



INTERNATIONAL
TOURISM LEADERS' SUMMIT &
TOURISM RESEARCH CONFERENCE
SRI LANKA
Innovation | Knowledge | Policy | Synergy

6th INTERNATIONAL TOURISM RESEARCH CONFERENCE

KNOWLEDGE | INNOVATION | POLICY | SYNERGY

A WAY FORWARD FOR SUSTAINABLE TOURISM DEVELOPMENT

27th September 2020

Kandy

Sri Lanka

ABSTRACT BOOK



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Faculty of Arts

University of Colombo

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A WAY FORWARD FOR SUSTAINABLE TOURISM DEVELOPMENT

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**Department of Economics
Faculty of Arts
University of Colombo**

6th International Tourism Research Conference 2020

KNOWLEDGE | INNOVATION | POLICY | SYNERGY
A WAY FORWARD FOR SUSTAINABLE TOURISM DEVELOPMENT

Abstract Book

Edited by

Prof.(Dr.) D.A.C. Suranga Silva
Dr. Mubarak Kaldeen
Mr. Sampath Siriwardena
Ms. Prathibhani Bandusena

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6th International Tourism Research Conference 2019

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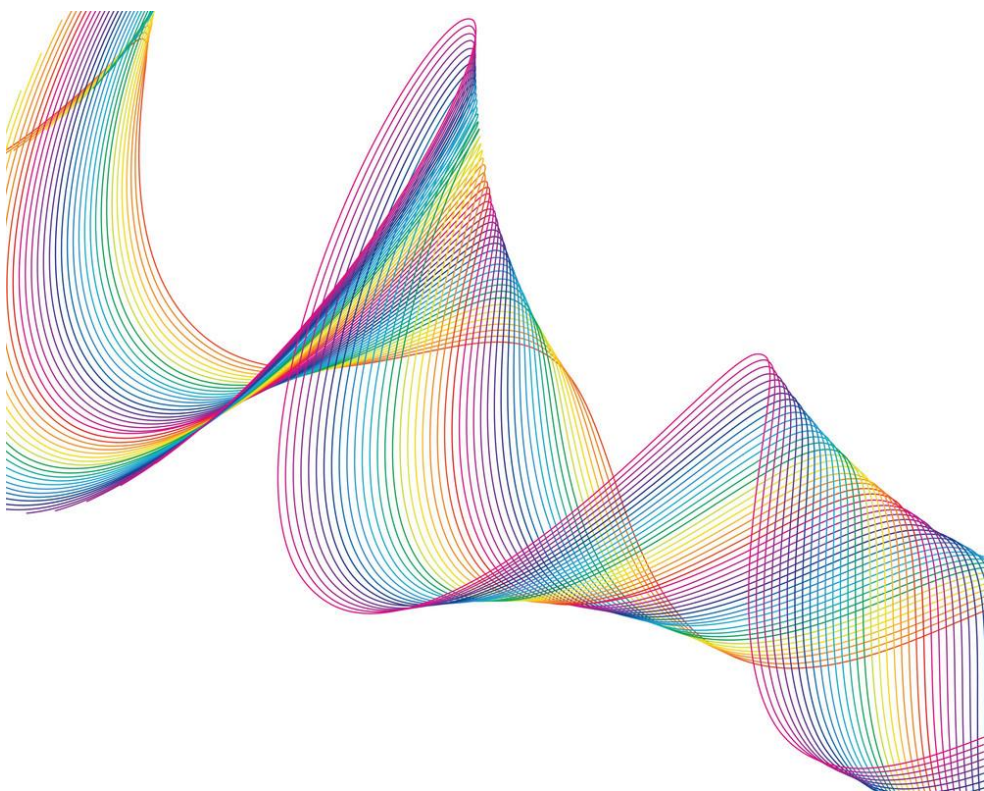
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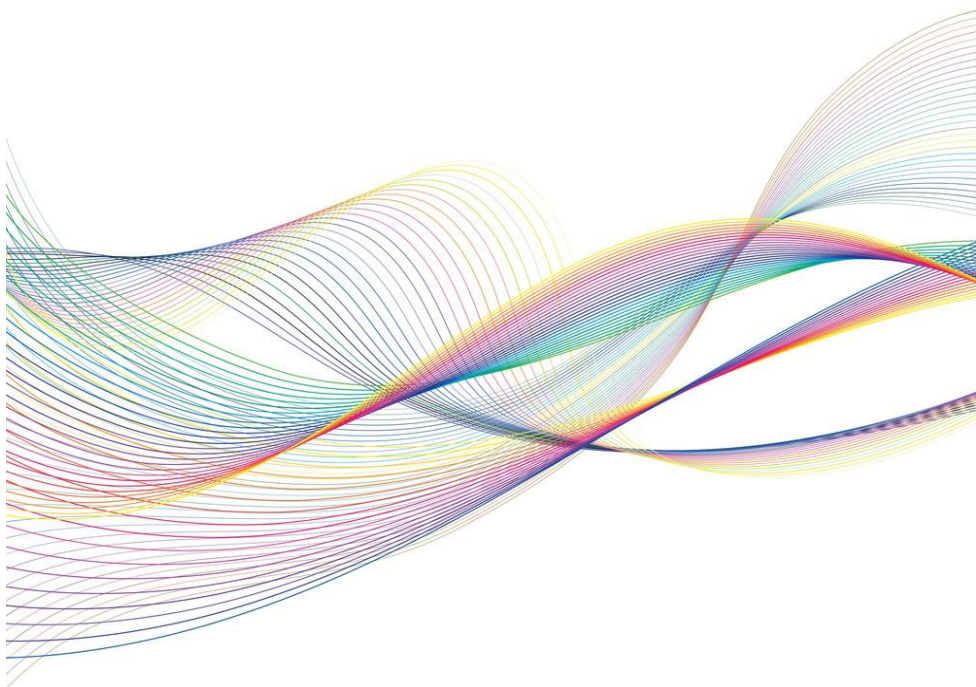
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FOREWORD



Message from the Vice Chancellor University of Colombo



I am delighted to forward this message on the occasion of the International Tourism Research Conference and Tourism Leaders' Summit 2020 organized by the Tourism Study Programs, Department of Economics, University of Colombo. This event has significantly evolved into an esteemed and widely celebrated affair in line with the UNWTO World Tourism Day. Going over and above its goals to bring Sri Lanka Tourism to the global heights, this prestigious event offers the opportunity to build a national discourse on appropriate topics and encourages research based deliberations. Thus, the Department of Economics has not only forged ahead in providing formal quality education to the industry but also provides an intellectual dialogue on an array of tourism related topics based on scientific research.

It has continuously been evident that the International Tourism Research Conference and Tourism Leaders' Summit offer direct and indirect contribution to the tourism industry through interaction and application oriented research studies. The conference and summit open the doors for all stakeholders who intend to either share their knowledge or acquire knowledge by being able to be part of this national discourse.

I am extremely happy to know that this annual event has acquired national status and continues to gain recognition from both local and international fraternity of the tourism trade which in turn will provide enormous opportunities to the Sri Lankan stakeholders.

I hope that all the participants will be able to gain immense knowledge and that they will thereupon be able to contribute towards creating national policies and strategies to promote sustainable tourism development in Sri Lanka.

I congratulate the organizers and wish them all the best for a highly successful event.

Senior Professor Chandrika N Wijeyaratne
Vice Chancellor, University of Colombo, Sri Lanka.

**Message from the Dean
Faculty of Arts
University of Colombo**



I hereby convey my heartiest congratulations for the Department of Economics for partnering with the other key stakeholders of the tourism sector and organizing this prominent national event. Today, tourism continues to persist as one of the most prosperous industries, not only in Sri Lanka but across the global. Despite the turbulent times in Sri Lanka Tourism due to COVID 19 Pandemic, we have been making continuous efforts to develop the tourism education and the sector through various endeavors.

Today, the travel and hospitality sectors have made significant strides towards a promising future. There is however, a lack of professionally qualified human resource in the industry. The Department of Economics, University of Colombo, in its attempt to improve the quality of human resource in the Industry, has introduced, Diploma, Postgraduate and Masters Programs in Tourism Economics and Hotel Management.

Through these numerous educational programs, and this Summit and the Conference, we are able to highlight the academic contribution of the University to the Tourism Industry. Therefore, I believe that the opportunity provided through this Programs will contribute to the development of the industry by means of scientific exploration and academic wisdom. The publications, which are produced, will undoubtedly provide useful insights to policy makers in the tourism industry.

I must congratulate the organizers of this conference and the Head of the Department of Economics, students and others for organizing this event successfully.

**Senior Professor Premakumara de Silva
Professor of Sociology (Chair)
Dean, Faculty of Arts
University of Colombo**

**Message from the Head of the Department
Department of Economics, Faculty of Arts
University of Colombo**



It is with immense pleasure that I am penning this message on the occasion of the International Tourism Leaders' Summit and International Tourism Research Conference: *"Crisis Management and Strategic Planning for Sustainable Tourism Development"* organized by Tourism Economics and Hotel Management Programs, Department of Economics, Faculty of Arts, University of Colombo, Sri Lanka.

In Sri Lanka as we grow as a community, it is evident that tourism is our gateway to greater understanding of the world beyond its geographical and geopolitical borders. Our first step would be to foster peace and harmony among community members of diverse societies and also among different nationalities.

I am delighted to witness the initiatives taken by the Tourism Study Programs at the Department by organizing the esteemed UNWTO World Tourism Day Celebrations. As we work towards developing tourism sector of Sri Lanka, it is utmost importance to develop interactions among all the stakeholders including government agencies, academics, industry representatives, community members and practitioners. This International Tourism Leaders' Summit and Tourism Research Conference-2020 act as the pivotal platform to address the actual and potential challenges of the tourism industry in Sri Lanka pragmatically.

I congratulate Prof. (Dr.) D.A.C. Silva, the Coordinator and the, academic faculty members, paper presenters, well-wishers, and more importantly, the tourism students who organized this Summit for the 6th successive year.

**Senior Professor Sirimal Abeyratne
Head, Department of Economics
University of Colombo**

Message from the Conference Chair

It is with a great pleasure to convey this message on the occasion of the 7th Tourism Leaders' Summit and 6th International Tourism Research Conference organized by the students of Tourism Economics and Hotel Management Programs of the Department of Economics, Faculty of Arts, University of Colombo, Sri Lanka.



This industry's prosperity and sustainability will be determined only through creative decision making, innovative management, effective marketing and responsible leaderships. I am confident that the Tourism Leaders' Summit and International Research Conference organized by the students and alumni members of tourism study programmes will create a significant contribution to all industry stakeholders in designing their tourism products and services to propel Sri Lanka Tourism towards the pinnacle of global tourism.

I wish to convey my heartfelt gratitude to the Vice Chancellor of the University of Colombo, Dean of the Faculty of Arts, the Head of the Department of Economics for giving me a necessary academic freedom with right guidance to organize the Tourism Leaders 'Summit and International Tourism Research Conference. Furthermore, I also wish to convey my sincere thankfulness to the Department of Trade Commerce and Tourism, Central Province, in strategic partnership with the Ministry of Tourism and Aviation together with the key stakeholders of Sri Lanka Tourism for recognizing the valuable contribution of the summit and conference. I also extend my appreciation to the panel members of this conference and summit, lecturers of the tourism programmes and all industry partners for the cooperation extended for a great success of the summit and conference.

I congratulate the students, teaching faculty and all the other organizations that joined together to make this International Tourism Research Conference 2020 with a great success.

Prof. (Dr). D.A.C Suranga Silva
Coordinator, Tourism Study Programs, Department of Economics
Faculty of Arts, University of Colombo

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Virtual reality technology and tourism: A bibliometric analysis

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Abstract

Human beings go through a process of change and development throughout their life. Among the changes experienced, the most important processes are the modern and postmodern periods. The foundation of modernism was laid as a result of the value system formed by the scientific, political, technological, and cultural experiences of the 17th and 18th centuries. The modern world order, which continued until the middle of the 20th century, has been criticized with the introduction of the idea of postmodernism. The modern period which started with the Enlightenment continued as postmodern after the fall of the Berlin Wall. With the postmodern world order, globalization and technological developments have gained momentum. The globalization that emerged in the 1980s has made the world flat and access to information has become easier. With the development of transportation facilities and the internet, the transition to the information society has accelerated. These developments have continued in the 21st century and technology has closely affected all areas of life. As a result of technological developments, concepts such as virtual reality augmented reality, artificial intelligence and robotization have taken place in our lives.

The tourism sector is one of the sectors most affected by the developments experienced. The process of change created by technological developments in the tourism sector has been the subject of research. In this study, the effect of virtual reality technology on the tourism sector, its usage dimensions, and fields of study are examined. Within the scope

of the study, "Title-Keyword-Summary" scanning ("Virtual reality" AND "Travel" OR "Tourism" OR "Tourist" OR "Hospitality" OR "Entertainment"> 1992) was searched in the Scopus database. As a result of the scanning, 624 studies were reached. Among these studies, accessible 50 articles related to the subject were discussed. As a result of these content analysis studies, the areas of use of virtual reality technology in tourism, the universe-sample of the studies, the subjects, methods, and main findings of the study were emphasized.

Keywords: Virtual Reality, Technology, Tourism, Bibliometric Analysis

Measuring the satisfaction of tourists visiting the world heritage site of Ajanta caves

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Abstract

To create effective marketing strategies for Heritage Destination in the tourism industry, and in-depth knowledge of tourists is crucial. This study aims to measure tourist satisfaction of the highly trafficked destination of the World Heritage Site of Ajanta Caves in Aurangabad (Maharashtra, India). Primary data was collected from 100 tourists (foreign & domestic tourists) who visited Ajanta caves in January 2020 using a questionnaire. Data Analysis was done by using t-test and descriptive statistics.

The findings of the study suggested that tourists were strongly satisfied with the monument, facilities at the monument, scenic beauty of Ajanta caves, and conservation of the monument. On the contrary, tourists were let down with the accessibility & connectivity. It was also observed that there is no significant difference between the satisfaction of foreign tourists and domestic tourists. The further researcher has come up with the suggestions for the destination planners and promoters to improve tourist footfall at the destination.

Keywords: Tourist Satisfaction, World Heritage Site, Ajanta Caves.

Workforce perception of the impact of Covid-19 (Novel Coronavirus) on the job security of the tourism industry in Sri Lanka

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Abstract

A substantial number of studies have shown that Covid-19 has affected the world economy and the tourism industry since it limits travelling. On the other hand, it makes significant challenges to the workforce of the tourism industry such as job insecurity and salary deductions. Based on that, this study focused to identify the workforce perception on job security in the tourism industry in Sri Lanka, in which employees rely heavily on the plans, to clarify the current state, underlying issues and alternative for the financial crisis. Results show that Covid-19 has directly affected to change the industries after the pandemic. Furthermore, it is also suggested that employees observing to move for more secured jobs like teaching and self-owned businesses. Government and private sector involvement to retain the well-experienced employees seem imperative responsibility to build a good destination image and offer a respectable service after the pandemic.

Keywords: Novel Corona Virus, Covid-19, Pandemic, Tourism industry's workforce

Rebuilding art of exploring by educating community people and responsible tourism: Tourism after COVID- 19

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Abstract

We all are facing the dark impact of the deadly virus “COVID-19” and no one knows when it will end. The global economy hit very badly and the tourism sector will face worst-case scenarios with a loss of five to seven years’ worth of growth. Every dark event has a bright side as well and we should learn lessons that are holding Corona. The current situation is alarming us to take wise steps to save our planet too. After the end of the crisis, we eager to step out and explore nature. Following the self-quarantine and social distancing, the people become so alone than they’ve been in long-time feeling anxiety, fear, stress, depression, or other mental health issues. They want to get back into their daily life routine and engage with nature, celebrate regional festivals and holidays. To enjoy the art of exploring we must reconsider our lives, renew a sense of curiosity, and more responsible tourism activities with less impact on our planet. The tourism industry is the most resilient and can be a leading driver to recover. For a strong comeback, there is a need to rethink a lot of old practices. For the present study, data is collected through google forms from people who are tourists/community people. Some open-ended questions contributed to valuable suggestions. Like: Along with safety and security measures, what small steps that could be part of new tourism? Some respondents have focused on practice distancing from an ill person, personal hygiene, and, surrounding cleansing. Some talked about responsible tourism practices. Incentivizing and educating people could

play a significant role in shaping 'desirable' ecological actions and proactive socio-economic outcomes. Not just locals and community but everyone needs to understand that there's no "planet B".

Keywords: COVID- 19, responsible tourism, community education, rethink

Entrepreneur's success in small and medium scale homestay tourism in the Southern Coastal Area

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Abstract

The impressive growth of the tourism industry with a niche tourism concept leads to make a lot of tourism business opportunities as a homestay tourism business. Therefore, this study presented the nature of homestay entrepreneurs as value by homestay entrepreneurs, factors affecting the entrepreneur's success in the homestay tourism business, and the current challenges of entrepreneurs in the continuation of homestay tourism business in the southern coastal area. This study followed the constructivism paradigm, is inductive in its approach, practices qualitative explorations using the grounded theory as the research stage by using in-depth interviews to determine and take the opportunity recognition phenomenon generate effective results based on the Straussian grounded theory by selecting successful entrepreneurs in Southern coastal area based on theoretical sampling. The paper discussed the nature of homestay entrepreneurs, success factors as entrepreneur's personality traits, behavioural factors, personal values, social capital, human capital, strategic factors, and geographical factors are the critical factors of development of a homestay tourism business in the southern coastal area. Consequently, challenges as less government involvement, financial challenges, lack of knowledge about the concept, lack of education and training, social problems, the impact of the government, destination image, and competition can mitigate through proper planning and management, homestay education and training programs and the active involvement of all the key stakeholders as the government can successfully establish homestay entrepreneurs in Sri Lanka to give

benefits for the rural communities in tourism destinations as Southern coastal area for the human resource development of the entire county.

Keywords: Entrepreneur, Homestay Tourism, Rural Community, Stakeholders, Tourism destination

**An investigation of undergraduates career
perception on tourism and hospitality industry
after COVID 19 pandemic: special reference to
Rajarata University of Sri Lanka**

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Abstract

The tourism industry is one of the major industries in the Sri Lankan economy, which was hardly affected by the COVID 19 pandemic. Also, it made a risk of nearly four hundred thousand direct and indirect jobs in the Sri Lankan context. Due to the third foreign exchange earning industry, university-level tourism degree courses are conducted by Sri Lankan universities. Therefore, the research problem was identified as although the tourism-related jobs are at a risk in COVID 19 situation, tourism undergraduates are still studying tourism degree programmes in Government universities. Here, the problem is based on how students create their perception of careers in the tourism and hospitality industry after the COVID 19 pandemic. The research aims to identify undergraduates' perceptions towards careers in the Tourism and Hospitality Industry and to determine the relationship between career perception factors and engaging with the relevant careers in the tourism and hospitality industry after COVID 19 pandemic. Researchers used both primary and secondary data and self-developed five points Likert scale questionnaire used as the primary data for the study and e-journals, research articles, web sites, books, etc employed as the secondary data for the research. The research population is defined as all tourism undergraduates in language and tourism management degree programme in the faculty of social science and humanities, Rajarata University of Sri Lanka and there, 100 tourism undergraduates were selected as the sample

for the investigation. Further researchers used the quantitative method for the study. The nature of Work, Social Status, Career Growth and Benefits, and Working Staff are identified as the independent variables in the study as well as the student perception towards the careers in the tourism and hospitality industry was identified as a dependent variable for the identified research. According to the SPSS analysis, it was identified that there is a strong positive relationship between tourism undergraduate's Social Status and student perception towards careers in the tourism and hospitality industry. Also, a weak positive relationship illustrated between Nature of Work, Career Growth and Benefits, Working Staff, and student perception towards the careers in the tourism and hospitality industry. These findings proved that still, the students' perception towards careers in the tourism and hospitality industry is positive despite COVID 19 pandemic situation in the country.

Keywords: Undergraduates, Career Perception, Tourism and Hospitality industry, COVID 19

Potentials for Sri Lanka to become a Tea Tourism Destination

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Abstract

Travel & Tourism is one of the world's largest economic sectors as providing direct employments over to 100 million as well as enormous indirect employments for different sectors and regions (World Travel and Tourism Council). International tourist arrivals grew by 4.9% in 2018 to reach a total of 1,184 million in 2018, according to the latest UNWTO World Tourism Barometer. With the gradual development of the tourism sector, people willing to engage in new tourism experiences and concepts as niche tourism emerged as a new concept (Fernando, 2014; Fernando 2015). Niche tourism refers to how a specific tourism product can be personalized to meet the needs of a particular tourist segment as Tea tourism has been identified as one niche Tourism segment that emerged. Tea tourism is increasingly recognized as an important scope as per the trade value and integrated contribution marked for sustainable development in the tourism industry. At present, most of the tea-growing countries are practising tea tourism as a diversified concept alongside its mainstream of revenue generations in bulk tea and value-added tea. Since Sri Lanka has a prominent Ceylon tea brand image embedded with a quality value proposition to worldwide consumer segments, tea could also be turned as multiple channels of revenue generation to the tourism sector. The objectives of this study are to identify the potentials of Sri Lanka to become a tea tourism destination. The study will be used in multiple sources of information. documents, observations and interviews are used rather than rely on single data source. Then the researcher reviews all of the data and makes sense of them, organize them into categories of them cut across all of the data sources. Thus, the study took the primary and secondary data sources.

Keywords: Niche Tourism, Tea Tourism, Tourism Potentials

Motivation and socio-demographic factors affecting Gastronomic Tourism in Sri Lanka: With special reference to the city of Colombo

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Abstract

Culinary tourism is a popular practice and the economic activities that result from it have a great potential to increase the attractiveness of a tourist destination. Studying tourists' motivations is essential to understanding gastronomic tourism because, when tourists travel, they visit restaurants and similar places to satisfy their basic physiological need of nourishment. Naturally, tourists consume food out of necessity, but their desires and motivations for eating can differ. Tourists may desire to learn about the local food and have gastronomic experiences, and culinary expectations can therefore significantly influence the choice of destination. This article is about the gastronomic experiences of tourists of Colombo, Sri Lanka. The main goal of this study is the analysis of the tourists' interest and motivations towards the local cuisine and Socio-demographic factors influencing in the choice of gastronomy tourism in Sri Lanka. The methodology was that used in this study is based on performing fieldwork using a representative sample of foreign tourists who visited the city of Colombo, Sri Lanka, to understand their socio-demographic factors, motivations, opinions of local gastronomy. The questionnaire used sought maximum clarity of questions to reduce interview time with travellers. When analysing the data six motivational factors and socio-demographic factors influencing gastronomy tourism were identified.

Keywords: Gastronomy, tourism, motivation, experiences, Colombo

Site suitability analysis to the development of sustainable Eco-Tourism in the east part of Sri Lanka: a gis-based analytic hierarchy process (AHP)

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Abstract

This study is to find out site suitability of eco-tourism sites using Geographic Information System (GIS) and Analytical Hierarchy Process (AHP) used to identify the site suitability for the future development of eco-tourism in East part of Sri Lanka. The study consisting of two methods of the process that, GIS-based Analysis and analytic Hierarchy Process (AHP). The spatial analysis of GIS used to produce and integrate the potential maps, which indicated varies eco-tourism sites to identify the required site suitability to the future development of sustainable eco-tourism.

The result of AHP showed that the study area has a high potential for ecotourism and in each produced map from two methods show more than 65% selected area highly suitable for eco-tourism development. The selected variables were used to define the suitability, based on varies criteria that; eco-tourism & community characteristics, environmental resource, Climate condition, land utilization, water resource and infrastructure accessibility. AHP was effectively used in this study to evaluate the suitability between the variables. The methodology proposed a conceptual model for the study to linking process to achieve the objective of the study. Therefore the study recommended four Eco-tourism sites to the development of sustainable eco-tourism, which are consisting that, Coastal tourism development, Agro-tourism

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development, Lagoon adventure tourism development and Cultural and
heritage tourism development.

Keywords: Sustainable eco-tourism, GIS, AHP, Suitability,
Development

Linking coastal land use change with driving forces and actors: Due to the role of backpackers in Hikkaduwa

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Abstract

Tourism is an emerging industry all over the World as well as Sri Lanka. In the present situation, the tourism industry has been ranked as the 3rd largest export earning industry in Sri Lanka. The local tourism industry has been dispersed all over Sri Lanka from different modes as less and more. Travel and tourism also are emerging and developing day by day along through the different trends and modes. Backpacking is such kind of most popular concept among young travellers mostly but other age categories too. As an Island, sea and beach areas are the major strength for the attraction of tourists in Sri Lanka than the other destinations. As a result of that strength, backpackers and other tourists tend to travel to the coastal areas more than the other destinations. If package tourists spend a short period within the destinations, backpackers spend comparatively large time duration and there are significant social, economic, environmental impacts due to the backpackers. With this background, this study attempts to investigate the spatial impacts of backpackers in the context of Sri Lanka. The study predominantly goes through the four land-use change models. These models were applied to investigate the Coastal land use changing process with driving forces and Actors, due to the role of backpackers in Hikkaduwa Coastal City. This model application will help Urban Planners, policymakers when making decisions about future development projects and plans. On the other hand, this study is a missing part that can fill the gap between Tourism and decision making in planning. This application can be replicated in to other Coastal Areas. The majority of the tourists who visit the Hikkaduwa coastal City (more than

80%) are backpackers and due to the role of them, there can be seen a significant impact on the land-use change. since the beginning of the civilization, Hikkaduwa has been represented several land-use change models out of these four models. At the very beginning of the colonization, Hikkaduwa Coastal City's land uses have been changed according DF-C Land-use change model and after colonization the land uses have been changed according DF-A-C model. From the post-independence era to present, Hikkaduwa Coastal City's land uses have changing according to the DFA-C Land-use change model. As well as according to Butler's Tourism Area Cycle model, Hikkaduwa is in between the "involvement" stage and the "development" stage.

Key Words: Tourism, Backpackers, Land Use Change Models, Coastal city

The relationship between the concept of sense of place and willingness to pay for historical and cultural places in Sri Lanka

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Abstract

This study aims to examine the relationship between sense of place and willingness to pay for historical and cultural places in the Sri Lankan context. Sigiriya Rock Fortress, Sri Lanka is the focus of this study. To this end, sense of place factors— identity and place dependence— were identified and measurement scales were developed by reviewing the literature. This work uses a survey of 300 both local and international visitors who visited the Sigiriya in Sri Lanka and examines the concepts of sense of place and willingness to pay. The regression analysis has been conducted to examine how factors related to the sense of place predict the willingness to pay. The results show that ‘special qualities’ of this historical and cultural place encourage for higher visitation and willingness to pay for conserving Sigiriya Rock Fortress by both international visitors and local visitors. Also, ‘symbolic place’ is related to willingness to pay for by international visitors. Incorporation of both local and international visitors’ perceptions will add more insights into the phenomenon studied. The influences are context determined and culturally varied. This is one of the less-studied aspects in Sri Lankan context, but understanding the conservation value that the visitors have for this type of historical and cultural place is important in the sphere of maintaining these places under the limited government budgets. Further, the findings of this empirical study can be useful for planners, architects, real estate developers and policymakers for their investment, maintenance of historic and cultural places and heritage location decisions.

Keywords: Willingness to pay, Sense of place, Attributes, Conservation value

Factors influencing domestic tourists to travel after COVID 19 lockdown: With reference to Dambulla area

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Abstract

COVID 19 pandemic change the direction of the world tourism industry and its economic contribution. During the Easter holidays, the COVID restriction period hit to tourism industry via from January to April month in the 2020 year, tourist arrivals declined by 44% in internationally. At the national level, the Sri Lankan domestic tourism industry was also affected, but after the COVID 19 lockdown Sri Lankan tourism industry offers promotional packages to attract domestic tourists. Even this pandemic situation isn't over, domestic tourists are travelling. Therefore, research problems identified as to how the selected factors "personnel, social, situational, and previous experience" effect on domestic tourist travel motivation after COVID 19 lockdown. The study aims to determine the motivational factors that most influenced domestic tourists to travel after COVID 19 lockdown and to determine the relationship between travel motivation factors and domestic tourists travelling action. The well-known Dambulla area was selected as a research site. The researcher used a quantitative method to analyze collected primary data through self-administrative five-point Likert scale questioners which were distributed among 110 domestic tourist respondents in the Dambulla area. Journals, books, e-publications, and web pages are used as secondary data sources. According to the conceptual framework developed by researcher personnel, social, situational, and previous experience are identified as independent variables and dependent variables express by Domestic tourist's travel action. Based on SPSS analysis data, situational factors such as promotions, off-season star class accommodation offers, low-cost facilities have created a strong positive relationship with domestic tourist

travel action and personnel, social, and previous experience are creating a weak positive relationship with domestic tourist travel action after COVID 19 lockdown. Therefore, the researcher recommended costing reduction offers as a suitable pathway to improve domestic tourism. Also, domestic tourism is one of the best ways to recover the tourism industry after a disaster and off-season.

Keywords: Domestic tourism, Personnel factors, Social factors, Situational factors, Previous experience, COVID 19

Ecotourism influences on the livelihood of the local community in Sri Lanka: With reference to Ella

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Abstract

Ecotourism is an integrated concept which can practice in developing countries to stimulate the economic level of the state as well as to ensure the conservation of the resources. In the globalized world the developing countries like Sri Lanka, directing its outlook to the vibrant and smooth concept which is ecotourism. Ecotourism can be identified as one of the subcomponents of sustainable tourism. Because, the concept keeps balance in-between economic, environment, social, cultural and physical aspects of the destination. Practising proper eco-tourism concept in every destination is ensuring the sustainable development of the particular place and its surroundings. In Sri Lankan context most of the ecotourism destinations are located in a rural eco-sensitive area. Because of that, the local community collaborate with the destination and try to gain from it for their livelihood improvement in a positive manner. Hence, in some ways, it may lead to negative impacts on the community. Therefore, this study attempts to investigate the ecotourism influences in the livelihood of the local community regarding Ella Grama Niladhari Division. The study focused on identifying the factors of local community's livelihood as the first objective need to be achieved and selecting the significant factors, investigating the direction of factors separately are the second objective.

The study used a selective sampling method to select 200 samples from 1414 people in Ella GN division. The community in Ella are low varied in terms of their characteristics. Therefore, in a low varied population selective sampling is a good method to do the study. The data collection

was done based on primary and secondary data collection methods. Quantitative and qualitative methods were used to analyse the collected data. Bivariate correlation, frequency analysis, and thematic analysis used as the tools to analyse and interpret the data.

The study concludes with the results which depict the significant livelihood factors and the influences of ecotourism impacts on those factors whether it is positively impacting or negatively impacting. Through the study, it has identified ecotourism influences impacting negatively in the livelihood of the local community rather than positive impacts in the Ella GN division. Finally, recommendations provided to minimize the negative influences and to encourage positive influences.

Keywords: Ecotourism, local community, livelihood development, impacts on Tourism

Major benefits, usage and concerns about cloud computing in the historical/heritage sites of Sri Lanka

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Abstract

Historical or Heritage sites including buildings, Monuments and other structures are considered as an important asset for any Country of society. They not only reflect the cultural past but also have strategic and economic significance to both County and the people living in that area. UNESCO has declared the heritage sites belong to the entire world in respective of where they are located. Hence government and other organizations make a special effort to preserve them. It is an unfortunate truth that the tourism industry is sometimes behind the curve when it comes to adopting the latest technology. In the competitive environment of the tourism industry. Information system applications and high-quality information technology infrastructure play a key role in the tourism industry. So one of the important pre-requisites for effective conservation is the proactive monitoring of them. An effective monitoring scheme needs to monitor these sites around the clock and alert the responsible parties when immediate attention is required. This paper Present a model for using the internet of things and cloud computing technology for monitoring the heritage sites and artefacts along with a prototype system has been developed for this purpose.

Keywords: Internet of things, cloud computing, heritage sites and artefacts, tourist attraction, monitoring, prototype.

Promoting food safety measures to attain sustainability in the Sri Lankan hotel industry during & after Covid-19 crisis

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Abstract

The tourism sector, international travel and hotel industry have been impacted heavily due to the COVID-19 crisis and it causes significant vibration on the country's economy. Therefore, this study was carried out to analyze the current status of the hotel industry by selected food safety measures as variable to promote the sustainability in Sri Lankan hotel industry. The conceptual methodology technique was used in this study to make out a secondary source of information from different recommended food safety measures presume worldwide. This study revealed food safety measures that indicative practices, which can be followed as food safety measures and hotel based new recommendations or approaches for establishing food safety management system (FSMS) for the hotel industry during and after COVID-19 crisis in Sri Lanka. This paper proposed the Hazard Analysis and Critical Control Point (HACCP) management system to analyze food safety measures of hotels to improve the food hygiene and safety in the hotel industry. In response to the crisis, the majority of the hotels in Sri Lanka had decided to get closed temporarily. This study explored that; food hygiene, safety measures among food handler and supplier, risk assessment-assessing risk, risk management-implementing necessary measures, risk communication-exchanging information and opinions among members, customers and

business operators which are encouraged such a new approach to the hotel industry. Therefore, there is a requirement for instruction and attention of the unsafe impacts of poor food safety practices and all the more critically methodologies particularly for appropriate food hygiene and safety, actualizing the powerful checking frameworks to evaluate food handling consistence among food handlers and guaranteeing the sanitation decides and rules that are viably executed in the hotel industry.

Keywords: COVID-19, food safety, hotel industry, Sri Lanka, sustainability.

Impact of foreign policy on the development of Sri Lankan tourism: A comparative analysis

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Abstract

Sri Lanka is one of the most important countries in the middle of the Indian Ocean. The location of Sri Lanka is considered to be suitable for tourism. Tourism is seen as a lucrative sector for Sri Lanka. Sri Lanka's foreign policy is seen as a force to be reckoned with in tourism. Sri Lanka's domestic turmoil and inappropriate policy have made Sri Lanka's tourism industry vulnerable. This study examines the impact of Sri Lanka's foreign policy on the development of Sri Lanka's tourism industry from 2015-2020. The main objective of this study is to identify an appropriate foreign policy that can assist Sri Lanka, in developing Sri Lanka's tourism industry. The problem with this study is that Sri Lanka's foreign relations are limited to some countries and the number of foreign travellers from countries is very low. The research question that arises for the researcher here is whether Sri Lanka deals with appropriate relations with international organizations. This study was carried out based on primary and secondary data with comparative and descriptive analysis. This study has presented some research findings and relevant findings at its conclusion.

Keywords: Tourism Industry, Foreign Policy, International Relations, Indian Ocean

Impact of COVID-19 outbreak on tourism entrepreneurs and alternative strategies to recover the Tourism Industry

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Abstract

Sri Lanka has recognized the tourism sector as one of the most vital business sectors, which may have a multiplier effect on the local community. It's a major contributor to the social and economic development of the country. Within tourism, entrepreneurs have a significant role to play in the tourism sector. In the context of Sri Lanka, difficult to seek out empirical studies on the topic that, Impact of Covid-19 Outbreak on Tourism Entrepreneurs. Furthermore, this study aims to find out the impact of the outbreak and small and medium enterprises (SMEs) performance within the tourism sector in the Eastern part of Sri Lanka. The study based on both qualitative and quantitative data, as well as the primary data reviled to obtain the business performance of entrepreneurs through the structured online questionnaire survey was explored based on the following variables: sales rate, income level, profitability, growth rate, enterprisers' performance during the outbreak period. Additionally, structured and unstructured interviews were conducted by directly and phone calls from some randomly selected groups such as, small business organizations, entrepreneurial development group, and some tourism-related business forums in Eastern region which were help to identify the aim of the study. Accordingly, entrepreneurs mostly effected by business discontinuation or closure and decreased income due to the closure of some supporting sectors for tourism like the cadastral business, restaurant, homes pay, handicraft business, hotel industry and transportation and suppliers, fisherman, fruit sellers, and cleaners also indirectly affected by the crisis. Which are the great evidence were collected from the Eastern region. Hence, this study

promoted some alternative strategies to regenerate the tourism sector for East part of Sri Lanka. Therefore the study recommended that necessary alternative strategies fill the gap and regenerate the entrepreneurs support to help them in boosting the economy and to create the tourism sector. The procedure of entrepreneurship has enthusiastically promoted the improvement of tourism. We need to form a legal platform to protect local small and medium scale Tourism Entrepreneurs from large scale direct investments for post Covid-19 outbreak.

Keywords: Covid-19 outbreak, tourism Entrepreneurs, Eastern part, recovery, alternative strategies

ICT and social media for Post-disaster recovery of Tourism industry

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Abstract

A disaster can affect the local tourism industry in numerous ways, and such events are particularly devastating for small communities whose local economy is heavily dependent on the sector. Loss of infrastructure plus negative media stories can have long-term ramifications for the destination. In 2018, Sri Lanka was one of the top destinations in the world for foreign tourists, but the Easter Sunday attack in April 2019 dealt a huge blow to the country's tourism sector. Multiple Easter Sunday in mid-April targeting three churches and three hotels in the capital Colombo and Negombo area in Sri Lanka. Negombo is the most attractive city in Sri Lanka. The research conduct to identify the underline reasons that how to use ICT and Social media for post-disaster recovery of the tourism industry. Easter Sunday attack affected the tourism industry and ICT and social media help to recovery negative impact. These analysis methods used to identify the ICT and social media methods and other things. In this research, you can get a brief overview of how the sample is used to solve the problem, describing the methodology and how to analyze the data. This data was analyzed using quantitative and qualitative data. Using modern data analysis method, the research was carried out using both primary and secondary information. This research aims to investigate the potential use of ICT tools by stakeholders for post-disaster tourism resilience activities and both qualitative and quantitative methods have been used for this research.

Keywords: Disaster, Easter Sunday attack, Social media, Negombo

Affect of sanitary practices and human health in the hotel sector during Covid-19

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Abstract

The spread of COVID-19 and restrictions continue to an increased negative impact on the global tourism and hospitality industry. Human health originates from the health of nature and it's imported for the hospitality industry. The COVID-19 pandemic has forced human to acknowledge the importance of nature and the ecosystem (zhou *et al.*, 2020). Due to the global health crisis caused by COVID-19, travellers are now likely to pay more attention to the availability and quality of medical facilities and sanitized practices and when taking travel decision. The study aims to investigate how to affected COVID-19 and sanitization for human resource in the hotel industry. The research conduct to identify the underline reasons that use sanitary methods and how they help to protect human in a hotel. This paper is based on an overview of the relevant literature on hotel sanitary practices as well as human resource behaviour. These analysis methods used to identify the sanitary practices and human health in the hotel sector. In this research, you can get a brief overview of how the sample is used to solve the problem, describing the methodology and how to analyze the data. This data was analyzed using quantitative and qualitative data. Using modern data analysis method, the research was carried out using both primary and secondary information.

Keywords: COVID-19, hospitality industry, human resource, sanitization, crisis

Impact of work-family conflict and organizational support on presenteeism of operational level employees in the hotel sector

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Abstract

Presenteeism discusses the person's physical availability in the workplace while distracted the intrinsic capacity for performing. It suggests the importance of the supportive working state of affairs from the organization end, as well as from the family of the employees. The conflicts in the family space originated due to the work, and; conflicts arising from family into the workspace may affect the employees' mental and physical health, and, therefore, associated with the presenteeism. The hotel industry has faced a shortage of skilled labour around the world and reported the highest turnover rate in recent decades. Hence, appearing due to presenteeism would generate a significant loss in the industry. In this context, this study was performed to identify the impact of work-family conflict, family-work conflict, and organizational support on presenteeism in the hotel industry. A structured questionnaire was occupied in collecting primary data using a sample of 207 operational level employees representing three to five star graded hotels in Colombo district, Sri Lanka. Independent sample t-test, one way ANOVA, correlation coefficient analysis, simple linear regression analysis, and multiple regression analysis were used to analyze the data. Results revealed a strong positive relationship between work-family conflict, family-work conflict, and presenteeism and there was a weak positive

relationship between supports of organization and presenteeism. Moreover, work-family conflict, family-work conflict, and support of the organization indicated a positive impact on presenteeism. Further, family-work conflict was the most influencing predictor of presenteeism and there is no difference of presenteeism in terms of demographic factors of the employees. Hence, managers should strategically address the work-family balance of employees. Organizational policies must be more favourable for the workers to manage physical and mental health to continue an effective and efficient service delivery process in the hotel sector.

Keywords: Presenteeism, Work-family Conflict, Family-work Conflict, Organization Support, Hotel Industry

The satisfaction of the tourists towards the Ayurveda Tourism in Sri Lanka: With special reference to the city of Kandy

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Abstract

The Ayurveda practices have been conducted in Sri Lanka from ancient times. It has become one of the main tourist attractions in the country. Many foreign tourists visit Sri Lanka in search of Ayurveda practices. There are around 6,500 registered Ayurveda practitioners in Sri Lanka. But around twice of that number is practising informally in the villages. Specialised Ayurveda resorts provide almost an exclusive service for visitors to Sri Lanka and they are especially interested in the external treatments given. Ayurveda medical and wellness service is a rising business and it has a great probable to achieve success by providing high-quality services. Quality of Ayurveda Health Service is a key contributing factor for tourists' satisfaction. This Ayurveda medical and wellness service has become a rising tourist attraction in Kandy and it has a great possibility to achieve success by providing a high-quality service. The tourist satisfaction depends on the quality of the Ayurveda Health Service provided. The main goal of this study is to determine the impacts of service quality on Ayurveda medical tourists' satisfaction. The methodology used in this study was performing fieldwork using a representative sample of foreign tourists who visited the Ayurveda treatment centres in Kandy, Sri Lanka. A simple, clarified questionnaire was used to reduce the time waste of travellers. After analysing the data, the dimensions of service quality factors influencing Ayurveda tourism were identified.

Keywords: Ayurveda, tourism, satisfaction, service, Kandy

An analysis of tourist behaviour with the Covid-19 outbreak: a case study of Ella town Sri Lanka

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Abstract

The study devoted about the tourist behaviour with the Covid-19 outbreak & appropriate analysis of the current situation in Ella town, Sri Lanka. However, the papers address the factors which affect tourist behaviour in such a critical moment. Tourist behaviour refers to how tourist behave according to their attitudes before, during & after travelling (Vuuren & Slabbert, 2011). Data collected regarding pre, present & post situation of Ella town, Sri Lanka as a result of Covid-19 outbreak. The research consists of detailed SWOT analysis, distribution of questionnaire & interview. The result indicated an applicable strategic plan for identified critical problems caused by Covid-19 outbreak.

Key words: Tourist Behavior, Covid-19 outbreak, Ella town Sri Lanka

Covid-19 crisis and recovery of the hotel industry: A strategic focus on tourism sector in Sri Lanka

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Abstract

The present study attempts to investigate the response of the hotel industry during COVID-19 outbreak and the perceptions of hoteliers on reactions would be carried out at the end of the crisis. Further, the faced challenges during the recovery period were examined. An online survey was carried out among 30 upper scales, 20 middle scale and 15 budget level tourist hoteliers selected from Batticaloa, Ampara, and Trincomalee districts located in the east coast region of Sri Lanka. Survey results reveal that more than half of the tourist hotels were permanently closed and cancelled the bookings as a response to COVID-19 impacts. In response, the hotels could not pay the worker's salary regularly caused poor performance of employees. Hoteliers perceived that leisure marketing segment would be a highly demanded segment in this region. However, the hotel industry would be a more contributor to tourism market improvements in post-COVID-19. And the health regulation practices were found to be a challengeable activity for all hoteliers during recovery time from COVID-19 shock. Under the current circumstance, hoteliers assumed that more than one year would be taken to recover the industry. Therefore, the present study recommends that hoteliers should follow the post-COVID19 tourism development strategic plans, which are recommended by field experts and strong short term and long term sustainable goal marketing campaign should be implemented with best health safety regulation practices.

Keywords: Covid-19, Hotel industry, tourism, response, perception

Key determinants of customer loyalty and satisfaction of the Middle East Inbound tourist to Sri Lanka

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Abstract

More pointedly, it is important to reiterate the role of customer loyalty and satisfaction in determining the level of attraction of new tourists and their contribution to the growth of the hospitality and tourism industries. In this direction, this study closely examines the key determinants of customer loyalty, satisfaction and motivation of the Middle East inbound tourist to Sri Lanka and what degree of impact it creates and in which ways? This study will attempt to uncover this question in which it contends the purposive sampling method in collecting data from the tourist in explaining how exactly do these variables interact with each other. Reconfirming the existing theoretical and empirical literature, findings from the data collection and analysis indicate that destination image, service quality and customer satisfaction are key determinants of customer loyalty of Middle East Tourists visiting Sri Lanka. Within this framework, the conceptual model developed in the study indicates that approximately 92.8% of the variance in customer loyalty of the Middle East inbound tourists visiting the country can be directly attributed to the combined influence of destination image, serviced quality and customer satisfaction. To address the poor destination image and low levels of satisfaction with service quality in the industry, the researcher recommends that industry and its key stakeholders implement the strategies including, allocation of more accommodation for middle east

tourists, introduce more middle eastern cuisine, increase accessibility to Sri Lanka, introduce entertainment, leisure, sports and activities for families and children and also the government should encourage participation in these activities via special incentives, tax concessions, etc.

Key Words: Inbound Tourism, Customer Loyalty, Customer Satisfaction

Impact of external factors on Chinese tourists' tour satisfaction: Evidence from listed travel agencies in Sri Lanka

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Abstract

The Chinese tourist market is one of the prominent markets in the Sri Lankan tourism industry. But there is a decline in the Chinese tourist arrivals through travel agencies. This study focusing on the impact of external factors that could affect the tour satisfaction of Chinese tourists who visited Sri Lanka through travel agencies. To achieve the objectives of the study researchers selected 100 Chinese tourists who travel to Sri Lanka in 2018 through four Sri Lanka tourism development authority (SLTDA) registered travel agencies. Ample selected according to the simple random sampling method. Data collected by distributing structured questioners and analyzed by using Statistical Package for Social Sciences SPSS. Descriptive and correlation analysis methods employee on data analysis. The study results visualized that, Chinese tourists were satisfied with the cleanliness of the hotels, quality of the guide, service of the hotel, quality of transportation, quality of the driver and they were dissatisfied with the foods of the hotels. Moreover, there was moderate positive relationship on the cleanliness of the hotel, service of the hotel, food of the hotels, quality of transportation and quality of the driver with Chinese tourists' satisfaction on tour. Also, it identified that there was a fairly strong positive relationship between the quality of the guide and Chinese tourists' satisfaction on the tour. Most of the Chinese tourists are dissatisfied with the available foods in Sri Lanka. Researcher

suggests that the suppliers in the Chinese market need to be more focus towards the requirements of Chinese tourists such as providing a necessary set of equipment, preferred foods and reliable guides.

Keywords: Chinese tourists, external factors, service quality, tour satisfaction

Impact of COVID-19 on socio-economic characteristics of indirect beneficiaries of the tourism sector: A case study of livestock farmers in Sri Lanka

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Abstract

Travel and tourism industry worldwide has faced a major drawback regarding the ongoing COVID -19 crisis, and Sri Lanka faces a tough challenge in encouraging tourist arrivals. Therefore, the socio-economic status of the indirect beneficiaries of the tourism industry are being worse off. The present study was carried out to find the impact of COVID-19 on the socio-economic status of livestock farmers linked with tourism goods and services in the coastal region of the eastern province of Sri Lanka. Randomly selected 150 livestock farmers in the eastern province of Sri Lanka were interviewed using a semi-structured questionnaire. The study found that 70% of the livestock farmers completely lost their income from tourism because tourist hotels had stopped their direct purchasing of goods from farmers. Majority of the livestock farmers those who sold their product to local market generate relatively low income during the lockdown situation. Further disruption of the supply chain due to lack of transport and high feed costs has devastating effects on the livelihoods of farmers. There was no support of credit facility or financial assistance from the tourism sector to improve the household income of livestock farmers during this crisis. Accordingly, this research suggests that the credit and improved marketing facilities should be implemented through government and private personals to improve the social wellbeing of these farmers.

Keywords: Socio-economic Characteristics, Livestock, Tourism Sector

Status of the hotel industry in Sri Lanka during Covid-19 pandemic & strategic plan to recover the industry

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Abstract

This pandemic situation has been affected every sector across the globe, and the hotel industry is among the hardest hit. Strategies to flatten the COVID-19 curve such as community lockdowns, social distancing, stay-at-home orders, travel and mobility restrictions have resulted in the temporary closure of many hospitality businesses. The purpose of this paper is to review the impact of COVID-19 outbreak on the hotel industry and summarizes the impacts that were examined from this crisis and to produce the practical and strategic tips for hoteliers and destination marketers for the Sri Lankan context. Findings were derived from the analysis of both primary and secondary data. The academic journals, as well as country situational reports, briefs and presentations were analyzed. A questionnaire was designed to investigate the impact of COVID-19 on the performance of the hotel as a primary source of information. Therefore, the study focuses on the period from the beginning of 2020 when the coronavirus began spreading into the globe. The evidence collected through an online questionnaire survey among 150 hoteliers from Sri Lankan hotel industry to find out the status of the hotel industry during the outbreak. The selected variables such as hotel opening status, number of booking per month before the outbreak, number of booking per month before the outbreak, number of workers before the outbreak, number of workers after the outbreak, income level, and employment losses were used to define the status of hotels due to pandemic situation by the descriptive way. The findings revealed that

almost all of the hotel rooms were empty. More than half of the hotel employees have been thrown off from their jobs. Nearly 50% of revenue was declined during the first half of 2020. The study provides information about the status of hotel industry dealt with a major, extended crisis and recognizes the importance of an integrated strategy for dealing with a crisis and also how the hotel industry can prepare itself and describes how all stakeholders must work together to better deal with the effects of the crisis. This paper suggests the practical and strategic recommendation for Sri Lankan hotel industry to manage the crisis.

Keywords: Covid-19 pandemic, hotel industry, hospitality sector, strategic plan, tourism sector.

Marketing potentials to promote tea tourism in Sri Lanka

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Abstract

Tea plantation industry plays an important role in the Sri Lankan economy in terms of gross domestic production (GDP) and tourism contexts connecting to an international market. Sri Lanka is that the world's fourth-largest producer of the tea industry is one among the main sources of foreign exchange in the country. Although the demand for "Ceylon Tea" is high, embedded with a high-quality value proposition to worldwide consumer segments, tea could even be turned as multiple channels of revenue generation to the tourism sector. Tea tourism is emerging worldwide as a replacement form of the sustainable cultural tourism market. In the context of the tea industry in Sri Lanka, Tea tourism is one of the marketing tools within the tourism sector which has the potentials for promoting the upcountry region. The research objective is to identify the marketing potentials in Sri Lanka as a tea tourism destination, which is motivated by interest within the history, traditions and consumption of tea additionally as investigating the tea tourists' behaviour, expectations and destination attributes and native community involvement for tea tourism. Tea tourism or homestay in tea gardens is a fast-growing marketing segment in the upcountry region. the main focus of tourism promotion is to urge more tourist arrivals and give them maximum satisfaction through the hospitality sector, which launched a variety of approaches and initiative to market their local Customers/ tourist stratification, environment, marketing, tradition, culture, & community. This Study examines the facilities of hospitality opportunity of tea tourism in tea tourism region. Therefore, the conceptual model explains how marketers should implement effective marketing potential to Sri Lanka as

a tea tourism destination. Sri Lanka can be positioned together with the attractive and more competitive tea tourism destinations in the world which successively could make major economic impacts are increasing in the employment opportunities, increase in investment, development and infrastructure spending, increase in taxation, create new business opportunities and contribute to income and standard of living of the people. This study was intended to identify the potential of tea tourism in the upcountry region to look at the perception of community-based marketers on tea tourism. Tourism Potential Index (TPI) was calculated for the locations of upcountry tea tourism-related selected destination by using collected primary and secondary data, which explains the capacity of each market segments to elucidate the potential future market of tea tourism. TPI was developed with natural resources, man-made attractions, infrastructure, and human resources from the community. The study concluded that there are potentials to implement tea tourism as an alternate revenue source of a tea plantation with better participation of tourism marketers. The result indicates the Upcountry region wider potential in the development of tea tourism as a separate industry.

Keywords: Tea tourism, marketing potential, Sri Lankan Tea, and Tourism Potential Index (TPI)

Measuring performance of Sri Lankan tourism industry: An application of the Stochastic Frontier Approach

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Abstract

The study was conducted to investigate the performance of the tourism industry in Sri Lanka. Secondary data were collected from annual reports of Sri Lanka Tourism Development Authority. The efficiency of tourist arrival, total annual receipts and per day receipt from a tourist were estimated using Stochastic Frontier Analysis (SFA) between the period from 1970 to 2019. And the factors affecting on the above three efficiencies were estimated combined with Cobb-Douglas frontier function under the half-normal distribution assumption. The study found that efficiency of tourist arrival, tourist receipts and per day receipts per tourist were 86.2%, 78.4% and 89.6% respectively. The number of tourist arrival and the total tourist receipt were significantly increased by the number of indirect labours and beds. Inefficiency in tourist arrival significantly boosted by embarking tax, while the number of international conferences held in BMICH negatively impact the inefficiency in tourist arrival and tourism receipts to Sri Lanka. The present study suggests that rather concerning to invest more on rooms and direct recruitments to the tourism sector, increasing the investment on conference halls would create an opportunity to start more international conferences and symposium will increase the efficiency of the tourism industry in Sri Lanka.

Keywords: Performance, technical efficiency, tourism industry, SFA, Sri Lanka

Covid-19 and the wood carving souvenir communities: Impact and response analysis

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Abstract

Sri Lanka is famous for its traditional art and crafts culture with exclusive wood carving skills which supports the livelihood of thousands of individuals in wood carving souvenir sector, including master craftsmen, labors, shop owners and suppliers. The COVID-19 pandemic has caused significant disruptions in the national economies. Sri Lanka and the subsequent nationwide lockdown that was imposed to curb the spread of the deadly disease has affected the economic aspects of wood carving souvenir communities, which is struggling to tide over the adversities unleashed by COVID-19 spread. They naturally suffer from the huge costs of operations for the souvenir stores. Such cost is unsustainable because the operating cost, e.g. rent and human resource costs, could not be covered by the limited sales revenue during the pandemic. The COVID 19 virus attack has been like the adage "Falling from Frying Pan into The Fire" for wood carving souvenir sector who were trying to raise their heads after the Easter Sunday terrorist attack. Hence most of them have not been able to get the benefits of the relief packages offered by the Government. This analysis aims to assess the implications of the COVID-19 crisis on the wood carving souvenir communities. Further, the paper puts forward policy recommendations for governments to avert the worst effects and facilitate recovery for Wood Carving Souvenir Communities. This study recommends strategic measures to build resilience, recommendations for revival and sustenance of the wood carving souvenir sector.

Keywords: COVID-19, wood carving souvenir communities, Tourism, Impacts

Factors influencing the pricing strategies of the accommodation sector: With special reference to four-star grade hotels in Kalutara & Bentota destination sites

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Abstract

Price is a significant factor in competitiveness. Price is a complex issue and is resolute by a variety of demand and supply factors. These factors also vary from each industry. This study determines to define the factors that influence pricing in Sri Lanka accommodation sector. To generate proper data, a survey was conducted at various accommodation establishments in Sri Lanka that were obtained from the database of the Sri Lanka Tourism Development Authority (SLTDA). Three Hundred questionnaires completed by managers and Customers from accommodation establishments were used in this research. They identified ten factors, namely environmental qualities, amenities, image, management factor, positioning, quality service factor, infrastructure service factor, location, marketing and product quality factor. The results discovered that the key factors in pricing are service quality, image and product quality. These findings can be used to guide managers/owners/entrepreneurs in pricing and in obtaining a better competitive position & advantage for a respective product in the industry by reviewing marketing campaigns & management structures

Keywords: price competitiveness, service quality, Tourism industry, image, entrepreneur, product quality, Infrastructure

A study on the motivation of female students to select tourism and hospitality degree programs

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Abstract

Tourism education makes a bridge between human resources and the tourism industry. According to previous studies, high female employee turnover can be identified from the Sri Lankan tourism industry. Also based on the primary survey, the number of female undergraduates is higher than male students in the higher education sector in Sri Lanka. Therefore, the research problem was identified as though the female students are still studying tourism and hospitality degree programs, it is recorded a high turnover ratio among the female employees in the industry. The research objectives were to identify the motivation factors of female students, to select tourism and hospitality degree programs, and to identify the relationship between female students' motivation factors and selection tourism and hospitality degree programs. The research population is defined as all tourism female undergraduates in language and tourism management degree programs in the faculty of social science and humanities, Rajarata University of Sri Lanka. Also, 80 tourism female undergraduates were selected as the sample for the study. Researchers used both primary and secondary data were used. Five points Likert scale questionnaire is used to collect primary data while using eBooks, e-journals, web sites, and books, etc. are used as secondary data. SPSS is used as a tool for data analysis and valid and reliable data is used to determine research objectives.

Social factors, available jobs, dreams and self-interest, ease of study, parental influence are identified as the motivations to select tourism and

hospitality degree programs. Strong and weak relationships are illustrated by those variables with female students' study selection.

Keywords: Tourism education, Female students, Study motivations

An analysis of attitude and perception of German tourists on tourism products and services in Sri Lanka

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Abstract

Sri Lanka as a tropical island destination is geographically situated on a very strategical point and considered as a globally recognized Diversity hotspot. The study has chosen Tourists from German-speaking countries: Germany, Austria, Luxembourg and Switzerland as targeted population and identified that these targeted European tourists are one of the most potential target markets to Sri Lanka for decades. The income level, spending power, frequency of travelling in a year of this target population is relatively higher than the tourists who are produced by most of the other global regions. The author identified a serious problem in the slow growth of tourists arrivals to Sri Lanka from targeted countries compared to other regional destinations in Asia after considering tourism potentials of both Sri Lanka. The satisfaction of tourists plays a major role to create positive image towards any tourists destination to measure the satisfaction level of the targeted population and to identify their needs and wants in the destination where they travel, Following tourism services are mainly taken into consideration: Destination marketing, Safety & Security, cleanliness & environmental protection, accessibility, communication, accommodation, amenities, availability of natural tourism products, manmade tourism products (culture, tradition, business & entertainment), symbiotic tourism products, event-based tourism products, site-based tourism products and other types of tourism products and services. This purpose of conducting this research study is to measure the satisfaction level of tourists in German-speaking west European territory through analyzing positive and negative attitudes and perception of the targeted population towards tourism products and services. Taken sought

information was mainly qualitative such description and diagrams and as lesser quantitative approach such as categorical and numerical information and used both Primary data through interviewing systematically and randomly taken samples using structured data collection method and as well as secondary data from existing journals and publications. The taken sample size was 50 from the targeted population. The research conclude the Satisfaction level is in middle and low range in few tourism services and product offered in Sri Lanka such as Environmental cleanliness & environmental protection, available amenities, accessibility, the effectiveness of destination marketing and promotions. Event-based tourism as important service components of tourism hasn't performed well according to the findings. With the rest of the offered tourism service components taken samples who represented the targeted population are highly satisfied. Average and poorly performed components of tourism services should be taken into good consideration and develop and implement innovative and effective strategies to deliver best tourism products and services with the prime purpose of gaining expected level of higher tourists' satisfaction. Creating the best picture in the mind of the targeted population towards the destination of Sri Lanka is essential in gaining higher growth in tourists' arrivals from German-speaking territories.

Key Words: Attitude & perception of tourists, German Tourists, Tourism products and services, Satisfaction level.

Analyzing the contribution of homestay village for community tourism development: A case of Sigiriya destination

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Abstract

In generally homestay is a way of how tourists experience accommodation in the local context. There are various types of operations under the terms of "Homestays" are available in the world such as homestay villages, Bed & Breakfast (B & B) facility providers & individual operators. Rather than B & B providers & individual operators those who normally provide mere lodging facilities; tourists must involve in village style of living, becoming a part of the local family & engaging in all local activities to generate more benefits towards the rural community. Therefore, homestays should be operated as a tool which increases the access to tourism for the poor. In Sri Lankan Scenario homestay village is a new concept which can be used as an effective strategy for community development. The main attempt of this study is to inquire whether the homestay village has contributed to economic upliftment, socio-cultural advancement & environmental advancement of the communities those who interact with tourism through this program. The Paramount objectives of this study are a) To overview the current status of homestay village as a tourism product in SL, b) To analyze the economic, Socio-cultural, environmental contribution of homestay village for community development through a survey conducts in Sigiriya village destination, c) To make recommendations for the future development of homestay village as an effective tool for community development in Sri Lanka. From the literature, it is explored the features of homestay village practices in global and Sri Lankan context & the Economic, socio-cultural and environment contribution of homestay village for community tourism development is assessed through major points arising from various studies,

researchers, reports and another source of information. Research design has utilized to provide a clear overview of how effectively the homestay village program contributes to community tourism development. This Study is based on mixed methods research design which used both quantitative and qualitative data. Researcher's primary data to be collected using a structured questionnaire and semi-structured interviews while secondary data are extracted from past research papers, journal articles & textbooks related to homestay tourism and community development. The study is primly considered on Sigiriya village as a selected area of Sri Lanka & judgmental sampling technique is utilized in the research. Data are collected from various parties such as Homestay operators; other tourism business owners (activity providers, food suppliers, Transport providers, guides) & non-tourism participators in the village as multi-party research. Questionnaire survey data will be analyzed using the SPSS statistical software package & the interviews via the NVivo software package.

Key Words: Homestay Village, Homestay Contribution, Community Tourism Development

Analysis of key factors determining the service quality and standards of airport lounges: with special reference to Bandaranaike International Airport lounges

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Abstract

The airport industry is changing rapidly. Today's air travellers have meaningful choices among airports and there is an increasing urgency among airport marketers to differentiate themselves by meeting the needs of customers better than the competition. Airports are one of the crucial elements of the transportation system. Excellent passenger service is one of the great assets that can be used as a baseline for building satisfied customers and to remain competitive. It is identified as one of the critical determining factors of success of an entire operation in any airport that helps to build its passenger base. Airport Lounge users are a very important customer segment of an airport since it contributes directly for revenue generation. The study focuses to evaluate the issues encountered at the lounges, how to overcome the said issues and also to enhance, improve the service quality of the lounges. This study was conducted to find out what extend do service quality and facilities offered by the Loungers of Bandaranaike International Airport influence Lounge User satisfaction and what are the major attributes that influenced on passenger satisfaction and loyalty. This study explores existing literature intending to develop further understanding of service quality attribute that may influence passenger satisfaction. Information was gathered using qualitative and quantitative methods. The main customer concern was space constrains in the lounges. Majority of the guest are looking forward to receiving value for money and evaluate products and services offered at the lounges. The lack of technology offered at the lounges was also another concern. The variety, availability and quality of food and

beverages provided at the lounges are a considerable area to be focused and improved. Finally, this study gives indications to airport management how to gain a competitive advantage over other airports based on service quality and satisfaction of passengers. The findings of this study are related to passenger satisfaction influencing the services of the airport, which can also serve as a guideline to develop the quality of service based on the five dimensions: reliability, assurance, tangibles, empathy, and responsiveness.

Keywords: Airport lounges, Service quality, Passenger Satisfaction, Loyalty and Facilities.

Promoting souvenir industry for sustainable tourism development: With special reference to the wood carving industry of Sri Lanka

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Abstract

The importance of souvenirs is becoming an increasingly relevant component of the value chain in tourism, Corollary the tangible aspect of the travel experience is represented by mementoes. Hence, the nature of most of the tourists is to return from travelling with a souvenir of their experience as evidence. Souvenir is one of the major categories of tourists' expenditure, representing a significant source of income for national economies. Sri Lanka is one of the best tourism destinations in the world as a magnificent tropical island which is inherited wonderful wooden art and crafts; Diverse varieties of authentic wooden souvenirs have become one of the phenomenal potential niche markets in Sri Lanka. But the wood carving industry is largely hidden from the attention of policymakers in the tourism development. However, despite the considerable previous researches into shopping and souvenirs, souvenirs in sustainable tourism development are one of the most untapped fields of researches in Global and Sri Lankan context. This research is aimed to investigate the reasons behind the absence of Sri Lankan souvenir industry potentials with special reference on wood carving industry to demand the sustainable development and to explore how to promote the wooden souvenir industry as a mega value addition for Sri Lankan tourism. The paramount objectives of this study are; 1) To analyze the current situation of community involvement and value chain contribution of wooden souvenir industry, 2) Identify the best practices and promotional strategies for market development, 3) To make recommendations for developing an effective wooden souvenir industry for sustainable tourism development in Sri Lanka. A sequential mixed

method of both qualitative and quantitative research approach was adopted. Semi-structured interviews and online surveys were used to collect the data from a convenience sample which comprised four distinct groups through simple random sampling: tourists, wood craftsmen, souvenir shopkeepers and tour guides. A pilot study of each instrument was conducted before the survey. For analyzing qualitative data, NVIVO and for quantitative data, SPSS was employed. The outcomes of this study will provide useful guidelines for the perspectives of living standards and livelihood improving strategies of wooden souvenir communities in a vibrant and sustainable approach. Furthermore, wood craftsmen may benefit from identifying best practices and making their marketing strategy more appealing to visitors. Also, this study will provide insights to future researchers; gathering information in other settings where wooden souvenirs, promotions and sustainable tourism are linked.

Keywords: Wooden Souvenirs, Wood Carving, Tourism, Sustainable Tourism Development

Impact assessment of COVID-19 outbreak to Sri Lankan tourism industry: With special reference to positive impacts

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Abstract

Tourism, one of the most vulnerable industry in comparison to other industries, the tourism industry gets more affected due to any external or internal shocks or stresses. In this regard, the latest outbreak of Corona (COVID-19) virus has caused havoc across the world. All worldwide destinations have introduced travel restrictions in response to the pandemic. Millions of people have been put on lockdown to reduce the transmission of the virus. This epidemic has also changed the people's lifestyle; caused extensive job losses and severely threatened the sustenance of millions of people who engaged in tourism. Many research articles have been written in the tourism field related to COVID-19. However, its positive impacts on tourism have not been sufficiently studied. The positive environmental effects due to COVID-19 are likely mostly temporary but may serve as an example that changes in our way of life can have prompt positive effects for the environment and demonstrate the usefulness of travel-reducing measures such as teleconferencing. Thus, acknowledging that COVID-19 is first and foremost a global disaster, the pandemic may inspire future behavioural changes with positive vibes for Sri Lankan Tourism. Especially to stage up Sri Lankan traditional livelihood with organic foods, Ayurvedha and authentic value to create new product development to Sri Lankan Tourism which highlight the real traditional Sri Lankan lifestyle and hospitality. This analysis aims to gather the status of positive impacts of the virus on sustainable tourism development and retrieve the authentic values and

traditional livelihood. And also, this study is to shed light on future studies for access potentials for positive perspectives. Structured interviews and online surveys were used to collect the data from a convenience sample which comprised of different tourism stakeholders through simple random sampling. For analyzing qualitative data NVIVO was employed. In this study, the positive effects of Covid-19 outbreak in terms of the sustainable tourism development in the literature were examined in detail and the findings obtained were discussed for the policymaker and tourism stakeholders for strategic decision making and post-COVID tourism planning.

Keywords: COVID-19, Positive impacts, Tourism, Livelihood, Sri Lanka

Disasters and job insecurity: View of employees in the Aviation Industry

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Abstract

The tourism industry linked to various other industries, services and products. The aviation industry supporting the tourism industry by providing transport facilities for international tourists. Sri Lanka is a country that faced various crisis and disasters most of the years in the past fifty years. Tourism and hospitality industry as well as the aviation industry are vulnerable to crisis and disasters that occur in a country. Due to the vulnerability and sensitivity, tourists won't travel when there is a risk involved. Therefore, the revenue generation will start to decline by impacting on the employees working in the airports when there is a crisis in the country. On the other hand, due to the risk factor, the employees have a high tendency of leaving the workplace. The objective of this study is to identify the employees' perception of job security in the aviation industry in crisis or disaster situations. To execute the objective of the study the researchers collected data from 120 employees in the aviation industry Sri Lanka. The sample selected according to the convenient sampling technique due to the ability of accessibility to the sample. A structured questionnaire distributed among the sample via the internet. The collected data analyzed by using Statistical Package for Social Science (SPSS). Percentage analysis used to identify the respondents' profile and descriptive analysis used in identifying the employees' perception of job security.

The results highlighted that there is the highest job insecurity for the contract basis employees and low job insecurity for the permanent employees in the aviation industry while crisis or disaster situations. Based on the results, researchers propose to the government to ensure the job security of the contract basis employees in disaster situation under cost-effective strategies.

Keywords: Aviation industry, crisis and disasters, job insecurity

Factors affecting to motivate tourists to select Sri Lanka as a cruise tourism destination

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Abstract

Cruise Tourism is one of the most trending new tourism typologies in the present tourism sector. Also, the cruise industry is one of the most important growth sectors in the entire tourism market. This market is still growing with the demand of the tourist who is seeking for something new in their travel experiences and with the high-end tourist markets. Nonetheless, cruise tourism is less popular in Sri Lanka, according to CLIA globally, the cruise industry is projected to continue to grow throughout 2019, with an estimated 30 million travellers expected to cruise, up 6% from 28.2 million in 2018. The interest in Sri Lanka as a cruise destination is growing with many factors. At a global scale, three companies dominate the cruise market and they are Carnival (incorporating the Carnival Corporation and the former P&Q Cruises), Royal Caribbean Cruises and Star Cruises. The continues growth of the cruise tourism sector has produced considerable research interest among researchers. Though Sri Lanka is a beautiful tropical island which has huge potential for cruise tourism it is questionable whether the potentials are identified and used for the development of the cruise sector properly. Having five ports and one harbour around the island, it is important to find ways of developing these ports to be competing with other reputed cruise destinations in the region. Based on data from the survey of departing foreign Tourists 2015, desk research, and the consultation process, it is recommended that the cruise tourism as one of the top 10 niche market segments for international visitors be considered. According to the Annual Statistical Report 2017 published by SLTDA , 1.20% distribution of tourist arrivals by passenger

ships from the port of Colombo and Galle port and Sri Lanka gets approximately 25000 cruise passengers for a year and in, 2016 it was recorded as 24609. Entire country handles approximately 35 to 45 cruise ships for a year. The limited infrastructure required for the cruise sector such as cruise facilities, tourist jetties and marinas is one of the major challenges Sri Lanka faces. When identifying the ways of developing it is crucial to understand what motivate tourists to select Sri Lanka as a cruise destination. There may be several factors which affect to motivate tourists to select Sri Lanka as their cruise tourism destination. Tourist Needs, motives and motivations are the engines of human conduct and they play a fundamental part in the mechanics of tourism. Tourist motivation is considered as one of the key elements in understanding tourist decision-making behaviour. Tourist motivation can be defined “as the global integrating network of biological and cultural forces which gives value and direction to travel choices, behaviour and experience.” (Pearce, Morrison & Rutledge, 1998). This study identifies the financial and non-financial factors which affecting tourist motivation when selecting Sri Lanka as a Cruise tourism destination which will help to be ready for catering future demand which will emerge with the development of cruise tourism sector.

Keywords: Motivation, Cruise Tourism, Destination, Cruise Industry

Impact of exchange rate fluctuation on Sri Lanka tourism

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Abstract

Factors affecting the number of visitors to the country can be generally sorted into the following categories: number of available tourist facilities, global economic development, prices of tourist-oriented products and services and exchange rates. Currency exchange rates, in particular, have significance due to their ability to represent tourist-oriented product and service prices for foreign tourists visiting the country. The ability of any improvement in the exchange rates to be effective in stimulating tourism depends on the capacity of that country to compete in the global tourism market. The objectives are to determine the external value of the Sri Lankan rupee, to identify the beneficial impacts of exchange rate fluctuation on tourism, to identify if tourism income depends on exchange rate fluctuation, and to study the relationship between exchange rate and tourism industry. The online questionnaires were sent to the selected population and based on the results the interpretation has made. The secondary data are the time-series data of the Central Bank exchange rate to USD, foreign tourists' arrival statistics, hotel room rate occupation, and other relevant data. The primary data is obtained from a survey of foreign tourists and Hotel Management. The survey was conducted in two stages. The first one is a quick survey of 100 foreign tourists and the second stage of the survey is a survey on 50 hotels in main tourist destinations in Sri Lanka. Room revenue mainly focused on the foreign tourists, the hotel publishes its all room rates in US Dollars (USD). For accounting purposes, it converts to the Sri Lankan Rupees (LKR) based on the prevailing Foreign Exchange Rate at the beginning of every calendar month and then takes them into accounts and update relevant records. In this circumstance, the Foreign Exchange Rate is considered as a

significant factor in the hotel's revenue. Because, even though the room rate remains constant, the impact in the fluctuation of the exchange rate directly causes to increase or decrease the revenue. In another word, depreciation of the value of Sri Lankan Rupee causes to escalate the hotel's turnover with zero cost, and vice versa. The exchange rate does not affect foreign tourists' behaviour. Nevertheless, for tourists who need more sacrifice (money and time) to get to Sri Lanka such as Chinese & UK, the probability of exchange rate affecting their travel decision to Sri Lanka is bigger. impact of Sri Lanka's rupee devaluation is advantageous for tourist hotels which are mainly focused on foreign tourists. Meanwhile, revenue growth in tourist hotels is driving the earnings of hotel workers as well as government revenue.

Keywords: Exchange rate, Travellers' behaviour, Fluctuation, Global Tourism market

External shocks in a destination: A study of domestic tourism assessment in leading hotel chain in Sri Lanka

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Abstract

During the past 60-year period, Sri Lanka faced numerous internal and external shocks. Some were positive shocks, most of which were short-lived, while the majority were negative, originating from both external and internal factors, and sent waves of destabilization through the entire economy. These adverse shocks affected many macroeconomic variables of the country, including economic growth, inflation, exchange rate, the balance of payments (BOP), budget deficit as well as the stability of the financial system and created periods of economic uncertainty, particularly among economic agents in taking various decisions and undertaking various activities. This case study has been broadly explained how an external shock, specifically mentioning the crisis of terrorist attack has been affected by Sri Lankan Tourism which is one of the crucial methods of forex earning in Sri Lanka. To be precise how Sri Lankan tourism has used its local customers as an asset to overcome the period which was the whole country went on to be blacklisted by the whole other international community. The first part of this study will measure out the tourism and external shocks of terrorism in a global manner and systematically this will be cleared down to local tourism and narrow it down to the main topic of how a leading domestic hotel chain has managed to operate with the local clientele in the crisis.

Keywords: External Shocks, Domestic tourism, Budget deficit

Smart phones & its impact on the Travelers' Behaviour

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Abstract

In the global condition, almost every person has a mobile phone today. Mobile phone penetration in the world now exceeds 115% as of January 2019. Addition to calls and text, people use mobile apps and websites to connect to the world and search for different content at any time and anywhere in the world. The uses of smartphones now surpass 5.12 billion & among them 67% are smartphones. Now a day's smart mobile phone & related apps serve a significant role in the world's economic & business development which represent tremendous development records in economic activities around the world. The travel & tourism sector is the second most growth economic sector in the world & it is only second to the manufacturing sector as well. Activity related to the travel & tourism sector is a prominent economic sector which is being used mobile technology at a large scale. Especially in tourism demand sector & supply sector actively use these information communication technologies, mobile technology & related applications rapidly on the global scale. In this study was focused to understand the present situation, how travellers' behaviour impacted by this mobile technology at glance. This study mainly based on secondary data & an attempt has been made to explore and study how Global Travelers' behaviours rapidly change due to mobile technology developments. The study explores the mechanisms shaping the changes in travel experience through a three-stage model. In this study especially focus on smartphones & its impact on the travellers' behaviour in these three main stages. The first stage describes the factors in traveller's Pre-trip influencing the use of the smart phone. The second stage describes the impact of the use of smartphone on during- trip travel experience. The third stage describes the influence of the use of connected

smartphones on post-trip Travel experience. The results of this study will confirm that the use of smartphones in daily travellers' life is significantly harmonized with the use of mobile devices in the travel & tourism context. And also it impacts the marketing strategies as well where traditional marketing strategies are decreasing its use accordingly. This study review & focuses to new marketing strategies, avenues & up to minute alternative marketing strategies as well.

Keywords: Smart Phones, Travellers' behaviour, mobile technology, travel experience

Factors influencing the service quality dimensions in customer satisfaction of Sri Lankan boutique hotels

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Abstract

The hotel industry is a developing service industry with huge potential in Sri Lanka. After several decades of the civil war, it is gaining a more stable market environment several hospitality concepts are practising in the industry. Boutique hotel concept can be identified as a significant concept among those hotel concepts. The boutique hotel concept is emerged recently and growing rapidly. The boutique hotel concept is one of the unique subsets of the hotel industry and the popularity of the boutique hotel concept has prompted to capture trending markets. However, with the increase of the competition boutique hotel industry should offer a good quality unique style of service to its customers. The role of service quality in the success of the boutique hotel business cannot be denied. The boutique hotel managers need to have a good understanding of what exactly the customer wants. Identifying the specific expectation of customers, the dimensions of boutique hotels service quality and their importance for customer satisfaction would help managers in the boutique hotel industry of Sri Lanka. The objective of this study is to identify factors influencing customer satisfaction of boutique hotels. SERVQUAL model applied in the study. The finding of this study confirmed boutique hotel guests had the highest expectation for the Reliability factor of boutique hotels service quality and there was a significant difference between guest expectation and perception of the boutique hotel's service. The study found a significant influence of Responsiveness factor of boutique hotel service quality on customer perception.

Keywords: Service quality, boutique hotels, service dimensions

Tourism promotional campaigns to capture high-end tourists in Sri Lanka

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Abstract

Sri Lanka as a nation is famous in the world for its hospitality. The palms clasped together and a gentle blow of the head accompanies 'Ayubowan' (May you be blessed with long life), Sri Lanka's gentle gesture of welcome and respect. This research was undertaken to identify the promotional campaigns to capture high-end tourists in Sri Lanka. The findings are derived from a quantitative analysis by using questionnaires on foreigners. The questions have been descriptive analysis to identify how Sri Lanka tourism promotional campaigns can capture high-end tourists. The findings are discussed in-depth, along with suggestions which are important for the Sri Lanka government and private sector to boost the promotional campaigns effectively and efficiently to capture high-end tourists. Limitations of the research and recommendations for further research are included.

Keywords: Natural Tourism, Promotional Campaigns, High-end Tourists.

Impact of the low multilinguistic population in Sri Lanka on the tourism industry

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Abstract

The tourism industry is the third-largest foreign exchange earner and the industry which can help in shaping society to prosperity lives and it is a service which directly interacts with a human being by offering services. Communicate with buyers' mother tongue helps to increase the number of tourists to the country. Unfortunately, in Sri Lanka, the person who can speak more than two languages except the English language is very few compare with the number of tourist arrivals. As well as, lack of focus in existing institutes to provide language practical training to students who study tourism. Objectives of this study are identifying the reasons for the low multi-linguistic population in the tourism industry and to provide proper recommendations for increase multi-linguistic population in the tourism industry. This research shaped through secondary data and semi-structured interviews. Secondary data was based on the various publications of the local government, various publications of foreign governments, trade journals, books, reports prepared by research scholars. Semi-structured interview done to obtain information from the various hotel schools, government universities, language institutes. Secondary data and semi-structured interviews data were analyzed using MS –Excel. Findings of this research are, lack of communication create dispute between locals and foreigners, fear of engaging with local activities by foreigners, guides or tour operator's inability to market destinations properly will loss of opportunities to enjoy, risk of accident or injuries due to poor guidance or lack of safety instruction. Build co-operation between existing universities and tourism education institutes, develop a policy framework to evaluate metalinguistic skills of the tourism workforce and reward them based on ratings and uplift the quality of language training

institutes through expanding practical aspects and native exposures are the recommendations of this study. The outcome and analysis of this study will be an advantage to the current employees, the students as well as the government of Sri Lanka to realign their education system to attract more foreign visitors in future.

Keywords: Languages, Multilinguistic, Tourism, Tourism Employees, Education

Employees Retention Strategies at the Hotel Sector

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Abstract

Hotel industry considered essentially represented by people. Hotel operation primarily comprised of products and services. The success of the creation and delivery of service underpins only on the availability of the sustainable human asset. High voluntary staff turnover deprives achieving excellence, impacts on profits and guest satisfaction. We critically evaluate current retention strategies for operating staff to identify their strengths and weaknesses and also to find causes for such high voluntary turnover. The key finding from this analysis to retain the staff Improve existing training and development plans Competitive Compensation Package Revamp performance evaluation system.

Keywords: Employees Retention, Hotel Sector, staff turnover

An empirical study on residents' perceived impact of overtourism in GOA, India

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Abstract

Overtourism has become a buzzword and gained rapid momentum and is raising quite a lot of questions against sustainable development in many destinations. The third world countries have also started experiencing the glances of overtourism sporadically. Though the perils of mass tourism and overcrowding are rife, this new phenomenon of overtourism has emerged as impacts on carrying capacities of destinations and on local residents became conspicuous. Residents can be regarded as the most valuable and at the same time vulnerable resource of a destination, as they react faster to the impacts compared to other environmental or cultural resources. This empirical paper seeks to shed light on residents' reactions to¹wards excessive influx of tourists and their willingness to accept more tourism in leisure destinations since major impacts of overtourism are observed in such places. Goa is one such destination often termed as a tourist paradise that is presented as a case study in this chapter. Goa, an ancient coastal town in western part of India has great historical and cultural importance and boasts of many UNESCO world heritage sites in its territory. The destination exhibits blend of Portuguese and Indian culture and living style. Blissful and sunny beaches overtake the cultural importance of the town. Diverse cuisines, vibrant markets and exiting nightlife prompt tourists to flock to the destination throughout the year.

With a tremendous increase in tourist inflow, studies report residents having protested against tourism to protect their community rights. Goa could be another Spain if the problems are not identified and addressed in time. There are no studies to record the local residents' perception to know impacts of overtourism in Goa. Henceforth, This chapter aims at investigating reactions of local residents' of Goa and the impact of overtourism on destination as perceived by them. A structured questionnaire coupled with some in-depth interviews was used to record the residents' perception. Results revealed that the locals perceived the challenges like leakage of income, exploitation of locals, erosion of culture, littering on beaches and illegal activities were on the rise. The irritation index model is applied to check residents' level of support of tourism. The tourist behavior is also observed to be an influential factor in residents' notion towards tourism. The results of the study are largely applicable to leisure destinations. The study also provides implications on managing overtourism while ensuring sustainable tourism at a crowded tourist destinations.

Keywords: Overtourism, Residents' Perception, impacts, Irritation Index, Tourist Destination

Probing social media's role in negating overtourism

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Abstract

The role of social media is evident in promotion of products and services. Tourism, being an information intensive industry, has scaled up to social media platforms for destination promotion. Since then, social media has been instrumental in bringing about a revolution in promotion of tourism destinations. Destination marketing organisations have adopted social media as a tool for promotion of tourism destinations and services. Studies have highlighted its influence on destination choice and buying process. At least 60 per cent of today's travelers do a quick online research of websites, blogs and apps before their travel. Research suggest that tourists find more trustworthy information on social media since it passes through their online network of friends. But tourism in contemporary world confronts the challenge of mass tourism, recently being termed as over tourism. Social media is also one of the causes behind the excessive demand for certain destinations and it can be a solution as well. Henceforth this paper aims at exploring the different ways in which social media can be used as a platform to negate the effects of over tourism. This conceptual paper sheds light on possible strategies and practices of social media that will bring in a change in the current scenario. A qualitative content analysis is carried out to study the social media's role in promoting responsible practices, off beat destinations and reactions of its followers. It is evident from the results that young travelers are motivated by the social media to take up travel to less travelled destinations. The importance of social media research has grown from 1 per cent to 17 per cent since 2004. It depicts its emerging role in communication among friends, family and consumers. It can be used for making tourists aware of the negative effects, carrying capacity and sustainability issues of a

destination so that tourists can refrain themselves from visiting particular destinations. They can be educated about sustainable practices at destinations to maintain the social, cultural and ecological balance. It can help destination marketers in creating their stories and relating it to tourists and encouraging them to nascent destinations. Be it de-marketing or promoting alternative destinations or imbibing a sense of responsibility among travelers, social media has a wider outreach and can be employed as a tool to prevent over tourism. This paper is a value addition to the limited literature available to confront over tourism. It also draws attention of marketers and policy makers to look into the matter before it is too late to respond.

Keywords: Social media, over tourism, sustainable tourism, alternative tourism.

Determining entrepreneurship through pro-poor tourism impacts: A theoretical model development

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Abstract

Tourism business represents an amalgamation of several industries and so are the stakeholders of various interest and qualifications. Its ability to employ skilled, as well as unskilled human resources, helps in providing financial inclusion to the poor. It takes place either by direct involvement of the poor community in the tourism activity or by helping them in becoming entrepreneurs after attaining economic well-being. Thus, the role of tourism in poverty alleviation becomes noticeable at tourism destinations. Pro-poor tourism is such an approach which is applied to any alternative tourism with a focus on benefits to the poor. Considering this fact, understanding and measuring the linkage between pro-poor tourism and entrepreneurship development is noticeable and is least discussed among researchers. This conceptual paper aims to develop a theoretical model to determine the tourism impact, economic well-being and entrepreneurship at large due to pro-poor tourism initiatives. It is proposed that adapting measurement scales of the economic and social impact of responsible tourism is useful in measuring the impacts of pro-poor tourism. The economic well-being achieved by pro-poor tourism impacts can help locals in becoming entrepreneurs. The study also checks the moderating effect of factor Knowledge on becoming an entrepreneur. This theoretical model will be helpful in the further development of a measurement scale.

Keywords: Entrepreneurship, Tourism business, Pro-poor tourism, Responsible tourism, Tourism impact, Poverty alleviation.

The impact of Covid-19 on the socio-economic characteristics of indirect beneficiaries of tourism sector: a case study of livestock farmers in Eastern province of Sri Lanka

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Abstract

Travel and tourism industry worldwide has faced a major drawback regarding the ongoing COVID -19 crisis, and Sri Lanka faces a tough challenge in encouraging tourist arrivals. Therefore, the socio-economic status of the indirect beneficiaries of the tourism industry are being worse off. The present study was carried out to find the impact of COVID-19 on the socio-economic status of livestock farmers linked with tourism goods and services in the coastal region of the eastern province of Sri Lanka. Randomly selected 150 livestock farmers in the eastern province of Sri Lanka were interviewed using a semi-structured questionnaire. The study found that 70% of the livestock farmers completely lost their income from tourism because tourist hotels had stopped their direct purchasing of goods from farmers. Majority of the livestock farmers those who sold their product to local market generate relatively low income during the lockdown situation. Further disruption of the supply chain due to lack of transport and high feed costs has devastating effects on the livelihoods of farmers. There was no support of credit facility or financial assistance from the tourism sector to improve the household income of livestock farmers during this crisis. Accordingly, this research suggests that that the credit and improved marketing facilities should be implemented through government and private personals to improve the social wellbeing of these farmers.

Keywords: COVID-19, Socio-economic Characteristics, Livestock, farmers

Role of spiritual tourism to develop Sri Lanka tourism after COVID-19: with special reference to expertise perceptions based on meditation centres

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Abstract

The tourism industry has continued to evolve and increase diversification to achieve one of the fastest-growing economic sectors in the world. Sri Lanka has increased to a million tourist entries since the end of fear-based repressive exercises. But, after the Easter attack and COVID-19 disrupted the growth of the tourism industry on Sri Lanka. The present study attempts to examine the contribution of spiritual tourism after the impact of COVID-19 in Sri Lanka tourism and to make recommendations on the tourism recovery process. Asia has taken the focal point of spiritual tourism today. Meditation is a key component of spiritual tourism as least a solid establishment for internal peacefulness of an individual. Therefore, the country needs to attract more tourist with special paying attention to meditation centres in Sri Lanka.

The main objectives of this study are a) to identify the key contributory factors for spiritual tourism development; (b) to find out the relationship between meditation and spiritual tourism;(c) to examine industry experts perception on meditation as a core element of spiritual tourism development. Both open and close-ended questions were used and the major source for information was the quantitative tool of in-depth interviews with 80 industry expertise. The collected data has been analyzed with the help of Ms excel software and the chi-square test describes the relationship between theory and observation. So, according to industry experts,the findings of this research indicate that there is a positive relationship with spiritual tourism promotional strategies, rules, regulations and norms relating to spiritual tourism and infrastructure

facilities to meet the requirements of spiritual tourist to development of tourism in Sri Lanka through the spiritual tourism after the pandemic.

Keywords: Impact of covid-19, Spiritual tourism, Spiritual tourist , Meditation

Keywords: Spiritual Tourism, Meditation Centres, Impact of Covid-19

Motivational factors of homestay entrepreneurs: A case study of Bentota destination site, Sri Lanka

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Abstract

At present, the concept of homestay is getting popular in Sri Lanka due to the growing demand for tourist accommodations. This paper was aimed to analyse the motivational factors of Homestay entrepreneurs using the Bentota destination site as a case study. This research was based on a structured questionnaire and in-depth interviews conducted along the research process. The findings suggested that women participation is high among homestay entrepreneurs. Therefore, promoting homestay among women is a pathway to sustainable development. And for the majority of the respondents, operating a homestay was a supplementary income source. In addition, the findings revealed that initiation of homestay venter is influenced by both extrinsic factors such as an opportunity to earn income and family encouragement and intrinsic factors such as an opportunity for skill development and to gain experience.

Keywords: Homestay entrepreneur, Motivation, Extrinsic and Intrinsic motives

The role of Technical and Vocational Education and Training (TVET) on employee retention in the tourism and hospitality industry in new normal

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Abstract

The service industries played a major role in Sri Lanka national economy for past years. Due to the vulnerability of the industry to the disasters the performance of the industry shows a decline from 2019 after the easter attack and COVID 19 pandemic. Tourism and hospitality industries come under service industries that required skilled and professional employees. The disasters that occurred after 2019 highly influenced on the jobs of the people who work under the tourism and hospitality industry Sri Lanka. As a result of that, the skilled labours left their jobs and it will create a negative impact on new normal. The institutes that provide Technical and Vocational Education and Training (TEVT) has a major role to play on supplying skilled labours those will retain in the industry for a long duration. Therefore, the objective of this study was to identify the student's perception of retaining in the industry after completing the professional qualification from national institutes. The researcher selected 150 tourism and hospitality students from university colleges in Sri Lanka according to the simple random sampling method. The data was collected by distributing the structured questionnaire. The collected data were analyzed by using Statistical Package for the Social Sciences (SPSS). The descriptive analysis was employed in data analyzing. The results exposed that, most of the students willing to retain in the industry after completing the qualification. Some students are planning to start their own business related to the qualification they obtain from the institutes. the researcher suggested that the curricular need to update according to the industry needs and it should address the vulnerability of the industry for the

disasters. It will produce qualified labour that can survive in a critical situation in the industry.

Keywords: Employee Retention, tourism and hospitality industry, new normal, TVET

Hospitality students' perceptions towards working in hotels: A case study of Sri Lanka Institute of Tourism and Hotel Management

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Abstract

Due to the growth of the tourism and hospitality sector, a large number of hotel chains has increased their expansion plans to accommodate the growth. This can create greater employment opportunities. The Srilankan tourism and hospitality industry has been confronted with the problem of attracting and retaining quality employees. If today's students are to become effective practitioners of tomorrow, it is fundamental to understand their perceptions of tourism employment. Depending on that, the purpose of this study is to investigate the career perception of hospitality students at the Srilanka Institute of Tourism and Hotel Management (SLITHM), as the main educational institute in the sector. This Institute is the only Government approved premier Institute in Sri Lanka, which was established by the Government in 1964 to train young men and women in the complex eld of Hospitality and Travel Industry. The proposed study will be an explanatory (with a quantitative approach) type research to understand and explain the context of students' career perceptions. All the schools functioning under SLITHM (Colombo, Anuradhapura, Bandarawela, Pallekelle, Koggala, Ratnapura, Kurunegala and Pasikudah) will be contacted in data collection based on a stratified random sampling technique.

Keywords: Students' Perceptions, Hotel Career, SLITHM

Identifying the level of financial literacy of the SME's entrepreneurs in Sri Lankan hotel sector

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Abstract

The hospitality industry is one of the main revenue-generating sectors in Sri Lanka. The Sri Lankan economy is supported in a huge way by the hospitality industry which is 4.5% direct contribution to the GDP (Annual Statistical Report-SLTDA, 2017). The Entrepreneurs in Small to medium-rise in hotel sector contribute in a major way to uplift the industry. As this sector's impact on the economy is high the financial literacy of the entrepreneurs is critically important.

Financial Literacy can be defined as a combination of financial knowledge, skills and attitudes and behaviours necessary to make sound financial decisions based on economic and personal circumstances to improve one's financial wellbeing. (Abesuriya, 2014) According to the current research findings, the financial literacy of Sri Lankan entrepreneurs is much below compared with developed countries Even if the print literacy as of 2018 is around 92% it might be surprising to discover that Sri Lanka's financial literacy rate is only 35% (Roar Media, 2019).

This study will only focus on the financial literacy of Small to Medium Enterprise entrepreneurs in the hotel sector, Sri Lanka. A questionnaire-based study approach has been used in this study to test the hypothesis; "The financial literacy of the SME's entrepreneurs in 'hotel sector' in Sri Lanka is below the acceptable level". At the end of the survey, 36 responses and the collected responses were critically analyzed in three stages. First, the analysis yielded the number of correct answers given by the respondents, then, the number of correct answers given by the respondents with respect to the four key components related to financial literacy; Budgeting, Managing Debt/ Liabilities, Savings and Investments and Financial Concepts, are analyzed. At the end weights are given to each question based on the four fundamental concepts for financial

decision-making; Basic Numeracy, Interest Compounding, Inflation and Risk Diversification to analyze the final literacy level. Finally, the study comes to the conclusion that the financial literacy level of SME hotel sector entrepreneurs and management personnel is 44% which is low.

Key Words: Financial Literacy, Hotel Sector, SME's Entrepreneurs

Study on service quality of the food and beverage operations in Down South star class hotels

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Abstract

In the Hotels, Food and Beverage department is responsible for maintaining a high quality of food and beverage products as well as food and beverage services. In the Food and Beverage department Service Quality is considered very important because it leads to higher customer satisfaction, profitability, reduced cost, customer loyalty and retention. Food and Beverage operation is subdivided in the Context of Restaurants, Pubs, Bars, coffee shops and Banqueting.. etc. Purpose of the study is to find the levels of satisfaction of the guests on Service quality provided by star class hotels in down south tourism area. A Customer feedback survey was designed to analyze the service quality under the dimensions of SERVQUAL module. 170 customers being used to do the survey a random sampling from the 07 of star class hotels restaurant in the Tourism area of Hikkaduwa. The results were analyzed through descriptive-analytical tools by taking the Likert scale questioning and assigning values for the answers for the questions raised in the customer feedback survey. According to the research, finding maintains an average Service quality and perception of the customers about the quality is maintained at a high level. The results prove that 52% of the customer's rate always the service standards are good. But empirical findings shows there are few things under the SERVQUAL dimensions still needs to be developed and continuously monitored and improved to find the success of the pertaining quality among the customers. The implications of using this model in assessing service quality and customer satisfaction from the consumer's perspective include knowing about customers' perceptions on service quality, trying to meet and manage customers' expectations, improving quality management by identifying areas that have weaknesses in terms of satisfying customers' needs.

Key Words: Food and Beverage , Service Quality , Customer Satisfaction

Promotion of Senior Tourism: Untapped Potential

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Abstract

Senior tourism is a trending novel typology of tourism emerged from the developed countries in the early 20s' to provide travel and tourism exposure to the seniors who are over 60. This is considered as the future of the tourism industry. Senior tourism carries a high potential for development due to longer life expectancy and lower birth rate. This is an exceptional market due to various factors; quality consciousness, flexibility in travelling patterns, more demanding, expect responsible and sustainable services and infrastructure and prefer a calm and quiet environment. The main objective of the study is to identify the promotional strategies of senior tourism in Sri Lanka. As identified by Nella and Christou (2016) the promotion of senior tourism has been done by giving discounts in off-seasons, identifying the target market and doing proper segmenting and positioning, follow the intrinsic and extrinsic motivators and determinates of the tourists to find the demand of the senior tourists and by proper communication. The population of the study demarcated to travel agencies in Sri Lanka and the study population is taken as the travel agencies who have IATA certification. The driven size of the sample is 30 which represents 75% of the proportion of the study population. The researcher conducts peer to peer or telephone interviews for data collection and data analysis thematic analysis is employed. The researcher applies a simple random sampling technique to gather data. The dependent variable of the study is to identify the promotional strategies where the independent variables are visitor travel motivation factors, destination promotion strategies, demographic factors, psychological factors and pricing strategies. The possible outcome of this paper is to identify a proper marketing mix and pricing strategies, tailor

offerings and advertising and promotions to boost senior tourism in Sri Lanka.

Keywords: *Senior Tourism, Exceptional Market, Promotional Strategies*