Dancing Tourism
A Study Based on Sri Lankan Traditional Dance

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Abstract

Tourism always depends on the uniqueness and the attraction of the culture of a country. The culture enhances the county's value and direct impact on economic development. Therefore it is important to identify the existing opportunities and provide considerable effort to make the maximum use of that uniqueness. Traditional dance is also a part of the culture which is one of the greatest ways to show the pride of a country. This study is based on how we can use new technology to promote the traditional dance of Sri Lanka to enhance the tourism industry. The purpose of this research is to encourage people to visit and explore the Sri Lankan traditional dance and to provide excellent dancing experience to people all around the world. At the same time, this project has fulfilled sustainable development goals such as good health, gender equity, quality education and reduce inequity. By concerning all the above-mentioned factors, a new concept called *Dancing Tourism* as the result of this research is introduced.

1. Introduction

Sri Lanka is one of the most beautiful countries that attracts thousands of visitors all over the world. With a splendid cultural tradition, the country is also known as the "Wonder of Asia". According to the lonely planet, Sri Lanka has been named as "the best country in the world to visit in 2019" [1]. Sri Lanka is a nation which has full of natural resources, spiritual habits, tasty food, and unbelievable cultural heritage.

Sri Lanka, "the pearl of Indian Ocean", has a magnificent history of thousands of years and rich culture which is attached and growth with Buddhism. When study about the Sri Lankan culture, Sri Lankan traditional dance has been taken a remarkable place. Sri Lankan traditional dance has a tremendous attraction of locals and international people because of its uniqueness, colorfulness, and rhythm of instruments.

Sri Lankan traditional dance has three main categories as Kandyan Dance, Low Country Dance, and Sabaragamuwa Dance. These categories are different from each other from their body moments, instruments and rhythm of the music. Kandyan dance was origin in Kandy which is the central city of Sri Lanka. The low country dance was origin in Sothern part of Sri Lanka where the Sabaragamuwa dance origin in Rathnapura district located in Sabaragamuwa province. Currently, Sri Lankan traditional dance has been giving a significant contribution to the country's tourism industry. From this paper, we have discussed a new concept called "Dancing Tourism", which describes how to promote Sri Lankan traditional dance through information technology to provide a new phase to tourism.

2. Dancing Tourism

Each country has its own culture and uniqueness which the people of other countries prefer to experience. Traditional dance can be known as one of the golden treasures which can show the pride of count to the other nations. Traditional dance involves not only dance performance but also costumes, traditional music and instruments, and other attributes as well. Sri Lankan traditional dance also kind of an unbelievable dance style along with a great history where the people of other countries must-see. Therefore we have

decided to attach traditional dance with tourism and created a new concept called "Dancing Tourism". Definition of Dancing Tourism, "Travel by concerning to explore and experience the unique traditional dance styles, which is attached to the cultural heritage of a country."

3. Research Method

This research focuses on how IT can be used to promote the traditional dance of Sri Lanka along with the enhancement of tourism. Before the project development, we have done an awareness survey by using 35 international people through an online questioner (using google form). Survey results proved, 80% of people would like to know more details about Sri Lankan dance and 88.6% would like to visit Sri Lanka to get live experience on Sri Lankan dance. Pie charts and bar charts have been used to show the survey results.

4. Research Problem

Having an integrated system to promote traditional dance is useful to attract people. But there is no specific way to promote Sri Lankan traditional dance to the world. The other problem is the difficulty of finding attractive videos to enhance the beauty of Sri Lankan dance. It is necessary to present the true beauty of dance using the high technology of videography. At the same time, insufficient data regarding cultural dance will lead to discouraging new researches.

5. System Design for Dancing Tourisms

The system that we decided is combined with the components of hardware, software, database, people and process. (Figure 1)
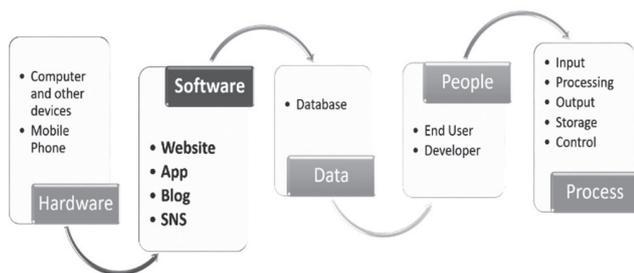

Figure 1

As the Objective of our project is to promote the traditional dance through new technology, we have given my concern towards the software component and created attractive frontends by providing maximum usability. (Figure 2)
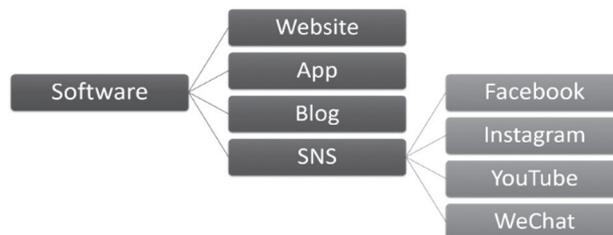
Figure 2

We have created a website and a mobile application separately. The website contains with the tabs as home, about, gallery, events and contact us which are providing more details with images, and videos. And also website has a connection with a blog and all the top social media apps (SNS) such as Facebook, Instagram, YouTube, and WeChat. (Figure 3) The purpose of adding a blog to this system is people can share their experiences with others. This system has provided all way promotion to the traditional dance. The mobile application also has a direct link to the website, SNSs, and blog. It was created as both the android and iOS support platform. Official pages have been created in facebook, Instagram, WeChat and, YouTube to share quality videos, photos, tutorials, and other updates.
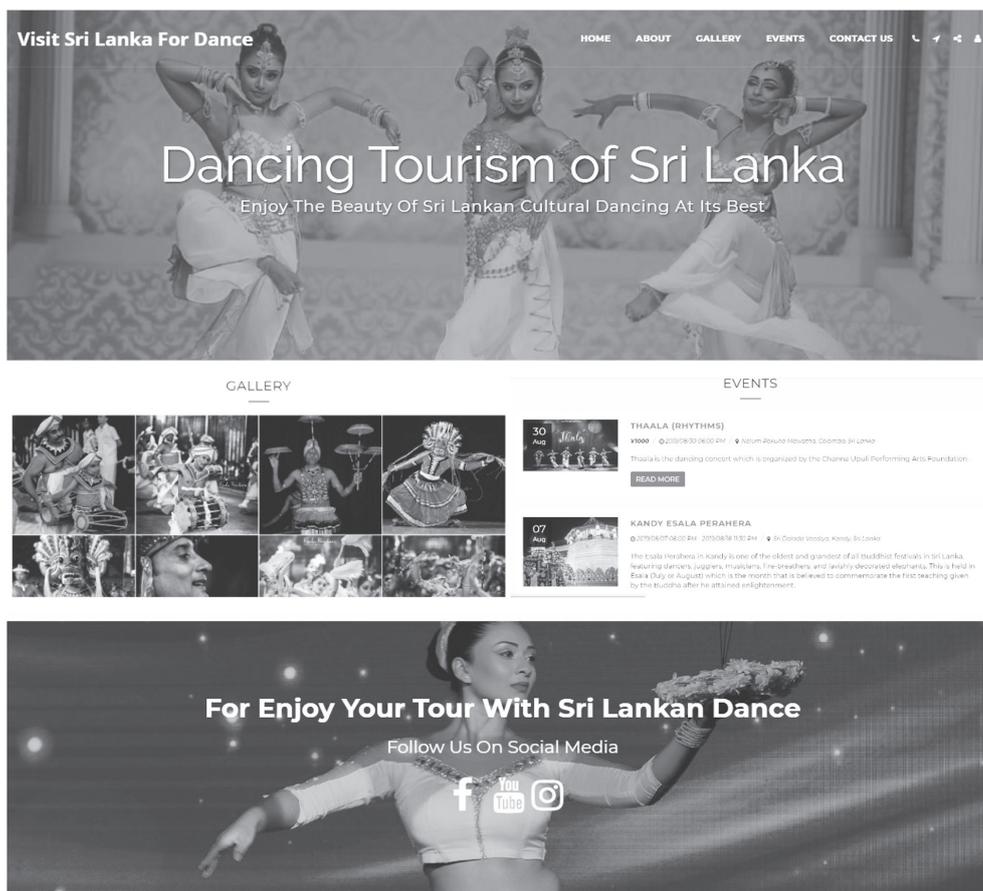
Figure 3

6. Conclusion

Proper usage of cultural heritages is lead to obtain economic development and provide a new experience to the other nations. Traditional dance is one of the greatest values of Sri Lanka which is extremely unique when compared with other countries. Through the new concept called "Dancing Tourism", the beauty and the pride of Sri Lankan traditional dance with the help of new technology. As a result of my integrated system, people all around the world can experience the Sri Lankan traditional dance will be introducued by using a mobile phone. Also, this research will encourage much more people to visit Sri Lanka to experience traditional dance.

References

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[2] Premathilaka S.N. (2019). Visit Sri Lanka for Dance. Dancing Tourism of Sri Lanka. https://5d1366e7a65ab.site123.me/

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Born on 1990 in Kandy Sri Lanka. She graduated from Rajarata University of Sri Lanka (BSc. ICT) and University of Colombo Sri Lanka (PgD.BM). She has learned Sri Lankan traditional dance from the age of 5 and done this research to promoting the Sri Lankan dance all around the world.

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