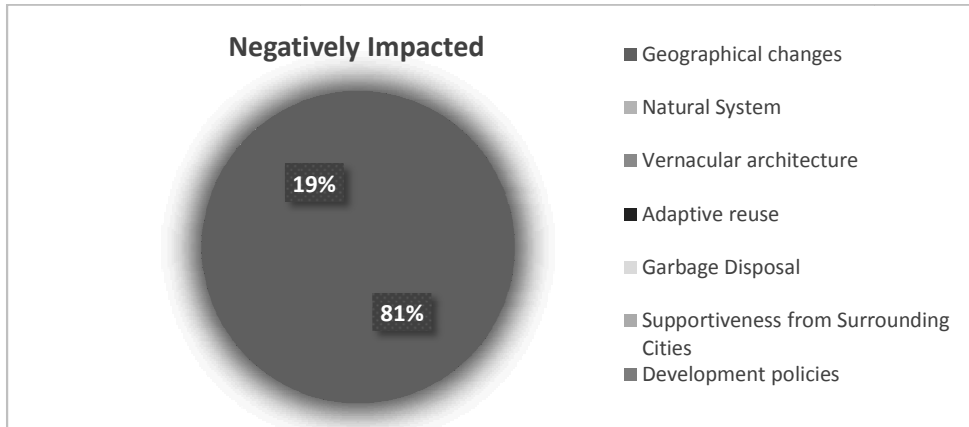


Fig. 5 - Sub factors that affects the negativity of Environment
Source: Compiled by Author

When considering about the factors that affects negatively, we can clearly identify that the geographical changes and garbage disposal systems are not supportive for the cultural tourism industry. The lack of a proper garbage collection system within the city may affect the negativity of the factor.

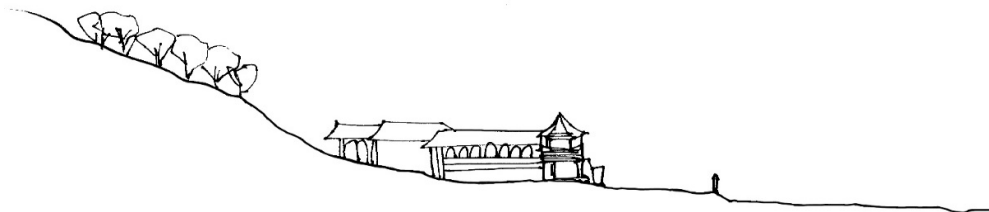


Fig. 6 - Geomorphology around the Temple of Tooth
Source: Author

Findings about Facilities and Services

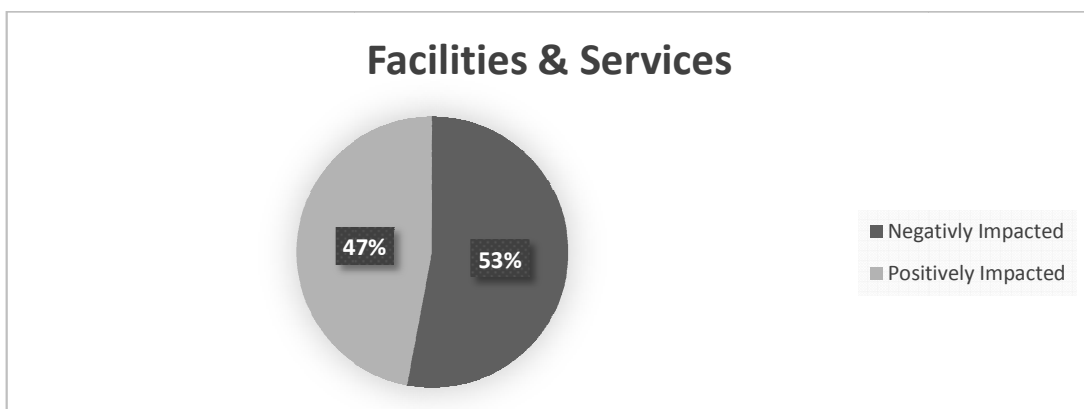


Fig. 7 - Impact of Facilities and Services

Source: Compiled by Author

The facilities and services factor is a negative influence in the field of cultural tourism in Kandy. The influence of the sub factors has almost equally impacted in both negative and positive ways. The negativity of the factor is indicated through pedestrian street movement, vehicular accessibility, garbage collection and price controlling policies. Lack of these sub factors causes the negativity of the facilities and services though accommodation centers, availability of food and information centers were positively influencing the field of facilities and services.



Fig. 8 - Queens Hotel and Old Empire Hotel in Kandy
 Source: Author

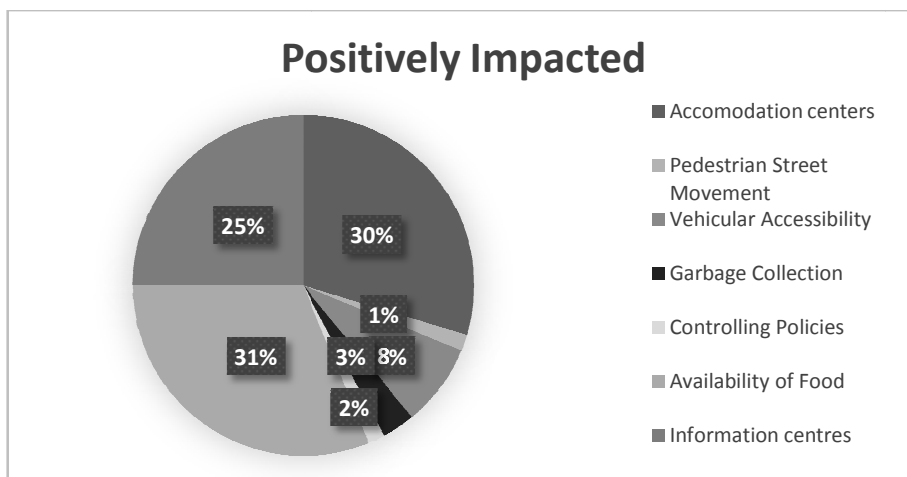


Fig. 9 - Sub factors that affects the positivity of Facilities and Services
 Source: Compiled by Author

When considering about the sub factors that affect the positivity of the facilities and services, we can clearly identify that there are three main factors that contribute 86% to the positivity of the facilities and services. They are accommodation centers, availability of food and Information Centres. According to the responders, the level of accommodation and the quality of accommodation were up to standards in most of the places. The availability of food were also in a good state. According to the responds, the tourists and the visitors have a range of selection in food from traditional up to the international level of standards. There is a government information center in the grid city of Kandy for the tourists. All the hotels manage a separate desk for the tourists, to provide enough information on the tourist attractive places around the city of Kandy.

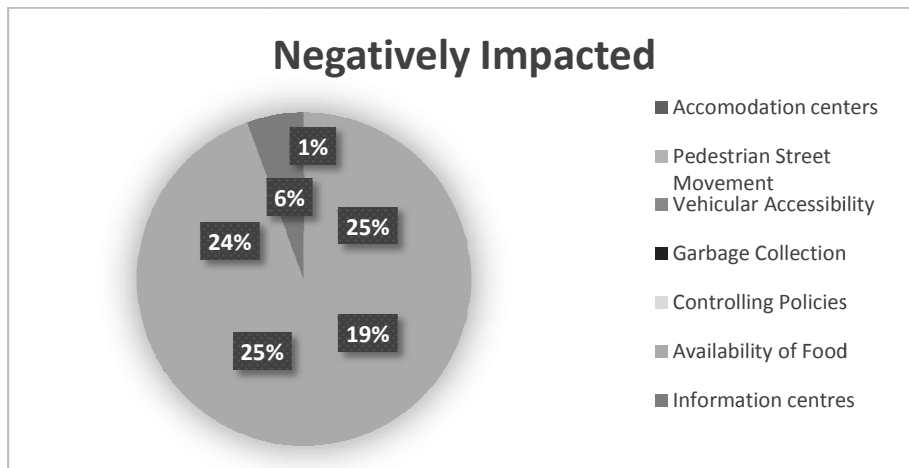


Fig. 10 - Sub factors that affects the negativity of the Facilities and Services
 Source: Compiled by Author

When considering about the sub factors that affect the negativity of the facilities and services, we can identify that there are four main sub factors. They are pedestrian street movement, vehicular movement, garbage collection and controlling policies. According to the responders, there is not a single proper space for the tourists to travel within the city by walking. The existing pavements are not wide enough to travel in both ways especially during the season. The lack of parking spaces within the city allows the vehicles to park along in some selected streets which are controlled by the municipal council of Kandy. There is a specific vehicular movement pattern given for the drivers but it is not effective to reduce the traffic. Improper garbage collection within facilitative areas of the tourists also affect the negativity. There is no plan for price controlling policy for the accommodation, food and other services and facilities within the city. These reasons affect the negativity on the facilities and services mostly.

Findings about Events and Festivals

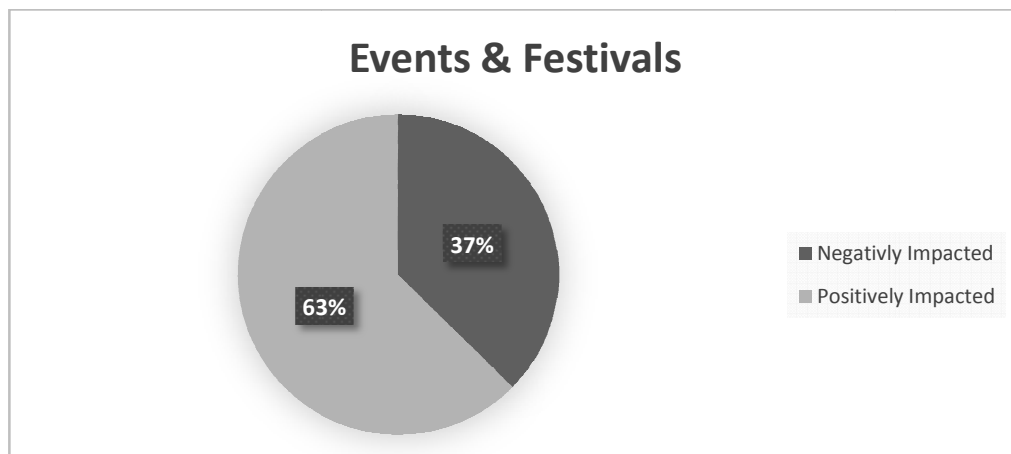


Fig. 11 - Impact of Events and Festivals
 Source: Compiled by Author

The events and festivals positively impacting on the urban landscape in the field of cultural tourism. Due to 'EsalaPerahera' which acts as the main cultural festival was supportive to sustain the cultural tourism industry in Kandy. All the other daily events which are held for the tourists are also supportive for the attraction of tourists into the city on a daily basis. Though they have to pay a charge to see those events, the event management system and the security systems within these festivals are not up to a standard level. So the lack of a proper event management system or a security system has negatively impacted for events and festivals. The alterations in those daily events had also impacted negatively due to diluted cultural value.



Fig.12 – EsalaPerahera in Temple of Tooth
 Source: Author

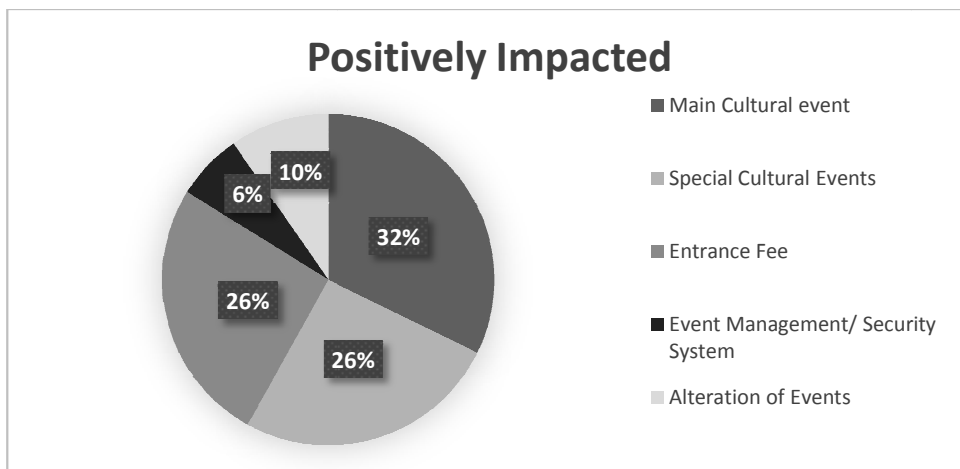


Fig. 13- Sub factors that affects the positivity of Events and Festivals
 Source: Compiled by Author

When considering about the sub factors that are affect the positivity of the events and festivals, we can clearly recognize that there are three main sub factors. They are the main cultural event, special cultural events and the entrance fees for the above events which contributes an 84% to the positivity in events and festivals. Kandy consists one of the most significant cultural event which is called the 'EsalaPerahera' festival. It attracts a huge amount of tourists in to the Kandy city annually which has contributed as a positive factor. Other cultural events which are held daily, such as traditional dancing ceremonies and cultural events are also supportive for the attraction of tourists for cultural tourism industry.

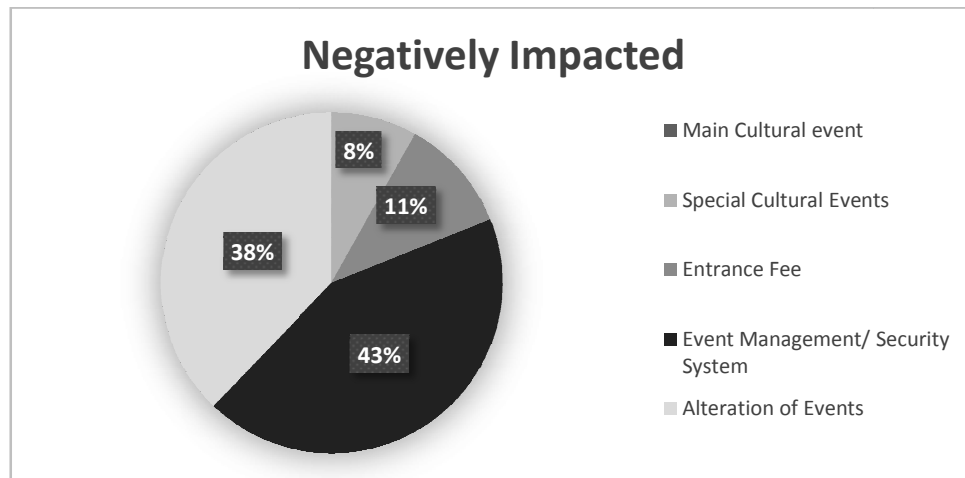


Fig. 14- Sub factors that affects the negativity of Events and Festivals
Source: Compiled by Author

When considering about the sub factors that affect the negativity of the events and festivals, we can easily understand that the event management system or security system and the alterations of these events has negatively impacted, which contributes an 81% for the negativity of the events and festivals. The lack of a proper event management system and a security system for these daily events causes many problems with tourists.

Findings about Society and Culture

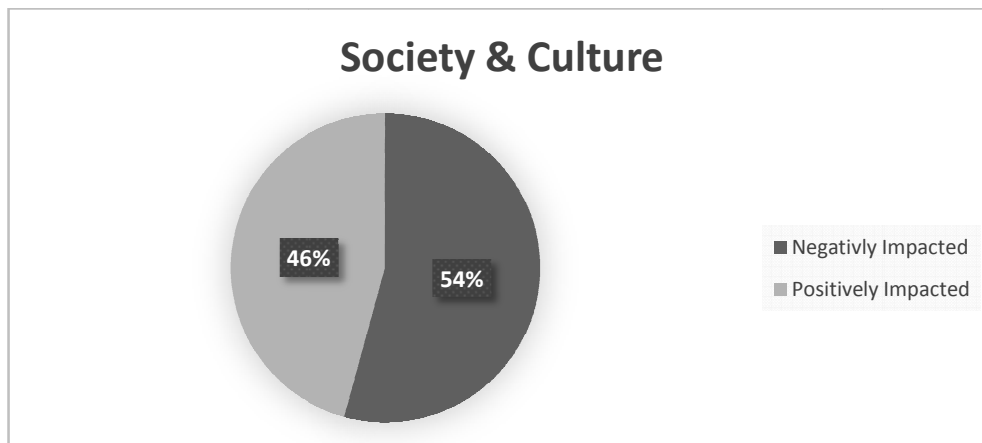


Fig. 15- Impact of Society and Culture
Source: Compiled by Author

The society and culture has negatively impacted on the urban landscape in the field of cultural tourism. The impact is marginally negative as the sub factors has almost equally contributed for the negativity as well as the positivity of the society and culture. Unplanned alterations of cultural values and norms have highly affected the negativity and also the lack of proper safety and lack of cultural significance within society also has affected in the same way. Awareness on the world heritage city concept has highly affected the positivity of the factor. The other

supportive factors for the positivity were cultural art and craft promotions and supportiveness from the social structure.



Fig. 16- Pilgrims around Temple of Tooth and Fireworks at daily performance
Source: Author

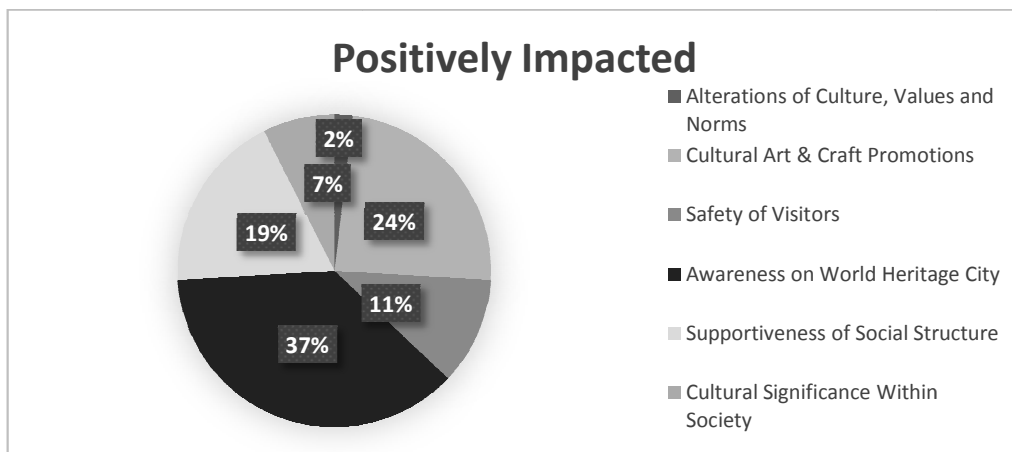


Fig. 17- Sub factors that affects the positivity of Society and Culture
Source: Compiled by Author

When considering about the sub factors that affect the positivity of the events and festivals, we can determine that there are three factors which contributes 80% for the positivity of the society and culture. The most affecting sub factor was the awareness on the world heritage city concept. All those who were interviewed were aware of that on the world heritage city concept as per their knowledge level. So it will be very helpful to sustain the urban landscape as well as the cultural tourism industry within the city of Kandy. Cultural art and craft promotions also support to increase the positivity of the society and culture.

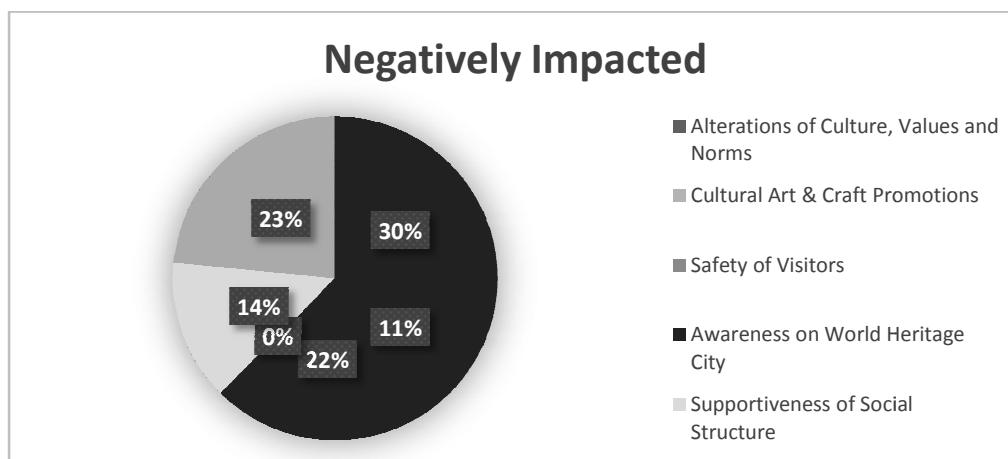


Fig. 18- Sub factors that affects the negativity of Society and Culture
 Source: Compiled by Author

When considering about the sub factors that affect the negativity of the society and culture, we can describe that there are three main sub factors which affected a 75% for the above course. The most highly affected sub factor was the alterations of culture, values and norms. Though we got the awareness on world heritage city concept as a positive factor on the urban landscape, the alterations in the cultural values and norms drastically decreases the cultural significance within the society. The other two factors were affected equally. They are the safety of visitors and cultural significance within the society. The safety of the visitors has negatively impacted due to the lack of a proper tourist police in Kandy. The society does not reflect the cultural significance which causes much damages in cultural tourism as well as the urban landscape of Kandy.

Table 14 - Impact of Main factors

Source: Compiled by Author

Factors	Negatively Impacted	Positively Impacted
Environment	21	126
Facilities & Services	72	64
Events & Festivals	37	62
Society & Culture	64	54

Conclusion

The city of Kandy retains a very high status in the field of cultural tourism in Sri Lanka. The cultural significance and the scenic beauty of the urban landscape mosaic was supportive to carry out the cultural tourism industry in to a more sustainable level in Kandy. The physical environment enhances the natural beauty of the city which is covered by a series of mountain ranges and the main waterbody in the valley of the city. The facilities and services based on the cultural tourism vastly expands in the grid city day by day. The cultural events (EsalaPerahera, daily dancing performances, etc) and festivals act as the main tourist attractive factor within the city. The society and the culture of Kandy city is merged with the tourism industry. It has almost become a part of their lifestyle.

This research concludes the overall impact of these basic four factors (Environment, Services, Events and Society) on the urban landscape mosaic of Kandy. As the data collection was conducted by considering the whole city as a unique landscape mosaic which includes all the main factors which are applicable at any condition. Their impact on the urban landscape is assessed under the findings and analysis section.

The study derives that the main four factors were impacted in different ways. The environment factor is positively impacted as the city is enriched with natural ecosystems. The event and festivals factor were also positively impacted due to rich cultural heritage in the city as the facilities and services were negatively impacted as the movement pattern in the city is not much efficient. The society and culture is also impacted negatively due to the alterations of the cultural values and norms.

To analyze these four factors in a proper manner, three different study areas were selected under the location based analysis within the urban area of the city of Kandy. These studies derives that the factors were affected in different ways according to the unique characteristics of the relevant study areas. As an example, Environment factor is negatively impacted in a case study as it may affect negatively on a different case study. Sometimes it may not applicable for some other case study area also. So determining the positivity or the negativity cannot be classified without analyzing the related site context.

The contextual characteristics of different areas within the urban city emphasize its unique features and layout related to cultural tourism industry. Identifying these characteristics helps to determine the most suitable method of supporting the cultural tourism industry to get a maximum benefit for the industry and the city. Proper management of land uses in urban landscape for the development of cultural tourism can positively effect in both social and economic manner.

Final outcome of this research can be used as a guideline to analyze an urban landscape which related with cultural tourism industry to determine the impact of the cultural tourism industry on a specific urban landscape. Measuring the level of impact through valuation of specific factors can support to minimize the negative alterations in the urban landscape due to cultural tourism industry.

Finally we can conclude that the balance between those main factors in cultural tourism industry sustains the existing system. If the balance between these factors were not stable, the cultural tourism industry may collapse in the city of Kandy. A proper balancing of these factors may lead to a more sustainable cultural tourism industry which facilitates all the necessary requirements of the tourists as well as the locals with preserving the cultural significance and historical city image.

Contribution

The contribution of this research is to discover the potential impacts of cultural tourism on urban landscapes in Kandy. This research will explore the connection between cultural tourism and urban landscape, while revising the existing knowledge on cultural tourism and urban landscapes of heritage cities. It will also address the connection between culture and people. The identification of the behavioral pattern of urban landscape settings can also achieved through this research.

The outcome or the resultant of this research can be used to create guidelines when planning cultural tourism in heritage cities. It will also be supportive to understand the possibilities of a heritage city to develop into a cultural tourism destination. Current knowledge on different kinds of impacts of cultural tourism on the urban landscape setting can also be updated into some extent. This research will open up so many ways for new research areas of the relevant field. And this will hopefully be a primary supplement in the field of landscape architecture to enhance the literature based on tourism and landscape.

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