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SRI LANKA
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7th INTERNATIONAL TOURISM RESEARCH CONFERENCE

Innovation | Knowledge | Policy | Synergy
A WAY FORWARD FOR SUSTAINABLE TOURISM DEVELOPMENT

ABSTRACT BOOK

22ND OCTOBER 2021
UNIVERSITY OF COLOMBO, SRI LANKA

EDITED BY
SURANGA SILVA | MUBARAK KALDEEN
SAMPATH SIRIWARDENA | PRATHIBHANI BANDUSENA



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Department of Economics
Faculty of Arts
University of Colombo

October 2021

Abstract Book of the International Tourism Research Conference 2021

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

**Organized by Tourism Study Programmes , Department of
Economics, Faculty of Arts, University of Colombo
collaboration with Department of Trade Commerce and
Tourism, Central Province**

**Published by
Department of Economics, Faculty of Arts
University of Colombo
Sri Lanka**

**The eBook is published in eRepository Platform of
University of Colombo**

ISBN: 978-624-5873-08-1

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www.tourismleaderssummit.org

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Faculty of Arts
University of Colombo**

7th International Tourism Research Conference 2021

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Abstract Book

Edited by

**Prof. D.A.C. Suranga Silva
Prof. Mubarak Kaldeen
Ms. Prathibhani Bandusena
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FOREWORD

Message from the Vice Chancellor University of Colombo



I am delighted to forward this message on the occasion International Tourism Research Conference 2021 organized by the Tourism Study Programs, Department of Economics, University of Colombo. This event has significantly evolved in to an esteemed and widely celebrated affair in line with the UNWTO world Tourism Day. Going over and above its goals to take national tourism industry to 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 intellectual dialogue with sharing of the industry-interactive and application-oriented research findings for evidenced based policy making and strategic management decisions on sustainable tourism development in Sri Lanka.

I am extremely happy to know that this annual event has acquired industry recognition 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 contribute towards creating national policies and strategies to promote tourism industry in Sri Lanka, more specifically under the post-COVID tourism development in Sri Lanka.

I congratulate the organizers and the Department of Economics, Faculty of Arts and wish them for a great successful conference.

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 organizing International Tourism Research Conference (ITRC)-2021 in partnering with the other key stakeholders of the tourism sector as one of the most prominent international tourism research conference in Sri Lanka. Today, post-COVID tourism continues as one of the most prosperous industries, not only in Sri Lanka but across the global. As Sri Lanka, despite turbulent times, we have been making continuous efforts to develop the tourism 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, Faculty of Arts, University of Colombo, in its successful 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 International Tourism Research Conference, the faculty is able to highlight the academic contribution of the University to the travel and tourism Industry. Therefore, I believe that the opportunity provided through this international conference along with these tourism study programs will contribute to the development of the industry by means of scientific exploration and academic wisdom. The conference publication will produce undoubtedly useful insights to policy and decision 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 Prof. (Dr). Lasantha Manawadu
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 International Tourism Research Conference – 2021 under theme of ITRC on *“Resilience Building and Entrepreneurial Innovation for Sustainable Tourism”* Organized by the students of Tourism Study Programmes of the Department of Economics, University of Colombo, Sri Lanka. .



I am delighted to witness the initiatives taken by the Tourism Study Programmes of the Department in organizing the UNWTO World Tourism Day celebrations along with the International Tourism Research Conference – 2021.

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 Research Conference act as the pivotal platform to address the actual and potential challenges of the tourism industry in Sri Lanka pragmatically.

I would like to 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 conference for the seven consecutive year.

Prof. 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 7th 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.



Only through creative decision making, inventive management, effective marketing, and responsible leadership will this industry achieve success and sustainability. I am confident that the International Research Conference organized by tourism study programmes students' and alumni will make a significant contribution to all industry stakeholders in designing their tourism products and services, propelling Sri Lanka Tourism to the pinnacle of global tourism.

I would like to express my heartfelt appreciation to the Vice Chancellor of the University of Colombo, the Dean of the Faculty of Arts, and the Head of the Department of Economics for providing me with the academic freedom and guidance necessary to organize the 7th International Tourism Research Conference. I would also like to express my gratitude to the national and international panelists at this conference, as well as the writers and instructors of tourism study programs.

I want to express my gratitude to the students, teachers, and other organizations that collaborated to make this 7th International Tourism Research Conference 2021 a huge 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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Impact of the Covid-19 Epidemic to Tourism Industry and Comparative Analysis of the Crisis Management Strategies of Countries

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Abstract

The tourism industry leads the provision of employment and opportunities for women, youth and rural communities with the employment it creates, the economic dimension it creates and its support to other sectors. There is an urgent need for a crisis strategy to help the tourism industry recover from the Covid-19 crisis with minimal losses and to recover in the near term. For this reason, the main purpose of the project is to examine the crisis management strategies of the top 20 countries in the world, during the Covid-19 outbreak. In the research, firstly, information about Covid-19 and past outbreaks was given and the effects of the epidemic related to the tourism sector were explained. Later in line with the purpose of research, the supports (economic, grants, loans, incentives) provided by countries to the tourism industry for the epidemic; employees, local businesses and related sectors were examined, and the messages highlighted in the outbreak-focused promotional and marketing contents were analyzed. For this reason, in this study, in order to determine the crisis management elements applied by countries in tourism policies, the official websites and social media tools of the destination management organizations of the countries within the scope of the study were evaluated with the holistic multi-case pattern approach of qualitative research designs. Document analysis was used as a data collection method and content analysis was used in data analysis. According to the results of the study, it is revealed that the marketing-oriented shares of the countries did not change in quantity before and after the epidemic, and there was no significant difference in the themes of the shared content, except for some themes. In addition, it is seen that the crisis management approaches applied by countries during the epidemic process are grouped under seven headings: “fiscal and monetary policy, marketing and communication studies, cooperation approach, recovery strategies, initiatives to stimulate domestic tourism and direct sector supports”. Finally, in this study, taking into account the crisis period practices of countries in the Covid-19 outbreak, a crisis management model that can be applied in epidemics and other types of crises is proposed.

Keywords: Covid-19, Outbreak, Crisis Management, Tourism

Potential of Health Insurance as a Growth Catalyst for Medical Tourism: A Study of India

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Abstract

This study is based on the extensive literature review of health insurance for tourists who visit destination of India for medical tourism. Systematic Mapping Study approaches and Content analysis have been adopted to conduct this study. Study objective is “to examine the relationship between health insurance and medical tourism in India”. Literature confirms that the current study regarding influx of medical tourism is positively related with growth of health insurance, when earlier services and models of health insurance are repositioned with innovative ones. According to the study results, the increased health insurance market has changed the perception of medical tourists positively towards the image of India as a sustainable and economical destination in case of medical emergencies and medical tourism. Similarly, medical tourism influx in India has grown by best infrastructure and health care facilities at a minimal cost. The scope of study is to recognize the international health insurance models for the growth of medical tourism in India.

Keywords: Catalyst, Health Insurance, Medical Tourism, Perception, Reposition

Hotel Innkeepers' Perceptions towards the Impact of Adopting Robots in hotel sector: With special reference to top-tier Accommodation Establishments of Sri Lanka

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Abstract

Service component offered by the humans is believed to be the major product of the hospitality organizations. In spite of that fact, hospitality industry like any other sector is also affected by the advancements of rapidly growing technology. In an era where most of the aspects of human life are becoming invaded by the robotics, some of the hospitality organizations are also now seeking the support of service robots especially given the condition created by COVID-19 outbreak. This research was conducted in such a background to examine the supply perspective in terms of identifying the perception of hoteliers regarding the pros and cons of robotic services compared to the human service, measure the readiness of the hoteliers in implementing and managing the robotic technology effectively, identifying the impacts of using robotic technology in hotel functional areas and evaluating the tasks which can be allocated to the robots in the service operation. A mixed approach was adopted as data were collected from selected 98 hotel innkeepers representing top tier accommodations of Sri Lanka through questionnaires and through random semi-structured interviews. The Mann–Whitney *U* test and Kruskal–Wallis χ^2 -test were adopted to analyses the questionnaire while the data gathered through interviews were analyzed using content analysis. Major findings of this study indicate that it would be safe and beneficial to utilize robots in situations like pandemics and for dangerous working conditions. But in general, hoteliers were hesitant towards the idea of using robots during normal situations especially in frontline operations highlighting that even though usage of robots is likely to minimize errors, the absence of inherent human qualities like soft skills and emotional intelligence would negatively affect their clients' experience. Respondents also believe that clients will not be happy to get their services from robots as they majorly stay at hotels with the

expectation of escaping that hectic life caused by being exposed to abundance of electronic devices and machines on a daily basis. Even though service robots can do better in certain situations, the hoteliers also believe that humans should be given the utmost priority as they generate the authentic hospitality spirit.

Keywords: Hospitality Industry, Service Robots, Impacts, Hoteliers 'perceptions

Challenges to Community Participation in Tourism Development and Heritage Mngement: Case Studies of ASI protected site of Arikamedu and Mulanathaswami Temple, Puducherry

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Abstract

Community participation in tourism development and heritage management is essential for conserving, reviving and sustaining protected sites and monuments. The historic city Puducherry, with its rich heritage and distinct French flavor is a home for 7 Archaeological survey of India (ASI) protected monuments and sites of national importance. These historic monuments and sites does not exist in isolation but are surrounded by the local communities, therefore, it is pivotal to investigate the local community involvement in tourism development and heritage management of this historic destination. The research aimed to ascertain the existing challenges of community participation in tourism development and heritage management of Arikamedu and Mulanathaswami Temple. The study also attempts to explore the local resident's perception of their role in tourism decision making and policy making. Qualitative approach of in-depth interviews and field observation was adopted for the study in collecting relevant data. The findings of the study reveal that local community participation at a larger extent in tourism development and heritage management is at coercive level than consultative level. Decision and policy making at these ASI sites are centralized than decentralization. The study clearly reveals that there is a need to integrate tourism development and heritage management into the overall community defined development goals.

Keywords: Community Participation, heritage management, coercive level, decentralization

An Eco-touristic Insight of Kalpitiya

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Abstract

Kalpitiya, the maritime sanctuary and bar reef is a delicate destination in the Puttalam district. Kalpitiya is yet to be promoted as an ideal location for eco-tourism and is in the current process of establishing itself in the local market as an eco-tourism location. The emerging market trends in the post Covid era include responsible tourism which invariably encompasses Eco tourism for which Kalpitiya has emerged as an ideal location for future. Eco tourism approach aims to achieve the triple-bottom line outcomes of sustainable development, economic growth, environmental integrity and social justice. This paper seeks to bring to light the market potential of Kalpitiya Islands and ascertain required product development to attract soft and hard eco tourists from source markets. The study will also take into account the measures to be taken to make tourism sustainable in the said location especially considering the livelihood of the fishing community and how they could be integrated into the tourism activities. The report has been carried out for qualitative data from available resources from the master plan of Kalpitiya as well as the versions of the industry and the communities. The data collected have been analyzed to ascertain the patterns and trends which would support the Kalpitiya tourism concept and oppose some aspects that need to be taken into consideration. The report comprises the sustainability analysis on Kalpitiya. The findings reveal the need for community enrichment activities, greener and environmentally friendly technology, the introduction of a carbon fund to help visitors aid in the conservation of the environment as well as identifying the sociologically sensitive issues and the needs of the local community.

Keywords: Kalpitiya, Eco Tourism, Development, Community

Tourism as seen by Theravada Buddhist monks: The case of Buddhist temples situated in Cultural Triangle Sri Lanka

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Abstract

Culture is an integral and inseparable part of Sri Lanka's tourism product. The influence of Buddhism on country's culture is almost inevitable. A high density of Buddhist temples spread around the island strengthens the tourism product and contributes to the attraction of foreign tourists. Even though many studies have been carried out to examine perceptions of tourists and tourism practitioners in relation to these temples, the perception of Buddhist monks who play a vital part there has been overlooked. Therefore, this study was conducted to identify how Buddhist monks perceive tourism activities and different types of tourists, to identify their reaction and level of interaction with tourists, to examine the pros and cons of tourism from the view point of monks and to understand Buddhist teachings which support or discourage tourism and hospitality. This study took the form of qualitative approach. Cultural triangle was selected as the research area, given the significance of that territory in relation to cultural tourism. In - depth interviews were conducted with 12 monks representing different age groups who were resided at temples in the given area. Interviews were conducted majorly over the phone and minorly using internet platforms like Zoom and Skype. Those calls were recorded with the permission of the respondents. Thematic content analysis was done to analyze data gathered through transcripts. Findings of the study indicate that majority of the respondents perceive tourism

as an effective mode of propagating Theravada Buddhism values in foreign countries and as a mode of enhancing the country's economy if planned well. Tourism is believed to promote the Buddhist heritage and there by encourage the conservation especially in a time where most Western people search for teachings of Lord Buddha. Even though the respondents have no direct contacts with the tourists currently, majority of them are willing to teach Theravada Buddhism for the people who genuinely wish to learn the same, as teaching is a part of monkhood itself. The language comes as a barrier in this aspect though. Moreover, the respondents also stated that tourist activities could also cause cultural clashes if tourists are not properly informed about the conduct to maintain at temple sites.

Keywords: Buddhist Monks, Perceptions, Tourism, Sri Lanka, Cultural Triangle

Performance of Machine Learning Algorithms in Detecting Fake Online Hotel Reviews

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Abstract

Information Technology is becoming an inevitable one in all fields. It is a significant component in all vital areas such as education, political, production, science and business etc. Numerous activities and services are taking place online, especially in the tourism and hospitality industry. Consumers benefit from the tourist and hospitality industry's online efforts. Online customer reviews of hotel services in the tourism and hospitality industry have recently played a vital role. Online reviews of such hotels are sometimes evaluated as positive and sometimes negative. In this context, allegations arise that such online reviews are sometimes faked and lead to wrong decisions. Tourists face many inconveniences due to fake reviews thus posted without proper information of the user. This study aims to find out what machine learning algorithms can contribute to detecting online fake hotel reviews and which algorithm is more efficient. Researchers used multiple algorithms, namely Random Forest Accuracy, Random Forest Gini, KNN-5, KNN-7, Support Vector Machine (SVM), Stochastic Gradient Classifier, Extra tree classifier, AdaBoost, Decision Tree, Gradient Boost and Stacked Classifier to calculate the efficiency in detecting online fake hotel reviews. A publicly available dataset in Kaggle uploaded by Tannis Thamaiti was used in this research. The dataset consists of 1601 reviews posted on TripAdvisor, MTurk and hotel websites. Based on the performance analysis, the stacked classifier has given the best accuracy, precision, recall and f1-score, which obtained 0.89, 0.91, 0.84 and 0.88, respectively. Therefore, a stacked classifier will be an efficient algorithm in detecting fake hotel reviews.

Keywords: Fake Reviews, Machine Learning, Algorithms, Detection and Classification.

Tea as an approach of Sustainable Tourism in Meghalaya

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Abstract

Tea Tourism can be identified as a latest concept being popularized in India. Tourists are encouraged to stay in tea garden bungalows and homstays with all amenities. Tea tourism has been flourished with countries like China, Srilanka and Kenya. Tea tourism which integrates the natural environment of tea garden, tea leaves plucking, tea production, tea packaging, to see the tea manufacturing process and the unique culture of tea garden. Today, India boasts of three major regions - Assam, Darjeeling and Nilgiris - that produce some of the finest teas in the world. Meghalaya is not only slowly catching up with Assam and Darjeeling in tea output, it has even started production of high-quality organic tea. In rural Meghalaya, where tea is grown along with the small homestay projects, has the excellent prospect of improving local livelihoods, boosting rural economies, besides addressing socio-economic issues. The objective of the present study is to depict Tea as a mode of Sustainable Tourism and how it can help in sustainable socioeconomic development of Meghalaya. The paper has developed using secondary sources and dedicated fieldwork by interviewing owners of small tea gardens, government officials, and observation of the host community. Findings will be relevant for practitioners in terms of identifying key issues and solutions encountered in small tea gardens. It will also provide an opportunity to analyz the rural tourism potential through tea tourism involving the local communities. As an agricultural product with strong social and cultural connotations, the production and consumption of tea have high potential to enhance community livelihood sustainably in tourism settings.

Keywords: Tea, Tea-tourism, Tourists, Sustainable tourism, Tea-gardens

International Tourists' Intention to Select Travel Agencies for Hotel Reservation During COVID-19

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Abstract

Considering Sri Lankan context, travel agencies are playing a vital role in the tourism industry. Tourism industry has collapse due to the influences of the COVID-19 pandemic. Sri Lanka has started tourism operations under government restrictions such as tourism bubble practices. Several research studies has addressed the factors affecting to select travel agencies. However, the research that considers factors affecting to select travel agencies during COVID-19 in Sri Lanka is somewhat lacking. Therefore, the purpose of this research is to identify the most influencing factor/s to select travel agencies for hotel reservation during COVID-19. Researchers identified five factors influencing tourists' intention to select travel agencies for hotel reservations during COVID-19; additional services price, travel agency's responsibilities, safety, and tour packages. The researchers developed an instrument including five-point Likert scale questions for each variable. The questionnaire was developed as a google form and distributed among fifty international tourists who have visited Sri Lanka during COVID-19. The researchers contacted several travel agencies based on their willingness to contribute to the study and then share the questionnaire with them. The travel agencies then shared the questionnaire among their customers, and therefore, the researchers did not contact international tourists directly. The collected data were analyzed by using Statistical Package for the Social Sciences (SPSS). Regression analysis is employed in data analysis. Results revealed that safety is the most influencing factor for the international tourists' intention to select travel agencies during COVID-19. Moreover, the travel agency's responsibilities, additional services, price, and tour packages influenced international tourists' intention to select travel agencies during COVID-19. The researchers recommended that travel agencies pay more attention to ensuring the safety of tourists by using applicable modern technologies. Moreover, it should enhance the responsibilities of the travel agencies. The research scholars should conduct studies on improving tourists' intention to select Sri Lanka and modern practices applicable to ensure tourists' safety during a pandemic.

Keywords: Hotel Reservation, International Tourists' Intention, Travel Agencies

The impact of e-services on cultural heritage towards the tourism in Sri Lanka

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Abstract

As a significant geo – political location in Indian Ocean; Sri Lanka's fastest growing field is Tourism. Being to the nine UNESCO world heritage sites Sri Lanka's cultural identity goes to more than thousand years. Cultural Heritage tourism involves visiting places that are important to the past and present cultural identity. In recent years in Sri Lanka, internet has become one of the most powerful media and the source of information. Through this study, it has been identified that the e – services provide the highest impact towards the tourism industry as it is the most cost-effective manner of communicating with target markets and disseminating information, representing quick and easy way for tourists. As Sri Lanka is rich in cultural heritage, the e – services impact is essential to enhance the tourism industry. The research was conducted with focus group discussions and hence, this is a descriptive research. Through the findings it identified that e – services in Sri Lanka are not well managed and it is not spreading the information related to cultural heritage and its basically focusing the new trends and leisure activities. However, Sri Lankan e – services promoted one sector and it does not pay enough attention towards the cultural heritage in Sri Lanka. There is less attention paid on the cultural heritage on e – services and it has impacted tourism in Sri Lanka. Hence, Sri Lanka tourism authorities should prioritize the e – services related to cultural heritage in order to enhance more tourist's attention in Sri Lanka.

Keywords: Cultural Heritage, E – Services, Tourism, Sri Lanka, UNESCO

Women Engagement in the field of Tour Guide; with special reference to North Central Province in Sri Lanka

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Abstract

As a significant tourist, destination in the world, Sri Lanka's fastest growing field is tourism. Since gaining independence from the British in 1948, Sri Lanka has continued to attract foreign investors and tourists to the island. The country's important location also enables it to attract transit visitors in to the island. From the past, women were engaged in multi-disciplinary fields in Sri Lanka. North Central province was home for two main districts and the oldest kingdoms of Anuradhapura and Polonnaruwa. To achieve the objectives of the study quantitative approach has been used and primary data is main type of data obtained from various sources as questions and interviews. Through the study it has been identified that women engagement in the field of tour guide in North Central province is low when comparing with mens' engagement in tour guiding in North Central province. Due to the low education level, lack of knowledge in English language as well as other foreign languages, limitations with family bonds, some cultural and social background specialized to the area which were taken as unmarried women as well as married women were afraid to get these new opportunities in the field of tour guide. There were several misunderstanding ideologies about the field and most of them think that it's a field which dominates by men. And also, some behaviors of tourists are the major issues to the lack of women engagement in the field of tour guide.

Keywords: Women engagement, Field of tour guide, North Central Province of Sri Lanka

Study on the Relationship Between selected Social Media Promotion and Domestic Tourists Arrivals to Southern Coastal Area

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Abstract

Tourism plays a major role in the world as a growing industry sector and it also become an important part of the Gross Domestic Production of both developing and developed countries. The domestic tourism sector is also a valuable sector for a proper destination. Galle is identified as a popular tourist destination for both domestic and international tourists. In 2019, Galle was visited by 51,286 domestic tourists and 12,661 international tourists. Therefore, this study was conducted to determine whether there is a relationship between selected social media “Facebook posts, YouTube videos, Instagram posts” and domestic tourist arrivals to the southern coastal area with special reference to Galle city. Study objectives were to examine the relationship between social media and domestic tourists’ arrivals to southern coastal area, to examine the most effective social media which affect with domestic travel and to determine the recommendations to increase domestic tourism via social media. This study is conducted by using the quantitative method. The research site was in the Galle area. The study's population was domestic tourists who visited the down south coastal belt, especially the Galle city. The study sample was identified as 200 selected young domestic tourists. A simple random sampling technique was used for the study. Both primary and secondary data were used. Facebook posts, YouTube videos, and Instagram posts were identified as independent variables of the study, and travel decisions were identified as the dependent variable. According to the findings, Facebook posts and domestic tourists' travel decisions created a strong positive relationship and YouTube videos and domestic tourists' travel decisions created a strong positive relationship. Instagram posts and domestic tourists' travel decisions also created weak positive relationships. Based on the findings, it is revealed that social media highly influences domestic travel decisions.

Keywords: Tourism, Social media, Domestic tourism, Promotion,

Impacts of COVID-19 on Sri Lanka Tourism Education: Special Reference with Undergraduate Perception

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Abstract

The tourism industry is one of the world's fastest expanding umbrella industries. The tourism industry was the third largest export earner in the Sri Lankan economy in 2019 (SLTDA, 2019). The tourism educational sector has grown widely in the Sri Lanka tertiary education system. The number of academic institutes established tourism education due to the high popularity of the industry and massive job generation. It has become an evident fact that tourism industry has become one of the most popular areas of studies among students as well. Due to the COVID 19 pandemic, all sectors including tourism education faced negative impacts. Therefore, this study was conducted to emphasize the impacts of tourism education with respect to challenges during the COVID-19 pandemic in the Sri Lankan tourism education sector. Study objectives were defined to determine the impacts of COVID-19 on Sri Lankan tourism undergraduates and to determine students' perception of the education and industry. Therefore, a qualitative approach was defined as a research method. Selected 20 undergraduates were defined as the study sample. Interviews conducted for primary data collection. Publications, research articles, books, web sites were defined as secondary data. A thematic analysis using the defined study findings under career opportunities and joblessness, innovation and creative skills, Academic courses, Vocational Skills, Online Teaching and Learning, etc. The findings interpret COVID-19 pandemic impacts on Sri Lankan tourism education.

Keywords: COVID-19, Tourism industry, Education, Students perception

Sustainable Business Practices of the accommodation Industry in Boracay Island, Philippines

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ABSTRACT

Tourism is one of the largest industries that play a very big role in the economic development of a country. The degradation and negative impacts of the tourism industry have affected one of the Philippines' major tourist destinations. This led to the closure of Boracay Island, Philippines in 2018 due to the proliferation of establishments, primarily by the accredited hotel accommodations of the Philippine Department of Tourism. This study was conducted to find out the importance of sustainability and sustainable business practices for accredited hotel accommodation businesses in Boracay Island. The research was done through semi-structured interviews, analysis, and assessment/observation to describe the demographic profile of the respondents, and the current phenomenon. The significant difference between the Characteristics of Businesses (Classification, Size, type of ownership) and significant difference between Sustainable business practices (Classification, size, type of ownership) ANOVA was used. The significant difference of the different hotels in terms of classification, size, and type of ownership was measured through Post Hoc Test. Research shows that the respondents have a very affirmative attitude with regards to sustainable tourism, and sustainable tourism development. However, respondents tend to have reservations towards the industry's negative effects (whether present or not) in terms of environment, socio-cultural, and economic dimensions. The researcher recommends that all information regarding the best practices on sustainable tourism must be made readily available to the public. This will help the stakeholders to reinvent and develop policies and, at the same time, understand the importance of sustainable business practices.

Keywords: Sustainable tourism development, sustainable Business Practices; Tourism industry, Tourism impact

Fall in Tourism and implications for fishing community in Sri Lanka

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Abstract

Last three years of the Sri Lankan tourism industry faced a significant decline in tourist arrival due to the Easter bomb blast and the corona pandemic situation. This caused an enormous negative impact on both direct and indirect beneficiary's livelihood. Since the fisheries community supplies several marine and freshwater food materials for tourist meals, this is one of the key indirect beneficiaries of the tourism sector in Sri Lanka. Thus, the present study investigated the impact of dropping in the tourism sector on the fisheries community in the East-coast region of Sri Lanka. Randomly selected 300 fishing community members (150 marine, 100 freshwater, and 50 brackish water fishermen) from Ampara and Batticaloa districts were inquired using a structured questionnaire. The results reveal that more than half of the fishermen indicated a considerable decline in their income. Mostly tourist hotels, restaurants, homestay, and local seafood sellers reduced the quantity demand from these fishing community. Thirty percent of fishermen dropped fishing and seek daily wage jobs. Only 10 % of them were sold their fishing gear. Further, two percent of fish suppliers faced difficulties to complete their day to day financial needs. The supports like credit facility or financial assistance to establish the fisheries activity was the expectation of all most all fishing community members. Accordingly, this research suggests that the credit and improved marketing facilities should be implemented through government and private organizations after the reemergence of the tourism industry to boost up the social wellbeing of the fisheries community.

Keywords: Tourism, Community, Covid-19, fishery, wellbeing

Disasters and Job Insecurity in Sri Lanka Tourism: The View of the Employees in the Travel Industry

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Abstract

The tourism industry, a sensitive and volatile industry, has a significant disruption due to the pandemic. The negative impact caused by the pandemic has affected the travel intermediaries on a major scale which has caused them to lose the economic benefits driven by the tourist's arrivals impacting on the loss of employment in travel agencies. As stated by the World Travel and Tourism Council (WTTC), 330 million jobs are at risk in the tourism sector, and in the Asia Pacific region, it is 48.7 million. Sri Lanka Tourism Development Authority data highlighted that 7% of total direct employment belonged to the travel and tour industry in 2019. Therefore, this study was conducted to emphasize the impact of the pandemic on the traveling industry employees in Sri Lanka. Study objectives were identified to determine the impact of the pandemic on travel employees in Sri Lanka and to determine resilient strategies from the perspective of the employees to uplift the industry. This research is conducted under qualitative methods. The population was all employees of the travel agencies in Sri Lanka, and the sample size was defined as 12. Telephone interviews were conducted on data collection and thematic analysis was employed in data analysis. Publications, research articles, and books are defined as secondary sources of data collection. Disaster impacted to the job security of travel agency employees in different ways and the reserch discussed the possible solutions.

Keywords: Covid-19, Tourism Industry, Travel Agencies, Employee perception

Study on the Perception of the Promotion of Souvenir Producers in Sigiriya Destination site

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Abstract

The tourism industry is one of the major industries in generating foreign exchange in both developed and developing countries globally. Even in the Sri Lankan economy, it is playing a vital role being the third foreign exchange earner to the government revenue. Souvenirs can be identified as the tangible aspect of the tourism experience and an economic activity itself. The objective of the study is to examine factors that determine a successful promotion of souvenirs at the Sigiriya world heritage site, to determine the most significant factor for the successful promotion of souvenirs at the Sigiriya world heritage site, and to define recommendations regarding suitable strategies and policies to be developed. The study was majorly conducted by the use of quantitative method by selecting the Sigiriya area. The purposive sampling technique was employed to gather the data while selecting 80 souvenir sellers for the study. Both primary and secondary data were used for the study. A five-point Likert scale questionnaire was developed for the primary data collection while web sites, published books, journal articles, research articles, etc. were used as the secondary data. Advertising, sales promotion, public relations, personnel selling and direct marketing were identified as the independent variables, and Souvenir Promotion was identified as the dependent variable. According to the result, there weren't strong positive relations between dependent and independent variables. Therefore, the study highly recommends that Souvenir producers rearrange the promotion activities (Advertising, sales promotion, public relations, personnel selling, and direct marketing) using new innovative strategies and digital flat form.

Keywords: tourism, souvenir, promotion, producers

An Application of 7 Ps of Marketing Mix for the SME sector during Covid-19 pandemic with Special reference to Sigiriya

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Abstract

The tourism industry is one of the major industries which can basically generate foreign exchange and employment opportunities to a country. There, the SME sector is playing a vital role in creating business opportunities for the tourism and hospitality industry. COVID-19 pandemic has severely affected the Sri Lankan tourism and hospitality industry, the SME sector. The general objective of the study is to identify the application the 7 Ps of the marketing mix for the promotion of the SME sector in the Sigiriya area in the post COVID 19 pandemics Also, the research question of the study is how to apply 7 Ps of marketing mix to enhance the market share and awareness in the global market in order to enhance both profits and sales. Further, the problem statement is whether there is an application of 7 Ps of marketing to the SME sector, after the COVID 19 breakdown. The study is primarily based on qualitative method while using secondary data such as library material, journals and reports, media publications and various internet search engines. Also, data was basically analyzed by using secondary data throughout the study. As per the empirical study done, it was revealed that due to the change in the customer behavior after the covid-19 pandemic, application of the concept of “marketing innovations” along with the concept of 7Ps is the latest way of marketing to stay competitive and profitable especially during a crisis like Covid-19.

Keywords: Covid-19, SME sector, marketing, 7P of Marketing

Implementation of Creative city for Sustainable Tourism in Sri Lanka: Sustainable City, Dubai

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Abstract

The Sustainable City is a sensible implementation of Social, Economic and Environmental sustainability. The city embodies the proper means of sustainable residing via stakeholder engagement, revolutionary layout, and destiny tracking to maintain itself. The sustainable city project was implemented in United Arab Emirate in 2015 with Diawhich located in Dubai land on Al Quadra Road. The research aims to refer the advantages of innovative city improvement for future sustainable tourism in Sri Lanka. Sustainable City is a trailblazer, demonstrating the opportunities for green living and demonstrating that environmental sensitivity now no longer necessitates technical compromise. The method of the study is specially based on secondary facts gathered through the reports, preceding studies, The sustainable city area guide, books, journals , and different databases. An integrative review was carried out on the literature concerning the study. At the end of the study, it examines approximately the urban tourism planning trends for sustainable tourism development and future policy direction to Sri Lanka Sustainable Tourism development. Furthermore, creative cities are rising as hubs of experimentation that leads to the revolutionary and a success fashion of sustainable improvement. This was an effort to implement these best practices for Sri Lanka Sustainable Tourism development.

Keywords: Creative City, Sustainable Tourism, Trends, Future Policy Direction

Emerging Tourism Marketing Strategies for Millennial Digital Nomads in post covid-19

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Abstract

The technological advancements and speedy digitalization, all travel and tourism firms have shunned geographical Barriers, adopting online ways to approach their clients. The post COVID-19 new normal has normalized remote-working and resulted the mainstream adoption of technologies to support virtual collaboration, communication, and work from a distance. Digital nomadism is a growing trend after COVID-19. A huge demand for digital nomads in travel will emerge. Digital Nomads visualize a globalized world during which new technologies, new forms of work arrangements, and a growing stress on entrepreneurial practices would change lives, blurring distinctions between work, leisure, home, and travel. The research aims to attract millennial digital nomads to Sri Lanka and construct a new brand to earn foreign exchange to the country. This study investigates the relationship between millennial digital nomads and digital marketing. Structured interviews were conducted with 15 participants, and an online survey was distributed among 35 millennial digital nomads based on tourism in Sri Lanka. Social media channels, Automated customer services, seamless e-commerce platforms, mobile apps for convenience and reachability, tailor-made user recommendations can be used as marketing strategies to attract digital nomads. The research analysis showed a strong inter-relationship between millennial digital nomads and digital marketing when selecting their travel packages. Digital marketing is the best tool to promote a travel package to Millennial clients because they are tech-savvy and enables reaching potential customers worldwide.

Keywords: Digital nomads, Covid-19, Tourism, Marketing

Community Empowerment in Tourism Development in Sri Lanka: A Case Study of Jetwing Youth Development Project

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Abstract

Tourism does not exist in silos. Apart from the prominent and active stakeholders, tourism automatically involves the host communities by creating employment, social growth, and infrastructure development in the area. Community empowerment is an essential activity of tourism organisations with sustainability at the forefront of tourism organisational objectives. Tourism Community Empowerment projects are aimed at uplifting the livelihood and improving economics standards of living. This study attempts to understand the Tourism Community Empowerment projects conducted by Jetwing Hotels, a top tourism chain in Sri Lanka. The Jetwing Youth Development Project (JYDP) aims to bridge youth between school life and building a vocational career. The project aims to provide skills in the four hospitality areas; housekeeping, food and beverage, front office and kitchen, and connect the youth with positions to kick start a career in tourism and hospitality. The study was conducted as a case study by reviewing the objectives of the project with the benefits achieved by employees who have entered through JYDP. The research was conducted by interviewing project organisers and associates of the programme who have crossed the threshold of training and are employed by Jetwing hotels. Findings imply that it has been successful in providing vocational careers, chances of advancement, economic stability, a range of soft skills and training in the English language; majority being prospects never expected in their lifetimes. It is concluded that community empowerment results in developing living conditions and the wellbeing of local people, ensuring the successful achievement of

sustainable tourism development. An unforeseen result of JYDP is the knowledge and information of careers in tourism for youth from the host community who had never bet their futures in the hospitality industry.

Keywords: Tourism, Hospitality Industry, Community Empowerment, Sustainable Tourism Development, Youth Development

Agri-Farm Tourism in Region IV-A in Philippines: Basis for a Proposed Development Plan

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Abstract

Agri-Farm tourism in Region IV-A is very evident because of its rich farm lands. It is an indication that it gets to produce jobs and income to its people and the community at large. In order to develop sustainable Agri-farm tourism in Region IV-A, the study suggested variety of projects, strategies and activities to be implemented contributing to the environmental, cultural, social and economic growth of the area that is reflected through a development plan. The study was conducted to determine what are the products, services, marketing activities and linkages in Agri-farm tourism in Region IV-A, and assess its economic contributions to the region, as well as its capability to be sustainable. Likewise, the researcher come up with any recommendations that will improve the products, services, marketing activities and linkages of Agri-farm tourism in the region and will contribute to its possible sustainability based or anchored purely from the results of the study. The descriptive method of research was employed in this study. The respondents such as farm owners, Local Government Unit employees and visitors were randomly chosen and asked to answer the survey questionnaire about their perceptions on the products, services, marketing activities, linkages and the problems encountered in the selected Agri-Farm Tourism sites located in Region IV-A. Responses were analyzed using percentage, weighted mean, Analysis of Variance, Ranking, and t-test (Grouped Data) to determine the significant difference in the responses of the three groups of respondents. The results showed that the respondents looked for a more sustainable products, services, marketing activities and linkages. In the acceptability of the Development Plan, it was found to be highly acceptable by the respondents and can be implemented by the Agri-farm tourism owners for sustainable development.

These results suggest that owners and the management should consider improving the Agri-farm tourism business with strong emphasis on the products, services, marketing activities and linkages to attain higher assessment rating from Very Good to Excellent. The Proposed Development Plan may be adopted by the Agri-Farm Tourism planners, farm owners and Local Government Unit employees should give emphasis on Agri-farm Tourism offer as to products and services, extent of marketing and linkages, and its sustainability to keep the Agri-farm tourism business.

Keywords: Agri-farm Tourism, products, services, marketing activities, linkages, Development Plan

Social Media Networking and Tourism promotion in India, a case study of bloggers and influencers

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Abstract

Social media plays a significant role in many aspects of tourism. Especially in information search and decision-making behaviours, tourism promotion and in focusing on best practices for interacting with consumers and the businesses. Further tourists change according to the suggestions provided by the social media Influencers and ensure for the travellers liking. Leveraging off social media to market tourism products has proven to be an excellent strategy across the globe. India, with its wide variety of Tourism products, has ample opportunities to promote tourism, and the year 2019 (pre-Covid) ushered in 17.91 million International Tourism arrivals; this in comparison to 19.1 million to the City State of Singapore and 39 million to Thailand during the same period. What is it that India lacks when it comes to Foreign Tourism Arrivals (FTA) ? and off course the Domestic which churned out 2.3 billion tourist visits in 2019. The Researchers have been working and studying the bloggers/influencers over a period of two-year and making efforts to understand what goes into the efforts of the bloggers/influencers to ensure the process of push-pull factors of the travellers/visitors to various destinations in India. The Research team was instrumental in organizing a seven-day familiarity tour of the Coastal part of Karnataka provincial area for bloggers/influencers, inspiring the current study and data collation. A structured questionnaire administered to the Blogger and Travel Influencers supported in the data collation about the issues being faced, what is to be done, and the expectations of the bloggers and influencers regarding to tourism promotion in India. The questionnaire also probes as to what the visitors/travellers expect from the bloggers/influencers through various media Instagram, YouTube, Twitter,

The research work is being carried out pre-Covid, and during 2020 and 2021 which will help to assuage the way bloggers/influencers in particular and the social media in general are making efforts to ensure tourism promotion; which is supporting the domestic visitors and intended FTAs to decide to travel to destinations for tourism purposes. The study also focuses on how the various states/provinces in India encouraging social media to become an important arm of tourism promotion in times of crises (Pandemic) and normal times.

Keywords: Social media, Influencers, Bloggers, Tourism Promotion

Role of Social and Environmental Sustainability in driving consumer brand loyalty of young adults on Five-star Hotel Brands in Sri Lanka

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Abstract

Social sustainability and environmental sustainability are the emerging trends of the sustainability aspect of a corporate setting since it is giving back to the community and the environment. Because of the emotional and selfless aspect of social and environmental sustainability, young adults are more attracted to the hospitality companies that maintains sustainable practices and initiatives since they feel they have directly or indirectly impacted the society and environment positively. This research is focused on studying the role of social and environmental aspects of sustainability practices performed by star class hotels Which can attract young adult consumer base and through that how the hotels drive their brand loyalty. Through this study the Sri Lankan star hotel brands that are yet to initiate any form of sustainability practices can have an idea on how they can work on creating the brand loyalty among country's young adults who will be the emerging market in the future. Data collection was done through a structured questionnaire survey using a sample of 160 hotel guests who are from five star hotel brands in Sri Lanka. The Brand Loyalty Scale (BLS) is used to assess the brand loyalty through social and environmental sustainability. The New Ecological Paradigm (NEP) scale is used to assess the attitude towards social and environmental sustainability. The results show a significant positive correlation between NEP scores and brand loyalty. That means social and environmental sustainability positively affects the brand loyalty. Results also indicates that 87% of the young adults from the sample has contributed to the above positive correlation where it can be determined that the majority of young adults would stay loyal with the hotel brands that exhibit concern towards society and environment.

Keywords: Brand loyalty, Social Sustainability, Young Adults

Sri Lanka as a Potential Tourism Destination for Wellness Tourism

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Abstract

Wellness means “state of being healthy”. With its ancient history, traditional Ayurveda medicine called “Hela wedakama” dates back for 3000 years. Tourists to wellness establishments in Sri Lanka are mainly focused on treatments for weight loss, stress relief, detoxing to get away from their busy and stressful lifestyles. The objective of this research was to promote Sri Lanka as a wellness tourism destination in the view of benefiting for the local tourism industry. To achieve this motive, the researchers explored 40 tourists randomly who are seeking for wellbeing of both body and mind. The research based on both primary and secondary data including observations, interviews, books and magazines. The general perception of the tourists towards Ayurvedic tourism is wonderful lifetime experience. Sri Lanka can be identified as an icon for the tourists who are thirst of amazing healing methods. Healthy and nutritious diet plays a major role of Ayurvedic tourism and here in Sri Lanka there are number of Ayurvedic hotels which promotes herbs and spices in order to create awareness of authentic Sri Lankan cuisine style. Yoga and meditation directly influence for the mind relaxation and Sri Lanka is rich with specialized bone talented instructors and trainers which are passing from generation to generation. Promoting Ayurvedic tourism (Hela wedakama) in Sri Lanka is crucial at this juncture as real validity of Ayurvedic practices must be protected. In future, wellness tourism in Sri Lanka will be revamp considering the current pandemic situation and by identifying its various potentials to attract tourists from different source markets to the country

Keywords: Wellness, Ayurveda, Tourism, Sri Lanka

Sustainable Tourism and the well-being of Rural Destination Communities: Meemure, Sri Lanka

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Abstract

Sustainable tourism is a way of travelling and exploring a destination while respecting its environment, culture and people. In order to expand the tourism industry and make a significant contribution to the national economy, Sri Lanka has to focus on promoting new and effective tourism sub matters. A fresh approach has been identified to promote the sustainable tourism which could minimize the negative impacts and highly concern about the well-being of the host communities, environment and culture. The objective of this paper is to investigate sustainable tourism in the view of enhancing the rural community way of life. To achieve this objective, the researcher explored a sample of 30 local people in Meemure in Sri Lanka. The survey was conducted as an exploratory study highlighting the practice of eco-tourism in the view of the involvement of the host community. The study was based on both primary and secondary data including observations, interviews, books, magazines, tour itineraries. The results of the study revealed some important implications which need to be addressed at the policy level. The researcher's investigations revealed that the education of local community in relation to the sustainable tourism concept is fairly low. Secondly the non-routines of the activity. Especially in the tourism industry consistency of activities is seldom which means most of the local people shift from one occupation to another. Apart from that, absence of financial support, lack of infrastructure, vandalism and the lack of facilities can also be addressed as issues. Finally, the research provides some important suggestions to both the host community and the tourists. Host community need to be educated about their potentials and how to preserve their unique resources for the future generation.

Keywords: Community, Potential, Sustainability, Tourism

Heal the Souls: Identifying the Travel Motives of Tourists towards Yoga and Wellness Tourism in Weligama Barberyn Beach Ayurveda Resort, Sri Lanka: Perspective of Service Provider

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Abstract

Continuum of spirituality is inherent in tourism. Yoga and wellness tourism is a trending tourism concept in the contemporary tourism world. People seek solace in mental reading, physical rest and relaxation and moment of divine ecstasy. It has been observed that there is a high tendency of travelers in engaging with yoga and wellness practices in Sri Lanka with the aid of Aurvedic treatments, since the traditional healing methods bring permanent status of rigid and steady in the stress elimination and body relaxations. Travelers are in search for complexes with luxury, but exceptional traditional hotels, perhaps with virgin destinations to get the ministrations. In consonant with this, the current study is aimed to investigate the travel motives of tourists towards yoga and wellness tourism in Weligama Barberyn Ayurveda Resort, in the perspective of service provider. The paper intended to identify the travel motives of tourists towards yoga and wellness tourism in Barberyn resort and of the types of experiences that they perceive. The research follows inductive approach where the researcher, has used the quantitative research design. Ayurveda resorts in Sri Lanka would be the population for the study while Weligama Barberyn resort being the sample. Judgmental sampling was adapted in selecting the hotel since it operated both yoga and wellness and health practicum to the guests. Thematic analysis is employed as the data analysis method where two parental themes were ascends, namely: Travel motives and Travel experiences. The results reveled that tourists pursue yoga and wellness practicums with the main intention of “nourishing the mind and body even with less luxury facilities”. Unique dietary experience and feel the virgin environmental experience add value to the process. Spiritual motivation has been noted as a reason for adopting for yoga travels while the paper provide a base for service providers to market their trending wellness practices.

Keywords: Yoga Tourism, Wellness Tourism, Spirituality, Travel Motives

Agro Tourism as a sustainable tool to enhance the local way of life : Dambulla, Sri Lanka

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Abstract

Agro-tourism has become a widely accepted sustainable concept which links the agricultural sector with the tourism sector to uplift the income of the local community. Therefore, when considering the conceptual and practical value of agro-tourism to the country, identifying the massive benefits of this concept to the local community is significant and necessary. Sri Lanka has plenty of resources such as diversified fauna and flora, traditional agriculture, tropical fruits and vegetables, aesthetic landscapes, streams and waterfalls, irrigation tanks and canal systems, beautiful beaches and historical festivities. Only a small fraction of the vast rural agro tourism resource base is being utilized by the industry now with little or no benefits to rural people. The objective of this paper is to investigate agro-tourism in the view of enhancing the local community in Sri Lanka. To achieve this motive, the researchers explored a sample of 40 local people in *Dambulla* in Sri Lanka. The survey was conducted as an exploratory study. The study was based on both primary and secondary data including observations, interviews, structured questionnaires, books, magazines, tour itineraries and etc. Results of the study show that the practice and the awareness level on agro-tourism in the view of the involvement of the local community are at a lower level and the household income, development of infrastructure, direct marketing facilities, increasing profits of small scale farmers and seasonal flexibility of agricultural products have positive effects from agro-tourism. Further, research work on agro-tourism is required to generate a comprehensive understanding to develop the agro-tourism sector of the country and it will promote the sector with the participation of policymakers, rural communities and private investors in a sustainable manner while enhancing the life style of rural people.

Keywords: Agro tourism, Sri Lanka, Sustainable, Tourism

Impact of Training on Employee Performance in Travel Industry: With Special Reference To IATA Travel Agencies

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Abstract

In this rapidly changing world, the management and achievement of employee's performance is gradually become more challenging and multi-tasking in an organization. There are continuous efforts and strategies lying down by many organizations to accomplish their objectives and also achievements of excellence by gaining competitive advantage. Employee's training plays an important role as it enhances efficiency of an organization and helps employees to boost their performance in an efficient manner. There are many reasons that create barriers to perform a task such as organization culture and politics. To analyze the impact of training on employee performance in travel industry and examine the policy measures and strategies that can be employed to enhance the possible contribution of training on the performance of employees in the travel agencies. The preliminary survey undertaken by the researcher before distributing the questionnaire indicates that there are 142 IATA travel agencies employees. The target population was the individual executives working in these IATA travel agencies. The study was undertaken, so the researcher had drawn the sample from this total population. SPSS versions 22 were used to analyze the collected data and descriptive analysis, correlation analysis and regression analysis were used to interpret the data. The study has found a strong link between training and performance. Not only that, training enhances the knowledge, skill and ability, motivation and job retentions but also builds a well-qualified managerial workforce with increased communication, quality of work, and job satisfaction which in turn will enhance the performance of employees which are increased competencies. To enhance the development of soft skills in travel agency employees, the acquisition and development on an on-going basis is required and this is a critical success factor in maintaining and

improving both the competitiveness of the industry and individuals' employability. The development of soft skills should form an explicit and integral part of the national policy agenda, both in respect of enterprise development and of education or training. A national framework of qualifications can help establish the importance of soft skills by ensuring that their acquisition forms a key part of education and training programs. Specifically, IATA and other recognized tourism training programs should ensure that qualifications approved by them explicitly incorporate recognition of the acquisition of soft skills in terms of outcomes.

Keywords: IATA travel agency, training, employee performance, retention, skill and ability

An Analysis of Factors Determining the Career Advancement of Women Employees in Hotel Industry: With Special Reference to Five Star Graded Hotels in Sri Lanka

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Abstract

This Study aims to scrutinize the representation of the women workforce within the hotel industry in Sri Lanka, and gain insights into the factors impacting their career advancement to senior level roles. The Hospitality sector is now becoming the most lucrative and fast-growing industry in the country. Owing to the dire need for a competent workforce in this particular industry, as well as to address the severe lack in the number of women employees in this industry, this study will examine the reasons hindering “career advancement” of women in hotels, as well as the opportunity this industry offers for their career growth. There is a perceived deficiency in the overall representation of females, depriving them from accessing senior management positions in the hospitality industry, hence the significance of this study will be to examine first, the current situation/ status and trends on career advancement of women in five star hotels, to examine the factors affecting the career advancement of female employees and any contributory factors should there be a marked deficiency, analyze the most suitable policy measures and strategies which would enhance the career advancement and finally arrive at plausible and necessary recommendations to bridge the gap with suitable policy measures and strategies to increase the retention of women employees by enabling/facilitating their career advancement. The finding of this study reveals that despite measures taken by hotel companies, there still remains much work to be done in terms of employment policies and practices to facilitate career advancement of women in this sector. The hospitality sector is the third largest revenue generator in Sri Lanka. Today the hotel and tourism industry in Sri Lanka is severely impacted with the tourist arrivals declining by 98.1 percent in 2021, compared to the first

quarter of 2020. Hospitality industry in Sri Lanka was struck with an unexpected double blow, the Easter Sunday attacks and the novel coronavirus COVID -19 outbreak. International tourism today has come to a standstill. Prior COVID, tourism in Sri Lanka was one of the most dynamic sectors contributing immensely to the economic growth in the country. Although the industry is gloomy today, there is much hope and many reasons to believe that tourism will resume brighter than ever before as people will always travel. The Method employed for research on the subject matter is a mixed method, in the form of Data Collection and extensive desk study. The outcome of research based on 44% of the respondents highlights a significant deficiency in the representation of females in the workforce of the industry as a whole, the highest female representation seen in one region was just 16% of the total staff strength. Statistical tool used for analysis and presentation of data in this study was the SPSS ver. 22. Recommendations presented include the adoption of pro-active policies to encourage the representation and career advancement of women in the industry, revision of existing HR policies to provide equal and equitable opportunities, improved facilities, work life balance for female employees and presence of role models with learnings from global best practices.

Keywords: Socio Demographic and Personal, Psychographic factors, hospitality industry, career advancement, representation of women.

Rural Women Empowerment through rural tourism: An empirical study on Anegundi village in Karnataka

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Abstract

The concept of women empowerment deals with the liberty to survive and enabling them to take decisions relating to their social, occupational and economic independence. The tourism phenomenon plays a significant role not only in bringing socio- economic benefits to society but also in creating opportunities for empowering deprived sections of society. Tourism based in rural areas can be termed 'rural tourism', which has a major task of bringing rural women empowerment in the village. This study seeks to identify and analyse the linkage between Rural Tourism and the economic empowerment of rural women in the rural setting of Anegundi village located in the Koppal district of Gangavati taluk of Karnataka State. The study comprises of empirical research based on the primary data collection method in a designated rural setting with the help of a schedule as a research instrument to collect the data from the local community. The convenient sampling method has been adopted with a sample size of 348 respondents from the local community. An appropriate statistical technique has been adopted to measure the quantitative data collected through a schedule. The investigation exposes the implications of rural tourism occurrences in the rural region of Anegundi which creates various socio-economic prospects for the rural community of the village. It examines the liaison between rural tourism and rural women empowerment. The multiplier effects of rural tourism are measured in terms of numerous economic benefits to women residing in the rural setting to bring out women empowerment from various dimensions such as occupational, social and economic empowerment among the rural women. To examine the relevance of rural tourism and its impact on rural communities, the researcher

formulates an alternative hypothesis as a tentative statement in order to test the relationship between rural tourism and rural women empowerment. The rural tourism resources have been identified, which may benefit the sustainable development of the village's rural economy. The study reveals about rural tourism enabling various job prospects, entrepreneurial opportunities, skill development, and income generation contributing to rural empowerment.

Keywords: rural tourism, women empowerment, local community, rural economy, economic benefits

An Analysis of Promoting Souvenir Industry for Sustainable Tourism Development: 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 travel experience is represented by mementos since most tourists' nature 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 that inherited wonderful wooden art and crafts; Diverse varieties of authentic wooden souvenirs have become one of the phenomenal potential niche markets in Sri Lanka. Nevertheless, the wood carving industry is typically concealed from the attention of policymakers in tourism development. Hence, the tourism industry cannot avoid the question of sustainability and must work on two fronts: both to encourage the organizations and businesses with which it engages to adopt sustainable practices (best practices) and to motivate consumers/tourists to consume and behave as sustainably as possible. Despite the considerable previous research in promoting souvenirs, wooden souvenirs into tourism development is one of the most untapped fields of research in global and Sri Lankan contexts. This research is aimed to investigate the reasons behind the absence of the Sri Lankan wood carving souvenir industry to demand sustainable development towards Sri Lankan tourism. The paramount objectives of this study are; 1) To analyze the current situation of the wood carving industry with its recent trends and patterns of using woodcarving souvenir products in Sri Lanka Tourism, 2) To examine the key factors affecting the successfulness of wood carving souvenir product promotion in Sri Lanka tourism, 3) To make necessary recommendations for designing most suitable policy measures and management strategies to promote

woodcarving souvenir products with sustainable practices in Sri Lanka Tourism. A qualitative research approach was adopted with the non-random judgmental/purposive sampling technique to select the sample comprised of wooden souvenir craftsmen from each provincial stratas to have a diverse representation. Semi-structured interviews were used to collect the data from woodcraftsmen and tourists. A pilot study of each instrument was conducted prior to the data collection. For analyzing qualitative data, NVIVO and content analysis were used. The outcomes of this study will provide useful insight for policymakers. Furthermore, woodcraftsmen may benefit from identifying sustainable best practices in production and making their marketing strategy more appealing to visitors. In addition, this study will provide insights to future researchers in other settings where wooden souvenirs and tourism are linked.

Keywords: Wood Carving Souvenirs, Sustainable Practices, Tourism Development

Impact of Staff Training on Employee Performance: With Special Reference to F&B Department of Five & Four Star Graded Hotels in Negombo Destination Site

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Abstract

Hotels attach a great deal of importance to how they make use of their employees. Training is a part of human resource development, along with other human resources activities such as recruitment, selection and compensation. The role of the human resource department is to improve the organization's effectiveness by providing employees with knowledge, skills and attitudes that will improve their current or future job performance, and it is vital that they value their employees. This study concentrates on the impact of Training and Development practices on employee performance, with special reference to F&B Department of Five & Four Star Graded Hotels in Negombo Destination Site. The problem is where the training is being done in the Food & Beverage department in different ways (unclear sentence). But sometimes, the outcome or the effectiveness is not up to the expectations. The objective of the study is to find out the impact of training on employee engagement, motivation, and job satisfaction & to assess the most important factor, whether engagement, motivation or satisfaction, that would increase performance levels. The main purpose of training is to improve employee competencies so that organizations can maximize the efficiency and effectiveness of their human assets. The study adopts a mixed method combining quantitative & qualitative approach. Descriptive statistics, percentage, standard deviation mean value, tables & graphs are being used to analyze the data collected. SPSS Version 23.0 version will be used to analyze the data. The study concludes that Training and development practices positively influence employee performance relationship existing between employee training and their performance in the Food & Beverage Department.

Keywords: Human Resource, Food & Beverages, Employee Performance, Training & Development

The Impact of Green Human Resource Management Practices on Environmental Performance in Hotel Industry

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Abstract

The topic of green human resource management is attracting increased attention among management scholars as an emerging strategy when the tourism and hospitality industry drives towards global sustainability. But in Sri Lanka, the subjects of green human resource management and environmental performance remain relatively underexplored for research purposes. Green human resource management practices involve using human resource management policies to encourage the sustainable use of resource management. Even though the hotel industry is one of the sectors that largely increase the burden on the environment, with the increasing demand for sustainability, most hotels strive to earn profit through environmental sustainability. Thus, this study aims to investigate the impact of green human resource management practices on environmental performance in the hotel industry. A total of 20 hotels participated in this study. And a sample of 80 employees working in 4 and 5 star hotels in Sri Lanka were selected to conduct this research using convenience sampling technique. All the responses were collected on five point likert scale using closed and open-ended questions in the questionnaire. Descriptive statistics, Correlation analysis and ANOVA Test were used to analyze the quantitative data. And the narrative analysis was used to analyze the qualitative data obtained through open-ended questions in the questionnaire and questions in the interviews. The result indicated that green induction, green training and development, green performance evaluation, and green reward management significantly affected environmental performance while green recruitment did not significantly affect the hotels' environmental performance. The results are very useful for top management and HR managers in the hotels to develop their policies on GHRM. And the researcher strongly encourages establishing organizational core values aimed at environmental management when they formulate their GHRM policies.

Keywords: Green Human Resource Management Practices, Environmental Performance, Hotel Industry, Sustainability

Relationship between employee Motivation and Customer Satisfaction during COVID 19 pandemic: A study on Tourism & Hospitality Industry in Sri Lanka

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Abstract

Employees of an organization play a major role in order to run a smooth operation. When considering the tourism and hospitality industry, the service and the human/personal touch are very important. The background to this study is based on the current employee motivational levels in the Sri Lankan tourism and hospitality industry. Due to the COVID19 pandemic, the employee motivational levels are questionable; since most of the employees are directly interacting with the customer, there is a doubt of whether the customer gets the service/product they expect. In the end, customer satisfaction is very much vital in order to sustain a successful business. This research focuses on determining the motivational levels of the employees in the industry at this pandemic situation and figuring out how this level of motivational levels have affected the customer satisfaction levels. Through this study, the industry can conclude how important it is to maintain a decent/high level of employee motivation level. Data collection was done through an online survey where a sample of 150 Sri Lankan tourism and hospitality industry employees who are directly interacting with customers participated. In order to assess the employee motivational levels, data on components such as salary, recognition, management, work environment, pandemic situation, and the lockdown was used. Correlation and regression analysis are used to analyze the data. Customer satisfaction data was obtained as secondary data through respective organizations. It is evident that the employees who have high motivational levels are delighting the customers with higher customer satisfaction. Through the results, it shows salary as the main motivational factor for the employee motivational level.

Keywords: Employee motivation, Customer satisfaction, Pandemic, Salary

An Analysis of Gastronomy Tourism Potentials in Sri Lanka

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Abstract

Gastronomy tourism is focused on food as an attraction for exploration and a destination for tourism. The countries are competing with each other to bring out flavours and dishes that reflect their culture and identity and this gastronomy tourism has emerged as an alternative to sea-sun-sand concept. As a booming trend, mostly the travel agents in Sri Lanka plan the tour itineraries with the awareness of this potential attractively. In this condition, Sri Lankan gastronomy has been very popular since the past especially the traditional and indigenous food, because of nutritional, health-related, and therapeutic reasoning of the food ingredients and the methods of preparation. This gastronomy tourism has become an alternative form of tourism with a substantial contribution to the economy in Sri Lanka. The objective of this research is to find out the gastronomy tourism potentials in order to promote and diversify tourism in Sri Lanka. To achieve this motive, the researchers explored secondary data, including research articles, journal papers, books, tour itineraries and magazines. The country is very famous for its authentic dishes, spices, ingredients, confection, staple diets, food based on traditional tubers and vegetables, special varieties of sweets etc. There are so many traditional villages in Sri Lanka that possibly consisted of cookery trails, cookery classes, food guides, and farm weekends. There is a tremendous increase in the number of qualified chefs studying gastronomy at state and private universities. A number of higher educational institutions are available to provide qualified workforce to promote gastronomy tourism in Sri Lanka. These improvements will inevitably increase the gastronomy routes and tours in Sri Lanka.

Keywords: Food, Gastronomy, Tourism, Sri Lanka

Online Travel Agencies (OTAs) of India, the Pandemic, Crisis Management and Resilience towards ‘spring-back’

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Abstract

Online Travel Agencies (OTAs) in India have become one of the mainstays of Travel, Tourism and Hospitality (TTH). Leading OTAs of India, MakeMyTrip (MMT), Yatra.com, with good deals to the travellers and collaboration with stakeholders, viz., airlines, hotels, resorts, road transport system and being suggestive in itinerary creation, the OTAs occupied a space of prime. Having a running hit rate of \$500 million monthly, when the lockdown was announced worldwide and in India, MMT reached a low point of zero income flow. The international and domestic travel restrictions lead to OTAs making decisions of i) reducing human capital ii) cost operations costs iii) revising agreements with stakeholders and vendors; became the order of the day. Subsequent ‘unlocking’ of the country and the economic system lead to ‘green-shoots’ for the OTAs, the facets of ‘air-bubbles’ created opportunities. The ‘unlock’ 1.0, 2.0 and others, ensured travel opportunities, and MMT and Yatra made the best of efforts to ensure for itself and the travellers who would use the platform more benefit as the days, months progressed. The focus on domestic travel in India, thanks to the schemes of *DekhoApnaDesh*, *Swadesh Darshan Scheme*, Pilgrimage Rejuvenation and Spiritual Heritage Augmentation Drive (PRASHAD) under the Incredible India 2.0 campaign; which not only focused on ‘footfalls’, but spoke of enhancing tourist experience and employment opportunities in a sustainable fashion. The research, which is a work in progress, led to secondary data analysis of the inputs that the OTAs were putting forward on various platforms and the discussions that the researchers ensured to help assuage the opportunities for resilience and ‘spring-back’ that could be seen from the ‘unlock’ periods. The

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Research study has considered two of the leading OTAs of India, MMT and Yatra, who have made the best of efforts to spring back that lead to the growth of TTH and of course, the creation of new opportunities and risk-mitigation measures for the future. Some of the identified areas of 'spring-back' leading towards resilience as per the research are: OTAs working with Hospitality and Hotel Partners, The partnership with Airlines, Encashment of Leave Travel Concession (LTC) for employees, Standard Operating procedures (SoP) creating an element of confidence, Mechanism of discounts and Travel for the future. The Covid-19 pandemic brought about the best of crisis management strategies leading to the creation of 'spring-back' opportunities and the final resilience that has resulted in the OTAs standing tall at the time of crisis.

Keywords: Online Travel Agencies (OTA), spring-back, resilience, revenge travel

Safety and Security Issues in Tourism Post COVID-19 Pandemic in India

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Abstract

Tourism is a very much volatile industry. Even the slightest whispers of political discontent, natural disaster and disease panics the tourists. When people feel unsafe, they will either shift their travel plan to safer destinations or cancel altogether, until the public memory of the tragedy begins to pale. The same thing has happened during the current pandemic. The whole world and the tourism industry have been shut down because of COVID-19 pandemic. For the same reason, this study will focus on tourists', businesses', and government's opinions for the smooth running of the travel and tourism industry post COVID-19 pandemic. This study will be an exploratory research and it will be based on both primary and secondary data. To analyze the perception and concern of tourists, businesses, and governments, we will collect the data with the help of questionnaires. For secondary data, research papers, governments, and news reports will be analysed. This paper will also examine the tourists, businesses and governments' response to the COVID-19 pandemic and will develop a framework for the safety and security of the tourists in tourism post COVID-19.

Keywords: COVID-19 Pandemic, Safety & Security Issues, Tourism after COVID-19 pandemic

Effective of face recognition Technology in Hotel Industry in Sri Lanka with a special reference to Front Office Operation

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Abstract

Nowadays, people are more interested in the smart hotel concept in the hospitality industry. This Facial recognition system plays a major role in this concept. A smart hotel, in essence, is one that makes use of internet-connected gadgets that can communicate and interact with one another. This is known as the Internet of Things (IoT), and it refers to the ability of regular objects or appliances to send and receive data, making them 'smart'. Millennial travelers need and forward with new technology. Many hotels in the industry, especially the ones that are abroad, have already gone ahead with the technology while we have not. This study's based on the success of using facial recognition technology in the front office of hotels in Sri Lanka. Hotel owners and others in the hospitality business can use facial recognition technology to improve the client experience, streamline processes, and increase security. It allows for the avoidance of lines, the automation of check-ins, and the expansion of security and research. This study was conducted using secondary data from trials conducted using this technology in international hotels. This concept was applied for the JLL Company in Sri Lanka and we got secondary data from that company. The findings imply that crime prevention becomes easier with facial recognition since criminals and other security hazards may be discovered and addressed before they become a threat. Furthermore, several hotels utilize facial recognition technology to identify VIP visitors as soon as they arrive, allowing them to get special treatment. Facial recognition technology is used to improve concierge experiences and give personalized services to visitors while maintaining a

personal connection with them. Facial recognition technology is in high demand nowadays in hotels, retail establishments, schools, airports, summer camps, and even police enforcement. So applying facial recognition technology in the hotel industry in Sri Lanka brings effective and successful results

Keywords: Facial Recognition Technology, Front Office, Hotel Industry

Potentials for Promoting Sri Lanka as a Wellness Tourism Destination

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Abstract

The last few years have seen a growing realization of health and wellness as more travelers seek to find the balance between the physical, mental and emotional well-being of everyday life while incorporating the elements of health, prevention, self-actualization, experiences and attitudes. Hence, the wellness desire is now recognizing as a splendid motive to travel and is growing as a concept in many countries. Therefore, it has been researched from diverse perspectives worldwide and is identified wellness tourism as a growing tourism market and ideal niche market for countries seeking tourism opportunities for economic growth. Sri Lanka is a country that has been blessed with its unique Ayurveda treatments, yoga traditions, distinctive cuisine, hospitable community, abundant flora and fauna, heritage and culture with existential authenticity, which need to explore the capability as a wellness tourism destination. In this research, the researcher recognized the potential for promoting Sri Lanka as a wellness tourism destination by investigating the wellness tourists' expectations and destination capability as the success of any tourist destination fundamentally rely upon how well they have identified the expectations of tourists' and how conscientiously tourists' expectations are met by the destination through maximum utilization of its capabilities. This study was based on the results derived through the data collection done via interviews from fifty wellness tourists and fifteen operators representing demand and supply side respectively, in order to achieve research objectives. Collected data were analyzed by developing transcripts to summarize interview and finalize the gathered data. The findings of this research will contribute to authorized bodies in the industry for policymaking, strategy development, as well as this research will pave paths to future research areas.

Keywords: Destination capability, Wellness, Wellness tourism, Tourists' expectations

Study factors that influence to retain apprentices with accommodation sector in Sri Lanka

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Abstract

Tourism is a lucrative and labour intensive industry in the service sector and answers the issues of unemployment and poverty. Human Resource plays a key role in personal interaction and experience of travelers around the world. Sri Lanka Tourism created 169,009 job opportunities over 3,926 establishments in 2018. The national Policy Framework of Sri Lanka aiming at 7 Million Tourists while expecting to develop Sri Lanka as an environmental domestic culture - friendly industry with extensive people's participation. The government is also looking at the opportunities to expand tourism training schools and introduce attractive skills development courses. The accommodation sector is lacking skillful labour force at the moment. The Human Supremacy required in this service sector cannot be replaced by another. The apprentices who come out of the private and public hotel training schools contribute a considerable percentage of participation in the accommodation sector. However, they do not retain in the industry as compared to the figures of recruitment. The main aim of this study is to identify the factors that will facilitate apprentices to retain in the industry. This research has a significance impact on the training institutes, issues with capitalization Employers, Employees, and the apprentices of the industry. This study basically focuses on secondary data of annual reports of SLTDA, TVEC and Central Bank of Sri Lanka. The findings reveal that most of the apprentices are burdened with the workload they have to undergo during their training periods and also unhappy with the way they are welcomed and treated by the seniors. They also find it challenging to fit into the organizational culture and face communication barriers in English. Therefore, it is recommended to conduct training sessions within the organization to enhance into the team building, organization culture, improve language skills and personal developments while helping them balance work and life.

Keywords: Apprentices, Accommodation Sector, Tourism Industry

A Study of Backpack Tourism Promotion in Sri Lanka : A Case Study on Ella Region

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Abstract

Backpacker Tourism has been reported as amongst the fastest growing niche tourism markets worldwide. At present Sri Lanka also has high demand for backpack tourism. Therefore, this research mainly focuses on core marketing concepts to increase backpack tourism promotions to Sri Lanka. However, the domestic context, Backpacker tourism is still not a popular segment in tourism. Hence, this study was investigated and assesses how to develop backpack promotions according to the core marketing concepts. Moreover, the research tests the relationship between core marketing concepts and backpack tourism promotion. The study is based on the Ella area which is a major attraction of backpack tourists throughout the year. The first objective is to find out the factors of core marketing concepts that affect Backpack tourist promotion. The second one is the relationship between factors of the core marketing concept and Backpack tourist promotion. Third one is identify the impact of core marketing concepts to backpack tourist promotion. A sample of 100 tourists was drawn using a simple random sampling technique. Primary data was collected using questionnaires, and secondary data was collected by the research proposals, research reports, books, and internet browsing data. Descriptive statistics, Reliability Analysis, correlation and simple linear regression were used to analyze the data with the support of the appropriate tool SPSS 21 version software. According to the findings of the research, most of the backpackers are between 20-30 years. Furthermore, they are well-educated, young and most of the backpackers are female and single backpackers. The two variables, which are core marketing concepts and promotions, Have a positive relationship and affect each other positively. Most probably they have a high demand for needs and wants such as inexpensive products, ecofriendly products and locally produced goods, and prefer to have intensive contact with locals. Finally, researcher identified that core marketing concepts are useful to increase backpack tourism promotion.

Keywords: Backpackers, Tourism Promotion, Local products

A Study on the Relationship between Employee Job Satisfaction and Service Quality with Special Reference to Perception of Western Province Tourism Officials

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Abstract

Government officers must meet the needs of their customers in order to achieve sustainable development. The purpose of this research is to study the relationship between employee job satisfaction and service quality with special reference to the perception of Western Province tourism officials. For this purpose, three research objectives are developed and tested. Objectives are to identify the relationship between employee job satisfaction and service quality, identify the impact of employee job satisfaction on service quality, and identify the most influential factor within the quality dimensions. This study empirically evaluated five dimensions of employee job satisfaction leadership or management, job satisfaction, physical environment, organization culture, career growth, work group and terms and their impact on service quality in the tourism ministry of western province. The majority of the secondary data was gathered using a well-structured questionnaire. The sample comprised of 47 employees who were working in the western province tourism ministry. The data analysis was carried out using SPSS model. Next examine how various dimensions of employee job satisfaction effect service quality. Correlation and regression analysis were undertaken to achieve the objectives of the research.

Keywords: Employee job satisfaction, Service quality

Study of the Effectiveness of Prior Planning for Sustainable Tourism Development: A case study based on the Ella tourist Destination of Sri Lanka

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Abstract

Tourism is a significant economic sector in Sri Lanka, the island destination. The implications of tourism on the economic, socio - cultural, and environmental spheres are bound to be diverse due to the complexity of the composition of the sector. While the impacts stemming out of tourism activities could contribute to a holistic advancement of the country, they could also result in debilitating effects. However, to safeguard the capacity of the industry in exhibiting resilience against challenges by strengthening its positivities and eradicating the adversities, the pragmatic consideration of sustainable tourism development is crucial. And this could be realized exclusively through prior planning for growth and development. Therefore, this study aimed to discover the implications of unplanned tourism development with special reference to the Ella tourist destination and explore the most suitable strategies to implement proper planning for sustainable tourism development. Based on the qualitative research Approach, the study utilized the case study strategy to conduct a comprehensive analysis of the research phenomenon. Through primary and secondary data collection techniques, robust data was gathered to identify the impacts of the tourism industry in Ella and explore its correspondence to prior planning of tourism development. The study employed participants who were stakeholders of the tourism industry in Sri Lanka and had a direct association with the Ella destination for the semi structured interviews. Secondary data were administered to construct more efficient conclusions. Pursuing the objective of the research, clear and concise themes were identified through the use of thematic analysis of the data collected. Themes incorporated from the research results helped to answer the posed research questions presented in the study. Key findings of the research would redound to the benefit of the tourism industry stakeholders to enhance their knowledge on the necessity of tourism planning and the obligation for prior planning in the current development schemes to favor the sustainable development of the tourism industry.

Keywords: Impacts of Tourism , Planning, Sustainable Tourism Development, Unplanned Development

Impact of the changes in the Calido coastal landscape on the tourism industry

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Abstract

A landscape is part of the Earth's surface that can be viewed from one place. Landscaping can be divided into two main parts: the natural landscape and the human landscape. The landscape created naturally on the earth's surface without human intervention is called the natural landscape, and the landscape created as a result of human activities is called the human landscape. Thus, the Calido Coastal Landscape is one of the natural landscapes. Mainly natural and human factors influence the formation of the coastal landscape and the change in its nature. Accordingly, this research examines the impact of changes in the Calido coastal landscape of Sri Lanka on the tourism industry. This research was carried out using a mixed methodology under the inductive approach. This study was conducted in an ecological approach by using both qualitative and quantitative data. The data were collected through questionnaires, structured and unstructured interviews, books, magazines, online resources, 1:50000 digital maps, and satellite images. The Calido beach, which is 2.5km long and 200m - 250m wide and covers an area of about 20 acres north of the estuary of Kalu Ganga, was selected as the study area. The reason for choosing this area for study is that it is a good example of a change in the landscape associated with the current tourism industry. The collected data were analyzed using statistical methods and GIS technics. After analyzing the data, the following impacts can be identified. The number of local and foreign tourists has decreased rapidly, closure of some tourist hotels and resorts, former tourist hotels and resorts have become nightclubs, loss of daily jobs associated with the tourism industry (Ornaments, wood and coconut carvings, batik costumes, coconut shells and shells, figurines, wade, pickles, ice cream), missing annual festivals such as the Kite Festival and the Calido Night, With the loss of tourism guides' jobs and they turned to the fishing industry. Accordingly, with the change in the Calido coastal landscape, it was possible to identify that the tourism industry has been greatly affected.

Keywords : Landscape, Coastal Landscape, Tourism Industry, Calido Beach

An Analysis of Factors influencing Tourist Arrivals in Sri Lanka

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Abstract

Global tourism is growing at a faster phase, especially in the Asian Region. Before the Covid-19 Pandemic the tourism industry in Sri Lanka used to be the third biggest foreign exchange generator for the country after textile exports and worker remittances. Hence the development of the Tourism Industry is a key to the country's economic growth. In 2019, several Global Travel and Tourism magazines highlighted Sri Lanka as the best tourist destination after reviewing the strategic location, level of natural beauty, variety of destinations, and availability of different environmental experiences based on geographical changes within a very short period of time. Even with all the merits, the growth of inbound tourism is still struggling to perform as expected and predicted by many reports. This research assesses the satisfaction of tourists who visited Sri Lanka and stakeholders of the Sri Lanka Tourism Industry in order to identify Factors Influencing Tourist Arrivals in Sri Lanka. Price (value for money), level of Infrastructure, Promotion and Marketing, and Customer Care are being identified by the researcher as key Factors that contribute to increasing Tourist Arrivals via satisfying their expectations. A quantitative study was carried out among tourists who visited Sri Lanka and stakeholders of Sri Lanka Tourism. The satisfaction of the tourists on the Sri Lanka tour was taken as the proxy to assess the Tourist Arrivals. Results revealed that the above mentioned four Factors have a significant impact on Tourist satisfaction, and standardising identified factors will lead to increase tourists arrivals. The identification of these Factors will lead to assess the unbiased current situation of the Sri Lanka Tourism Industry. It will help to formulate strategies that can be practiced by the stakeholders of the Tourism Industry. The researcher presents recommendations to increase Tourist Arrivals to Sri Lanka and following suggestion for further research. "To Position Sri Lanka as a Higher-End Destination"

Keywords: Tourist Arrivals, Tourist satisfaction, Factors, Sri Lanka Tourism Industry

Factors Influencing the Pricing Strategies of the Accommodation Sector: with Special reference to Four Star Grade Hotels in Kalutara Destination Site

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Abstract

Price is a significant factor in competitiveness. Price is a complex issue and is resolved by a variety of demand and supply factors. These factors also vary from each industry. The determination of this study is to define the factors that influence pricing in the Sri Lanka accommodation sector. In order to generate proper data, a survey was conducted at various accommodation establishments in Sri Lanka that were obtained from the database of 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, 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

Equipping to New Normal Tourism

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Abstract

Covid-19, the novel corona virus has hit the globe for more than 21 months now and many economies are still trying to re-establish themselves with the after-math of covid-19 pandemic. Among them, one of the most impacted industry was Tourism and Hospitality industry and its allied sectors. Many tourism driven economies have collapsed whereas few are still trying to revive and restart. There are visible impressions of change in tourist behavior shift in cultural outlets considerable decrease in tourist expenditures and more on that industry is suffering from a 'dark emotion of fear to travel'. It is evident from the movement of people that domestic travel has started but still the graph of movement does not showcase the desired results. This paper will deal with the various aspects and measures which should be taken in consideration while travelling post pandemic. This study will also examine the various policies regulations and steps let down by ministry of human resource, GOI and Ministry of Tourism, GOI to fade away the 'dark emotion of fear to travel' from the minds of tourists. Present paper will be a qualitative work containing the case studies, experiences and emotions of the travelers experienced in travelling in last few months during post pandemic to enjoy new normal tourism. The findings of this study will try to apply a wholesome approach for equipping to the new normal tourism.

Keywords: New Normal, Covid-19, fear to travel, tourist behavior, post-pandemic, Hospitality

Impact on Host Community of Wild Life Tourism in Sri Lanka

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Abstract

Sri Lanka is one of the most beautiful destinations in the world. Sri Lanka has enriched with flora & fauna. The wildlife destinations are attracting various types of tourists. The wildlife activities produce revenues and added value which contributes to the gross national product (GNP). The non-consumptive use of wildlife is mostly based on the aesthetic value of wildlife. Various studies have explored the promotion of wildlife tourism in different backgrounds, and its impact on destination satisfaction. Host communities are more prominent stakeholders within such destinations and this research focus to an investigate impact on host community who are depend from wildlife tourism and identify strategies to overcome negative impacts to develop wild life tourism. The comprehensive literature review identified main sectors impact on host community and questionnaire survey & interviews were carried out to identify impacts on host community special reference to the Yala National Park, Sri Lanka. The Content analysis was adapted to analysis the collected data. Literature review identified main impact categories namely Economic impact, socio-cultural impact, Environmental impact. The finding also suggest that impacts of tourism development outweighs the negative impacts that tourism development within the host community. Furthermore, the findings of this study indicate that the partnerships and collective decision making of both public and private sector entities involved with tourism development, has provided a commendable contribution to the entire host community through influencing positive changes in values and perceptions whilst developing their capacities and personalities as well as physical environment. However, the research also identifies the urgent need for the government and other private entities involved with tourism development in on the host community to pay more attention towards the identified negative socio-cultural impacts, with the intention of resolving them permanently as it would in return increase host community's support towards tourism development.

Keywords: Host Community, Wildlife tourism, Negative & Positive Impacts on Host Community.

Socio - Ecological Transfiguration and Sustainable Development in Kodagu – An Analysis

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Abstract

Change or transformations are never ending processes. As sustainable development is highly connected to socio - ecological aspects; monitoring transformation and effective management of these factors are essential in achieving sustainability. Kodagu, being a tourism hotspot is experiencing notable socio- ecological transition in recent decades. This research highlights major changes in society and ecology of Kodagu and tries to explore its reasons and impacts on sustainable development. Quantitative method is employed for the study with simple random sampling. All interpretations are based on the data collected through personal survey. The research uses 50 samples collected from local residents of Kodagu through structured online questionnaire. Outcome of the study reveals that the social and ecological changes can substantially contribute to the changing scenario of sustainable development. Land degradation and exploitation of natural resources are some of the observed ecological changes and Changing lifestyles, traditional beliefs, family systems, and changing social status are the notable social changes. The research is confined to Kodagu region and limited with samples and timeframe. This work only gives a glimpse of information and the results may give guidelines to the researchers to do future researches in the area by highlighting the gaps.

Keywords: Social Change, Ecological Change, Sustainable Development, Management

Preventive Measures against Infectious Disease Risk in Tourism Industry: A Key Determinant of Tourist Behavior in the Post Pandemic

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Abstract

Tourism was a substantial contributor to the economic development of countries and was one of the most profitable industries and witnessed a significant decline in revenues generated due to the spread of Covid - 19. It is not known how the domestic and foreign tourists may see the post-epidemic tour particularly when planning to travel to the most affected local and global destinations as the tourism industry collapsed due to the Covid – 19 pandemic globally. This paper intends to evaluate the role of preventive measures against infectious disease risk in tourism industry in tourist decisions related to their travel to domestic and foreign destinations. According to the findings of data collected from 380 randomly selected respondents from across the country, people who pay more attention to their general health are more likely to avoid travel to areas where infectious diseases are prevalent, and the preventive measures taken by governments and institutions in the travel and tourism industry against disease outbreaks in tourist destinations both locally and internationally have a significant impact on their tour decisions both locally and internationally. It is their primary priority to avoid traveling to areas where infectious disease outbreaks are already occurring. This finding can function as a course of action for developing marketing strategies in the context of tourism industry to attract more local and foreign tourists.

Keywords: Tourism, Tourist, Destination, Preventive Measure, Infectious Disease

Applicability of The Market Appeal—Robusticity Matrix: A Case Study of Heritage Tourism

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Abstract

Kandy sacred city was added for the world heritage site in 1988. Kandy is well known for the sacred tooth relic temple which is one of the most venerated Buddhist temple and royal botanical garden with more than 4000 labelled species of flora. The robusticity matrix method is used to evaluate the tourism potential of Kandy city. It provides indicators about how the asset could be managed in cultural heritage management. This study evaluates the applicability of the market appeal—robusticity matrix on heritage tourism development, by assessing the potential for tourism in Kandy. To achieve this motive, the researchers explored primary and secondary data including interviews, observations, research articles, books and magazines. This effort can directly improve attraction of the area and optimize satisfaction of visitors and thereby improve the number of visitors and enhance repeat visits. By identifying assets which cannot cope with over-crowdedness of visitors, it can minimize the negative impact caused by visitors. Finally identified necessity of improving standards of the infrastructure, Activity Diversification and capacity building to preserve aesthetic value, and historical value. Improved attention of the government and respective authorities to develop the heritage site, increase political support and regulations to help preserve the values of the heritage site and improve access to the asset features and transport facilities to asset from population centres are important steps that require to be undertaken.

Keywords: Heritage, Kandy, Potential, Tourism

Developing Sri Lanka As an Attractive Street Food Tourism Destination: With Special Reference to Post Math of Covid 19 Pandemic

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Abstract

Street food is an important component of urban food distribution systems. In recent years, the Colombo area has seen a significant increase in the number of street food sellers. Street food exploration and enjoying the nightlife have become a trend among locals as well as foreigners. However, Covid 19 Pandemic has made things difficult for street food vendors in the Colombo area. This research attempts to identify the importance of street food promotion as an attractive destination and recommend measures to establish a good name by providing safe street food, complying with covid 19 health standards. This also focuses to improve the lives of street food sellers in the Colombo area and identify various methods to promote their products. Primary and secondary data will be used to compile the necessary information for the study. Questionnaires and interviews are conducted among vendors and consumers as primary data and countries that have established a reputation in street food tourism have been taken into consideration when gathering secondary data. The study especially focuses on how to face new challenges in relation to adhering to health guidelines while preserving the qualities of street food culture and identifying how to build trust at the international level as an attractive destination. Since the global pandemic has affected every street food destination worldwide, Sri Lanka can gain a competitive advantage if they introduce new safe street food culture. The study recommends government participation in order to promote street food and encourage vendors and investors to develop a creative experience-enhancing Sri Lankan Street food culture.

Keywords: Street Food Promotion, Covid 19 Pandemic, Stakeholder's Responsibilities

Analysis of the Potential Economic Contributions from the Yacht Industry in Sri Lanka

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Abstract

A yacht is a sailing or power vessel that is used for pleasure and sports. Basically, the yachting industry has been boomed for years in the maritime fleets that cater for private or charter clients. The Asian Pacific region has determined as to emerge as the fastest growing regional market and currently, China, India and Japan are dominated in the market. Sri Lanka has the potentials to develop Yacht industry with its special geo location, attractions and the other capabilities. This study is conducted to identify the potential contribution to the local economy via the Yacht industry by analyzing the current global and local industry patterns, future infrastructure developments and strategies used by other Asian countries. This study will be carried out by analyzing the data gathered by the structured interviews with the stakeholders and the secondary data from publications and industry surveys. In this study the economic contribution for the local economy will identify in two major categories such as, the positive economic impact by chartering yachts for tourists and facilitate the private yachts of tourists. The other category is the economic contribution by manufacturing yachts and exports and by providing services as for repairing and after sale services.

Keywords: Yacht Chartering, Yacht Exports, Economic Contribution, Yacht Industry in Sri Lanka

Improving the Contribution of Domestic Tourism to the Economy of Sri Lanka

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Abstract

This paper aims at addressing possible improvements to the contribution of domestic tourism to benefit the economy of Sri Lanka due to the fact that inbound tourism, the section of tourism which Sri Lanka heavily relies on, has been severely interrupted by the travel restrictions that followed the outbreak of the COVID-19 pandemic. This study compares the recent contribution of domestic tourism in Sri Lanka, with the contribution of inbound tourism, and makes recommendations on how it is possible to further improve the contribution of domestic tourism to the economy, during these challenging times. Furthermore, the study also envisages the current and potential challenges that may arise while improving domestic tourism's contributions to the Sri Lankan economy and addresses possible solutions for them. Both primary and secondary data were used to conduct the study. Self-administered questionnaires and interviews were conducted to gather primary data from relevant parties and extensive international literature in the areas of consumer behavior, marketing, and tourism management was conducted to get the secondary data. The data has been analyzed using the informative analysis method in order to develop reliable suggestions. The findings of the study provide insight and suggestions on how it is possible to improve the contribution from domestic tourism to the economy of Sri Lanka despite the challenges and significantly increase revenue for the Sri Lankan economy especially during this period where everything is challenged by the pandemic situation.

Keywords: Domestic Tourism, COVID -19, Economic growth

Role of Host Community in Promotion of Eco- Tourism in Coorg

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Abstract

Host communities/ Local communities are the original habitats of any tourist destination. Involvement of local Communities in tourism development and conservation is essential for the sustainable growth and development of a destination. Community participation ranges from involvement in the decision-making processes at the highest level down to economic involvement and the promotion of the destination at the lowest level. The present research paper aims to study the role of the host community in promoting of Eco-Tourism in Coorg. The study concludes that host communities play a significant role , and a participative approach should be adopted in the promotion of Eco-tourism in Coorg

Keywords: Tourism Development, Host Community, Eco-Tourism

Perception of Tourism Stakeholders on Developing Cruise Tourism in Sri Lanka

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Abstract

Cruise Tourism is a very identical market in the Global travel sector which has a higher growth rate. Sri Lanka has a high potential growth and developing aspects compared to other typological tourism markets like Sports tourism, Geo tourism and Medical tourism. Sri Lanka is an island which has potential to bloom with Cruise Tourism from the consistency of exclusive Sun, Sea and Sand along with the world's most admired natural attractions and the mixture of diversified attractions. The purpose of this study is to investigate the perceptions, attitudes, and involvements of tourism stakeholders in developing Cruise Tourism in Sri Lanka. This research was based upon the collection of data through semi structured interviews with internal and external who are both major and minor tourism stakeholders in the Sri Lankan context. Data analysis involved mixed methods of Narrative Analysis and Interpretive Phenomenological Analysis. Results revealed that all the stakeholders' positive and negative perceptions impact differently across developing cruise tourism in different aspects. The findings of this study reiterated the importance of positive perception of stakeholders on developing Cruise Tourism by mitigating its negative aftermath of it. The research suggest that the positive perception of stakeholders directed to develop Cruise Industry through the proper strategic framework , pro-active role practical ways to enhance the sustainable Cruise Tourism practices , practical implications and evolution of their contribution to enhance the potential development by benefiting them. The study thus contributes to the Cruise Industry of Sri Lanka, which is still in its roots and provides policymakers, practitioners and operators in both the public sector and private sector with suggestions for facilitating the emergence of their positive perception on developing Cruise Tourism for future forward.

Keywords : Cruise Tourism in Sri Lanka , Tourism Stakeholders , Cruise Tourism Developments , Impacts of Cruise Tourism

Environmental Management and Operational Cost: The Case of Hotel Sector in Sri Lanka

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Abstract

The goal of this study was to determine the effect of environmental management on hotels' operational costs. To determine the strength of the relationship between operational cost and environmental management, Environmental management constructs of energy management, waste reduction and recycling, water conservation, green procurement, and organizational system control as an independent variable were used. Additionally, data were collected from ten selected hotels in Sri Lanka to investigate the influence of environmental management on operational costs. This study elicited responses from 150 individuals. The data were gathered using a five-point Likert structured questionnaire produced by the lodging firms. The measuring scales are based on the available literature. The collected data were evaluated for dependability in order to determine their suitability for further investigation. According to finding of the analysis findings, sentence is unclear. Following that, correlation and multiple regression analyses were conducted. The correlation coefficient of spearman was used to test the hypothesis. Multiple linear regression analysis was used to determine the relationship between independent and dependent variables. The multicollinearity test was used to ensure the data set's normality. Correlation analysis revealed a positive significant correlation between energy management, and green procurement and operational costs, and a negative significant correlation between waste reduction and recycling, water conservation, and organizational systems. Additionally, regression analysis was used to determine

the effect of independent variables on dependent variables. The final finding indicates that operating costs have a significant link with environmental management components at a level of 0.004 (P0.05). The study's final findings indicate that there is a considerable relationship between operational cost and environmental management components, and that environmental management was a significant determinant of operational cost for hotel enterprises.

Keywords: Environmental Management, Energy Management, Waste Reduction, Water Conservation, Green Procurement, Organizational System Control, Operational Cost.

Impact of Humanitarian Logistics on Disaster Relief Operations: An Approach of Perception Analysis of Hotel Industry during Tsunami and Easter Sunday Attack

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Abstract

Based on identifying the impact of Humanitarian Logistics on Disaster Relief Operations, this study recognizes one of the most prominent topics in today's world. Sri Lanka, having been identified as a country that is highly prone to disasters, requires studies of disaster relief operations to enhance its efficiency and functionality. With regard to this concern, the Sri Lankan hotel industry's perception has been taken into consideration to develop the findings of the research; as for the fact that the hotel industry of the country has been heavily affected by various disasters like Tsunami and the Easter Sunday Attacks, giving rise to the importance of studying the relevant humanitarian logistics factors that impact on disaster relief operations at these times of need, thereby assisting in minimizing damages and losses that could occur following a disaster. With the utilization of a data collection process through questionnaires and expert interviews, along with the usage of a convenient sampling method, insightful data have been collected and analysed to develop interpretations of the impact of various humanitarian logistics factors such as inventory management, transportation, human resource management, military response and government response; on the disaster relief operations. The questionnaire as aforementioned, comprised of sections to collect data on the independent variable and the dependent variable that were evaluated upon the five-point Likert scale method. Having conducted the data collection as follows, a comprehensive analysis was carried out with the correlation analysis, regression analysis and hypothesis testing. The analysis pointed out that the largely impactful factor on disaster relief operations was the government response, and marginally impactful was the

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transportation factor. Moreover, it was claimed that the government response had to function at a superior state, to entirely reap the results of the efficient functioning of all other factors concerned.

Keywords: Disasters, Disaster Relief Operations, Humanitarian Logistics, Hotel Industry

Impact of Tourist Satisfaction on Their Revisits: with special reference to Wellness Tourism in Negombo Destination Site in Sri Lanka

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Abstract

Wellness is lifestyle that mentions a special state of health incorporating the harmony of body, mind and spirit. The main objective of this study is to evaluate the impact of tourist's satisfaction on their revisit in the wellness tourism industry. Zeithaml e Berry (1985) defined the satisfaction of wellness tourist service quality through the SERVQUAL scale with five dimensions: tangibility, reliability, responsiveness, assurance, and empathy. The evidence from this study suggests that the majority of males travel to Sri Lanka for wellness tourism ;also the majority of people were adults. Many respondents were with secondary education level and monthly income between US\$ 1500-2000 with expenditure per day between US\$100-150. Majority of the respondents have taken information about the destination through the internet, and many respondents visited without kids. The respondents visited this destination mainly between 5-10 times for the medical treatments and they were staying between four to six weeks in the destinations. According to the survey, can identify majority of people visit Sri Lanka more than one time. Every respondent was satisfied with the wellness tourism services in Sri Lanka. The study found tourist satisfaction has a direct positive and significant influence on their intention to revisit wellness destinations. According to the regression there is a significant relationship between satisfaction and the revisit to a wellness destination. Correlation between satisfaction and the revisit is also greater than 0.5, which further supports the existence of a significant relationship between satisfaction and revisit to wellness destination. Thus, there is a significant impact on revisit by satisfaction.

Keywords: Wellness Tourism, Tourism Destination, Service Quality, Satisfaction, Revisit Intentions

Impact of Green Recruitment Practices on Environmental Performance in Hotel Industry

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Abstract

Globally, the topic of green recruitment practices is a booming research area among management scholars parallel to green human resource management. Green recruitment is the practice of attracting a talented work pool with eco-friendly behavior, knowledge and skills that are aligned with organizational green values. And it is an emerging trend which is more effective and costs nothing. As this research involves the hospitality industry, this research's importance of this research has enhanced with increasing demand for the sustainable tourism concepts. The research objective is to identify the impact of green recruitment practices on environmental performance in the hotel industry by investigating the levels of green awareness of the candidates, implementing green recruitment practices and green employer branding by the hotels. The sample consists of 20 HR Executives in 20 hotels categorized under 4 and 5 stars in Sri Lanka. Also, a structured questionnaire and semi structured interviews were adopted for primary data collection by using judgmental sampling technique. Descriptive statistics, correlation analysis and ANOVA test were used to analyze the quantitative data. And the narrative analysis was used to analyze the qualitative data that were obtained through open ended questions in the questionnaire and questions in the interviews. It was found that candidates (except environment specialists) didn't have much concerns above green awareness and pride in the green values of their future workplace. Therefore, the practice of including environmental criteria in their recruitment messages and communicating the employer's concern about greening through recruitment efforts by the HR executives are relatively low. Therefore, HR executives try to enhance their environmental performance through other functions of GHRM and highlight the importance of applying green recruitment practices. Hence, the researcher strongly encourages enhancing the cognitive, affective and behavioral domains on environmental education through secondary and tertiary education, strengthening the future workforce from sustainable aspects.

Keywords: Green Recruitment Practices, Environmental Performance, Hotel Industry, Sustainability

Post pandemic travel behavior of Generation Z

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Abstract

The whole travel industry is facing ongoing impact of COVID 19 pandemic globally. Travel priorities and preferences have changed on a large scale for both leisure and business travelers. In the same way, travel behavior of generation Z, one of the major target market from India for domestic and international markets, has also impacted on large scale. To study these behavioral changes, the researcher has collected data from about 200 Z generation respondents from India through online survey and it was analysed by using paired t test. The analysis supported the hypothesis of travel behavioral change and revealed that short duration and short distance travel will be preferred with due consideration of health safety provisions. Therefore, the outcome of the study is practically useful to destination designers and marketers to develop different destinations accordingly to attract the segment.

Keywords: Generation Z, Travel behavior, India, COVID 19

An Analysis of Sri Lankan Sports Event Tourism and its Future

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Abstract

Tourism and sports are interrelated and complementary. At the same time the professional sports and recreational sports market is one of the largest and fastest emergent sectors of the global Economy. Tourists are fascinated in sport activities during their journeys whether sports are the main objective of travel or not. Sports events are capable of attracting not only active participants but also it attracts indirect visitors like spectators, vendors, media officials, organizers, volunteers etc. The purpose of this study is to identify the possible opportunities, major challenges in the sports event tourism industry and finding out the solid recommendations through validated past research studies. The study is based on various analyses made upon available secondary data collected through desk research on descriptive statistics. According to the results, even though Sri Lanka has great potentials like natural resources, diversity, required human capital for organizing both professional and recreational sports events, still it is an underdeveloped sector. After considering the global best practices, even countries which is having less amount of natural resources have been succeed and they have been making huge earnings through the sports event tourism sector to their economies. If the tourism sector and sports sector capable of collaborating properly, Sri Lanka will find easy to attract more tourists through the sports events as a sports enthusiastic nation.

Keywords: Professional sports events, Recreational sports events, Challenges of sports event tourism, Potential of sports event tourism

Tourism Development in Kerala – PCP Model

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Abstract

Among the largest industries of the world, tourism is placed in pivotal position. It generates ten per cent of Gross Domestic Product worldwide. Public – Private – Partnership plays a vital source of development of tourism industry in India. The government has attracted the private entrepreneurs to start new ventures in tourism industry. Profit maximization is the only one moto of private entrepreneurs. Exploitation is one of the major drawbacks apparent in tourism industry. Co-operative sector proved itself as a success in grass-root level socio-economic development. Intention behind the co-operatives is to avoid exploitation against the marginalized . Co-operation is characterized as being a sector with the greatest potential for worldwide expansion and as an engine for economic growth. Tourism and co-operative sector join together and move in hand in hand it will be an alternative to the PPP model. It can be named as Public Co-operative Partnership (PCP). Co-operative and tourism is significant, on the local level presenting as an essential tool in regional development, as a means to avoid regional desertification and stagnation, stimulating the potential of more undeveloped regions.This paper aimed to cater the venues of tourism under the Co-operative sector. Co-operative sector in India particularly in the State of Kerala is one of the major rapidly growing social and economic movements.

Keywords : Public-Private Partnership, Co-operation, Responsible Tourism,

Analyzing The Impact of Homestay Tourism for The Host Community of Sri Lanka

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Abstract

Homestay tourism where it is hiring only the bed and breakfast. The back packers of international tourist will buy a room in various destinations in Sri Lanka. Therefore, the tourists can be visited sites in the rural areas with the purposes of such as testing local cuisine, firsthand experience of local culture and study of heritage at rural areas in Sri Lanka. The target marketers are not always considering that sophistication, comfortable and reliability from the room. But also, segments of markets need better accommodation in safe and healthy environment. Therefore, home stay tourism policy plan process should think of following opportunities such as employment, and economic advancement for the local people (www.grin.com, 2019). Homestay tourism main objective is distribution tourism benefit to fair cross section of the society. Therefore, identifying that are factors affecting for promote homestay tourism in Sri Lanka, those are enhancing intangible tourism resources as a recreational tourist package, conservation environment, agriculture, and heritages in Rural destination(www.sltda.gov.lk, 2019) .The concept of homestay tourism has realized accommodation supplementary in rural destination to the tourist who is interested rural community activities. On the other hand, the program is studying cultural and heritage investment, promoting bungalows concept, home stay product attributes, Declaring detail of home stay tourism business for investors as well. This study the data has been collected from desk research Most of data had collected from SLTDA, and Grin web site. The research has been identified that the homestay tourism delegated strengthen are such as Good reputation to the country as a result of association with better invest company around the globe, weaknesses are such as existing product (room standard, food quality) socio-culture issue, external disturbances, unethical behavior of guest, Guest complain and poor capability of operation, opportunities are such as economic advancement for the local community and infrastructure development. Threats are such as global pandemic era for instance Covid 19 outbreak, natural disaster (Tsunami, flooding).

Keywords: Home stay, Promotion Home stay, Back packers

Community Empowerment through Irrigation Tourism in Telangana State of India

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Abstract

Tourism is an integral part of the world economy and its role in the global economic activity will only grow in the future. The employment opportunity in the Tourism sector is equally impressive. empowerment means ensuring that the economic, social, legal and political strength of people. Tourism can play a vital role in empowering people by ensuring their participation in tourism related activities either directly or in an indirect manner. Community participation can use the tourism industry as a stepping stone to get induced into the mainstream economy and to improve the quality of their life. Water is an attractive element and plays an important role in recreation and holidays. Rivers, Lakes, Waterfalls have an aesthetic significance for attracting tourists. Today, there are a lot of destinations established with water related activities all over the world. Water tourism assumes significance in the national economies of different countries. There are several water based tourism destinations in the Telangana State which are very popular which draws a large number of both domestic and international tourists across the world. This study helps both tour operators and government bodies in developing tourism. It also helps to understand tourists and their needs. The study would also help for the formulation of different long term strategies for the Community Empowerment of tourism sector in the region.

Keywords: Community Empowerment, Water Based Tourism, Emerging Tourism Destinations.

Factors of Social Media Marketing of Tourism Destinations: A Literature Review

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Abstract

Social media have become a significant and popular communication tool of 21st century. It is used as communication platform by a lot of individuals and organizations for the dissemination of information in fulfilling various tasks related to marketing, promotion and network building. Build upon grounds of web 2.0 and driven by Internet Communication Technologies (ICTs), social media applications have augmented the human interaction in modern times. Destination marketing organisations (DMOs) create their brand pages or fan pages on social media. The present study is an attempt to explore the usage of social media for tourism destination marketing by DMOs and to highlight the importance of social media for this purpose. The objectives have been achieved with the help of secondary data gathered from recent research articles and reports. The results conclude that these platforms are used for disseminating information related to existing and new products, interaction with customers and addressing complaints. Social media platforms such as Facebook, YouTube, Instagram, and Twitter have been found as important, for tourism destination marketing. Social media, being online platform, offers interaction, collaborations and sharing of audio visual content among users. Implications for DMOs managers have also been discussed in the study.

Keywords: Destination marketing, Social media marketing, Tourism marketing, Tourism destination.

Information and Communication Technology as a tool for knowledge transfer and sharing in the tourism industry

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Abstract

With the advent of the Information and the Communication Technology (ICT), the tourism industry has been transformed to a newer dimension. Tourism is an information and knowledge intensive industry. It has integrated ICTs in their business for processing and transferring large amount of information. The scope of usage of the information technology is not confined to areas like marketing, supply chain efficacy and business performance alone. The introduction of ICT adoption in tourism has led to transfer, sharing, reusing and storing of the knowledge efficiently. Very less number of researchers has tried to study the ICT induced knowledge sharing and transfer process. This paper tries to study about the utilization of ICT tools and its applications on knowledge sharing and transfer in tourism industry. The advancements in these technologies are becoming critical in enhancing the human capital.

Keywords: ICT, knowledge, internet and information.

Tourism entrepreneurship in Telangana State: An evaluative study

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Abstract

The Telangana, the premier State in India and the gateway to Southern States is all set to become “Destination State of India”. Telangana occupies a prominent place for tourism among various tourism potential states in India. From the past this state is attracting a number of tourists not only from India, but also from the world. Each and every place in the state has its own potentiality, for example the capital city of Hyderabad has completed 400 years in the heritage trail. Some of the places in Telangana are stunningly recognized as cultural heritage centres with unique qualities. Hyderabad is also recognized as a “City of Cultures” in India. Telangana has created a tourism charisma by a variety of tourist attractions including, waterfalls, hills, wildlife, forests and temples. The state has rich cultural heritage and is known for its rich history, architecture and culture. This paper is to provide a comprehensive review of innovation in tourism. Entrepreneurship is still untouched and untapped in Indian tourism sector especially in the State of Telangana. It is highly imperative on the part of government to focus on establishing necessary infrastructure, such as people – centric incubator and accelerator models, initiating mentorship and leadership programs, increasing investment opportunities, rephrasing educational policies and skilling initiatives, promoting people specific venture funds etc., and persuade men/women to invest in other men/women – led companies to poise gender disparity, for creating mentorship and networking platforms.

Keywords: Entrepreneurship, Scope, Tourism industry, Opportunities, Telangana.

An investigation of agro tourism and best horticulture practices for sustainable rural development in Sri Lanka

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Abstract

At present, tourism is considered as one of the most dominant component of development and one of the largest industries reference to volume of the business and employment generation globally. Agro-tourism is increasingly recognized as an important strategy that can contribute to agricultural development through diversification of farming activities by providing new experiences and opportunities to rest, relax, enjoy and study about different traditional and native farming systems for the visitors. At present, agro-tourism is promoted by most of the countries in the world aiming at sustainable rural development. Since Sri Lanka is an agricultural based country, it is high time to analyze the potential of this strategy under local condition. The main objective of the study is to identify horticulture products in the rural areas and attempt to bring those products to tourism in the common platform where both the sectors meet so as to solve the marketing aspect of the horticulture for sustainable rural development. The study was done through desk research methodology which is based on past validated studies. From the results of the study, main problems, barriers and opportunities have been identified. Lack of infrastructure development, lack of relevant training and education for the farmers were the main barriers in Sri Lanka. Agro-tourism is capable of generating new sources of income through horticultural best practices and it would be a fresh strategy to attract more tourists to selected rural areas. After following this strategy, rural farmers will be able to earn additional income through tourism activities and it will decrease the unemployment rate. By realizing the global best agro-tourism practices and the best horticultural strategies, it will be easy to develop rural areas with a sustainable approach.

Keywords: Agro tourism, Rural tourism, Horticultural best practices

Study on Relationships Between Service Quality and Guest Satisfaction in Boutique Hotels Sri Lanka

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Abstract

Hospitality industry covers a wide area around the world. Sri Lankan tourism industry is rapidly growing after the war period. According to the statistics of the Sri Lanka Tourism Development Authority, the highest number of tourists has been recorded so far in the year 2018. It is worth more than a million. The main purpose here is to find out the satisfaction and quality of the guests' of boutique hotels in Southern Province. The researcher has selected some boutique hotels in southern province and data was collected from 80 guests who visited those boutique hotels. Convenience sampling method was used as a sampling technique. The data was collected by using structured questionnaire. The SERVQUAL model has been used to measure the service quality. Also, Trip advisor survey data analysis provides information on guest satisfaction. Since the study found that the service quality is a key driver of customer satisfaction in the boutique hotels in southern province. It is recommended that the management of There Hotels should be clearly consider service strategies in improving upon customer satisfaction. In that case management should consider introduce continuous training programs and training institute student for employees to develop their knowledge, skills and competencies. Further it will indirectly influence on the performance of the hotels. In addition, hotel industry has to engage global trends and new technologies to expand the potential market and to reach the new markets.

Keywords: Service Quality, Guest Satisfaction, Hospitality, Boutique Hotel

Risk perceived by domestic and international tourists at tourist destinations, Goa

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Abstract

Risk perception plays an important role in pre-travel and tourism arrangements. The present study examines the impact and crisis resultants to travel intentions of tourists at tourist destinations of Goa by quantitative method. The determining underlying factors of internal risk perception such as destination risk, travel risk, safety concerns etc. accompanying the type of risks such as financial risk, health risk, physical risk, crime risk, terrorism risk, social risk, psychological risk and natural disaster risk are studied in details. Factor analysis is used to measure internal risk perception. The influence of information sources such as mass media, traveller reviews, advertising and promotional brochures etc. in respect of external risk perception factors are also studied in detail. This study will be helpful to minimise the risk perception of tourists by skillful planning and development of different strategies which can be adopted by various tourism stakeholders in and around tourist destinations of Goa for sustainable tourism development.

Keywords: Risk Perception, Goa, Tourist, Sustainable Tourism Development

Factors Influencing High Employee Turnover in Five Star Category Hotels, Sri Lanka

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Abstract

The purpose of this study was an attempt to understand the factors influencing employee turnover in the hotel industry in Sri Lanka. And the main objective of this research was to study the factors influencing the employee turnover in Sri Lankan hotel industry. The specific objectives of the study were to establish the influence of demographic factors, job related factors and workplace environment factors and HR practices to employee turnover in the hotel industry in Sri Lanka. This research consisted of low- to top-level hotel employees who worked within the four sectors of the hotel industry in Sri Lanka. This study was based on data collected from five-star hotels in Sri Lanka. A convenience sample of 50 -services related employees from the hospitality industry in Sri Lanka participated in the online surveys. The results from multiple linear regression models were significant in predicating employee turnover in the hospitality industry. Job related factors was rated to have a very strong contribution to the employee turnover. However, flexibility of working hours and work overload were rated less impact compared to the salary level. The level of education and age were rated as having a weak impact on turnover compared to other factors while performance appraisal of the employee was rated as having the weakest impact. Among the HR related factors, job security was rated as having a very strong impact on the rate of employee turnover. The above factors showed a strong positive relationship with the depended variable, meaning that they greatly influenced the rate of employee turnover in the industry.

Keywords: human resource management, employee turnover, hotel industry, specific objectives

Reflections on Outcome Based Tourism Education

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Abstract

Global education sector is witnessing drastic changes propelled by industrial revolution. and impact of Covid-19 pandemic. While the pandemic has devastated many livelihood activities along with medium, small and micro enterprises in tourism, it has created new and better avenues for employment, product development and experience in tourism. According to United Nations Organisation, Covid-19 has added an additional 30 million poor to the existing list of people living in extreme poverty. A sizeable portion of this includes those who lost livelihood mainly from tourism. Recovery and sustenance of this sector demand the active presence and involvement of educated and skilled human resource. Imbibing the changes taking place in the world due to technological disruption leading to innovation, the teaching learning process in tourism education need be re casted giving emphasis to outcome. The National Educational Policy giving focus to flexibility, adaptability, critical thinking ,ideation, research and innovation enable us to think out of the box for re shaping curriculum for tourism education. This paper shares reflections on tourism education considering the learned opinions of academics and experts . A relook on tourism education focusing skills and application is expected to strengthen the industry to grow with rejuvenated vigour.

Keywords: Tourism Education, Covid-19, National Education Policy

Study on Job Satisfaction of Female Employees at Star Class Hotels in Sri Lanka

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Abstract

The hotel industry is mainly a service industry and people are the key determinant of success. Quality of service heavily depends on talented skills with a stable labor force. However, job satisfaction is very essential for employees to perform their duties effectively and efficiently. A person with a higher level of Job Satisfaction performs their duties effectively than the employees who have less job satisfaction or high job dissatisfaction. The optimistic attitude of an employee's experience based on their desired result is acknowledged as job satisfaction. This shows how the expectations of the employees for a job are fulfilled in comparison to the veracity of their job. There are six important facets of job satisfaction and these are- Salaries, Promotion opportunities, Supervision, Nature of work, and Colleagues. The objective of this study is to identify the job satisfaction level among female employees in star-class hotels in Sri Lanka and to examine the factors that influence the job satisfaction of female employees in the selected hotels. The researcher used both qualitative and quantitative methods to gather data. The findings indicate that the most important factor in job satisfaction among female employees is working conditions. The findings of this study provide immense benefits for the star class hotels in Sri Lanka and it will be helped to decrease the female unemployment rate in Sri Lanka.

Keywords: Job satisfaction, Female employees, Star class hotels, Sri Lanka

Investigation of Factors Effecting in-Room Dining Service Quality to Increase Guest Satisfaction in Hotel Industry

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Abstract

Guest satisfaction is a particularly important factor for success of the hotel industry. In perception of highest satisfaction, the guest willing to revisit the hotel. It directly affect to the hotel income in positive manner. Because it costs to acquire new customers than retain current customer. There are possible factors to increase guest satisfaction in hotels. From these factors, in-room dining service quality is one of major factor that influence guest satisfaction. However, clear data are yet to be unavailable in this regard. The final effort of this study is to increase hotel profit through effective in-room service and retain guest. Present study highlight the factors, effecting for quality in-room dining service and identify possibilities of applying these quality factors to enhance customer satisfaction. To perform this study the secondary data were collected from relevant journals and online databases. Previous studies have dealt with the general dining service quality, food and beverage quality, environment of the hotel and image influence in guest satisfaction, than in-room dining. Only few highlighted the main factors affecting for quality in-room dining. By referring to the previous research, found that availability of different menus, fast service, adequacy of food supply, in-room dining arrangement and attitudes of the steward are most significant factors affecting for in-room dining service quality. It has possibility to apply these factors to enhance customer satisfaction.

Keywords: In-room dining, Quality, Guest, Satisfaction, possibilities

Wellness Tourism for the Improvement of Quality of Life during the Post COVID 19

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Abstract

The concept of wellness has a broad connection with travellers seeking life satisfaction. Wellness tourism caters to the physical, mental and social satisfaction of the human mind. With the confinement of humans due to the COVID 19 pandemic, they understood the gravity of life as well as the value of being happy. This understanding has led to a reopening of the minds of people and a change in their view perspectives. This is the initial fact which enables tourism to promote wellness. The Tourism industry targets achieving customer satisfaction. Travelling paves, us the way to experience moments of joy. Those moments will be joyous only if the traveller is physically stable. Thus, one main concern of the industry is the promotion of good health. Wellness activities include Yoga practices, meditation, spa treatments, visiting religious places. Food and nutrition are another key factor affecting wellness. Therefore, the development of this concept has numerous positive impacts especially in a country like Sri Lanka as we have abundant of potentials. Engaging in wellness tourism can be both long term and short term beneficial for travellers. This study aims at identifying the significance of wellness tourism for the wellbeing of travellers. Qualitative research methodology will be used to finalize this study. Moreover, in the post COVID 19 pandemic people will tend to visit various destinations to relax. Hence this concept of tourism can be highly beneficial for those who wish to take care of their health and wellbeing.

Keywords: Wellness, Satisfaction, Happiness, Quality of life

Analyzing the Perception of Tourists on Virtual Tour Guide Applications

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Abstract

Given the increase in the use of technologies within the tourism industry, there is a growing concern on virtual reality and its usage in the field of travel and tourism specially during the COVID-19 pandemic. Virtual reality applications can be used as a safe alternative to direct human interactions and to develop innovative and digitalized tourism experiences. Nowadays tourists expect to get personalized access to tourism information at any time, from anywhere through any media. Hence, Virtual tour guide application (VTGA) is a useful means to meet the information needs of travelers. The purpose of this study is to identify the opinion of tourists on VTGAs and their behavioral intentions before and after experiencing the service from a VTGA. Users of the most popular social networking sites used as the respondents of the survey and questionnaire has used as the research tool which was distributed through online platforms. The obtained results allow the authors to conclude that tourists are willing to use VTGAs and finds it easy and convenient to plan their individual tourism activity. The results also revealed that technological acceptance factors of perceived usefulness and perceived ease-of-use as significant factors related to both virtual tourist experiences and the behavioral intentions. In addition, tourism marketers should consider the types of information provided as well as the media used to present the information, by including videos and music, for example, to enhance the perception. Conversely when compared to other countries, Sri Lanka has used information technology in a minimal manner to provide tourist information and this could be a barrier in attracting tourists to Sri Lanka. As technology continues to evolve, more research is needed to understand the significance of the use of virtual concept in the tourism industry as well as to generate a new paradigm shift in tourism.

Keywords: Virtual Reality, Virtual Tour Guide, Tourist Perception, Technology Acceptance, Satisfaction

Promoting Wellness Tourism: A case study of Sarovaram Ayurvedic Health Center

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Abstract

During the past decade, health and wellness tourism has become one of the top categories of tourism across the globe. On the other hand, academic deliberations have forged ahead about its classifications and elucidations to differentiate the key terms concomitant with the wellness tourism sector. Arguably, due to high market competition, the majority of the wellness, well-being and health tourism products are closely related and used interchangeably. Therefore, this study attempts to discourse the contemporary trends and developments in wellness tourism in Kerala. As the forerunner for Ayurveda tourism and as one of the popular wellness tourism destinations, Kerala persists in the top list for tourist journeys. Although, compared to other destinations, there have been minimal tourism-oriented researcher studies conducted to explore the potential of the destination on an international platform. To attend to this gap, this paper explores the wellness sector of Kerala in terms of recent trends and developments. Interestingly, the tourism sector of Kerala has been observed to be dynamic and innovative, combining various tourism attributes (cultural, spiritual, culinary, backwater) and offers a unique experience to its visitors.

Keywords : Wellness tourism, Ayurveda, Kerala tourism, Rejuvenation, Wellbeing

Exploring the potentials of virtual tourism to rebuild tourism and hospitality industries post Covid - 19 in Sri Lanka

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Abstract

The tourism and hospitality industries are extensively affected industries globally by the Covid 19 pandemic compared to other industries. During the past several decades, technology has helped the tourism and hospitality industries increase their travel bookings through websites, videos, blogs, and travel photography. Technology has helped travelers also to decide their next destination. For instance, Booking.com, Trip.com, and Airbnb, etc. Virtual tourism is the new applicable marketing trend that could be used to approach travelers by giving an immersive experience to viewers of activity, location, or destination by use of technologies like Virtual reality technology, Augmented reality technology, and Mixed reality technology during the covid outbreak to response the challenges. This study has three objectives: (a) to explore the potentials of virtual tourism to rebuild the tourism and hospitality industry post Covid-19 in Sri Lanka, (b) to identify the ICT applications that mainly involve virtual tourism, and (c) examine the advantages and disadvantages of virtual tourism. This research has been conducted through a mixed methodology approach. The findings highlighted the importance of virtual tourism. Virtual tourism could be attracted people easily as a modern destination marketing tool. In addition, the findings show the countries that are already using virtual tourism as a destination marketing tool. Virtual tourism could enrich the tourism industry and helps to create a sustainable economic model in Sri Lanka. The findings indicate a few disadvantages of virtual tourism also.

Keywords: Technology, Virtual tourism, ICT applications, Marketing, Covid-19

Local Community Empowerment in Tourism Management: A Study on Community-Based Tourism with an Emphasis on Rural Women's Entrepreneurial Activities in Kerala through Kudumbashree Units

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Abstract

The acceptance of a collaborative strategic planning allows the community to gain positive tourism impacts while mitigating its negativities. Community involvement in Tourism is a substantial and requisite factor for long-term development of a region. Rural women's economic empowerment is now widely regarded as a highly visible indicator of a country 's economic growth; thus, the concern of women's economic liberation is of immense value to policy makers, scientists, and institutional leaders. Women who own their own businesses can build an effective schedule that combines domestic and entrepreneurial accountabilities. It not only provides them with a self-sufficient source of income, but also with self-esteem and position in the society. The main objective of the paper is to explore possibilities of empowering of rural women through Community-Based Tourism, with a strong emphasis on Entrepreneurial Activities by Kudumbashree units in the Kerala. The study also highlights the role of community participation in tourism development in enhancing a region's standards of living.

Keywords: Local Community Empowerment, Community-Based Tourism, Rural Women's Entrepreneurial Activities,

Issues affecting Sustainable Health, Medical and Wellness Tourism in Sri Lanka

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Abstract

The health and wellness tourism industry, broadly defined, includes products and services made accessible to people traveling from their place of residence for health reasons. In addition to conventional healthcare (medical), this definition encompasses health & wellness, spa tourism convalescent addiction treatment, retirement communities, and some alternative health services (World Bank, 2005). The travelers who travel to maintain their well-being, life satisfaction through the experiences of health treatments and healthy fresh foods support, developing this industry in Sri Lanka. Specialty of this industry is health, medical and wellness services are providing via tourism and hospitality industry. The global wellness economy is currently valued at \$4.5 trillion (2018 data). There were about 618,000 wellness tourism trips to Sri Lanka in 2019, with an average spend of \$1,160. The Wellness and Medical tourists are high yield tourists. Geography of Sri Lanka, natural resources culture, heritage, traditional medical systems, herbal medicines, are most relevant for tourist arrivals. The objective of this study is the identification of affecting issues and sustainable Health, Medical and wellness Tourism in Sri Lanka. This study discusses the issues regards Coordination Failures, Institution Failures, Resources Failures and Marketing failures by using existing data. Research data analysis based on (SWOT analysis) strengths weaknesses, opportunities and threats. Resolving the particular issues, this study introduces new suggestions and recommendations for development above areas. For better achievement global best practices be used for sustainable health, medical and wellness tourism in Sri Lanka.

Keywords: Health Medical and Wellness Tourism ,issues, Tourism industry, Sustainable, Global best practices

E-Tourism: An analysis on the future of the Sri Lankan Bricks & Mortar Travel Agency business in the post-Covid era

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Abstract

Bricks and mortar travel agencies are well-known for providing personalized customer service. Nonetheless, the online travel agency concept emerged around two decades ago as a result of the advancement of E-tourism. During the first few years, there was intense competition between both parties, resulting in a drop in B&M travel agency sales, which harmed the agencies' financial situation. Despite the emergence of OTAs, new travel agencies have opened on the high street in recent decades. The COVID-19 Pandemic situation has made it harder for B & M agencies to overcome the difficulties they have already confronted. This study identifies and analyzes the current business strategies executed by B & M Travel agencies worldwide and in Sri Lanka, as well as makes recommendations for developing new strategies in response to new consumer trends. To achieve the aforementioned goals, the relevant academic literature pertaining to travel agents' and OTAs' business strategies will be reviewed. Furthermore, primary and secondary data collection in quantitative and qualitative methods are used as research methods. The primary stakeholders of the B & M travel agents, OTAs, and travelers collaborate in this mixed-method approach which includes interviews, e-mail questionnaires, and literature reviews. Identifying and implementing new business strategy methods for balancing the online and offline presence of R&B travel agents would be recognized based on the literature and responses from stakeholders. As a result, this research lays the groundwork for B&R travel agents' management-level stakeholders to further investigate new business strategies that could be incorporated in a crisis.

Keywords: Bricks & Motor Travel Agent, OTA(Online Travel Agent), E-Tourism, Business Strategy

An Analytical Focus on Buddhist Thoughts toward to Sustainable Tourism Development

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Abstract

The world is constantly evolving day by day. There we will be able to hear the word development constantly. Constantly different countries launch their developments according to different plans. It is seen that they carry out development activities in a manner that preserves their cultural identity, especially by adopting a variety of plans. When discussing development, many people today are focusing on Sustainable Development. This is because of the long-term and Sustainable Development that it has achieved. The main objective will be minimize the damage caused by development. The aim will be to minimize socio-cultural and economic as well as environmental disasters. It will be seen as a theme in all institutions at present. But it will be seen as a theme in all institutions at present. But it will be revealed that something Sustainable in Buddhism could not have existed. This is especially clear from the sermons contained in Buddhism. However, the purpose of this research is not to comment on the Sustainable development of Buddhism but to focus on the Dhamma facts contained in Buddhism on how to proceed towards Sustainable Tourism development. It aims to explain Buddhism in terms of how to reach Sustainable Tourism. This research is expected to focus on the content of the Sutta, Vinaya and Abhidhamma Pitaka, which focuses on local issues of secular development in Buddhism, which is rapidly gaining popularity in modern times. It is expected to pay special attention to the Dhamma facts as the Noble Eight- Fold path' the Four Noble Truths and the Four Brahma Viharana.

Keywords: Buddhism, Sustainability, Socio-cultural, Environment, Economy

A study on Rural Tourism Promotion in Sri Lanka: A case study in Dambulla

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Abstract

UNWTO understands Rural Tourism as “a type of tourism activity in which the visitor’s experience is related to a wide range of products generally linked to nature-based activities, agriculture, rural lifestyle, culture, angling, and sightseeing.” Rural tourism is a form of tourism that encompasses a wide range of attractions and activities that take place in non-urbanized areas. These areas typically include national parks, forests, countryside areas, and mountain areas in Sri Lanka. The main goal of this study is to identify the factors affecting promoting rural tourism and how to promote rural tourism in the Dambulla area. Dambulla is the city of the ancients and is located in the Matale District in Central Province. Along with being a major tourist destination, it is also a major commercial joint in the country of Sri Lanka due to its location. This study focuses on identifying the strengths of villages which consist of features and activities, behavior patterns of the rural villagers, endemic flora and fauna, tourist attraction sites, social-cultural values, and economic elements (agriculture industry). In addition, it focuses on identifying the current rural tourism industry in Dambulla. The researcher will attempt to find the challenges which are facing villagers when doing those rural tourism activities related to that area and give the best recommendations to solve those challenges in this study. The final analysis focuses on the best strategies and suitable methods related to rural tourism promotion in the Dambulla area in spreading information about the rural tourism industry among local and foreign tourists to achieve the greatest possible benefits.

Keywords: Rural tourism, promotion, Sri Lanka, Dambulla

Study on Factors Affecting the Guest Satisfaction of Five Star Hotels in Sri Lanka

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Abstract

Employees in the hotel industry constantly face challenges in order to maintain and establish guest satisfaction in their establishments, as the success of the hotel industry depends on the extent to which they satisfy their customers. Customer satisfaction is a measurement that determines how well the hotel meets the expectations and needs of its customers as a supplier of goods and services. Therefore, it is important to understand how guest expectations are formed in order to identify the factors of service satisfaction in the hotel industry. The purpose of this study is to identify the factors which directly affect the satisfaction of customers in the hotel industry, with special reference to the Five-Star Hotels in Sri Lanka. To collect data for this research, qualitative method of research was used. This included collecting both primary and secondary data to do the research. Guests were interviewed from few five-star hotels and unstructured questionnaires were used to collect first-hand information while a review of the past literature provided the secondary data. The results of this research showed that service quality dimensions like tangibles, empathy, reliability, assurance, and responsiveness as the factors which affect the satisfaction of customers. The findings of this research will be helpful for hotel owners, employees in the hotel industry and decision makers as this study attempts to identify and find solutions that can be used to increase guest satisfaction and service effectiveness in five-star hotels. Also, these results might provide some important factors which five-star hotels in Sri Lanka need to be improved.

Keywords: Customer satisfaction, five star hotels, Service quality dimensions, qualitative method

Strategies to Promote Sport Tourism in Sri Lanka

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Abstract

The concept of sports tourism in Sri Lanka has become prominent during the last few years, and the field of study is as an increasingly popular tourism product. The purpose of this paper is to study and promote sports tourism in order to review and critique the sports tourism literature. In answering the question of why has sports tourism suddenly become so prominent, history shows that people have engaged in sports related travel for centuries. However, in the past fifteen years before Covid pandemic period the popularity of this form of travel has increased. Various expectations, such as the increased emphasis on health and fitness and increased use of sports events by cities to attract tourists are being examined. The question of sports tourism includes a review and critique of the following domains of sports tourism, active sports tourism, which refers to people who travel to take part in sports events, international spectators and suitable infrastructure facilities to hold sports competitions for day to day engagement by the tourists. The overarching conclusion from this review is that this field suffers from a lack of integration in the realms of policy, research and education. At a policy level there needs to be better coordination among agencies responsible for sports and tourism. At a research level more multidisciplinary research is needed, particularly research that builds upon existing knowledge bases in both sports and tourism. In the realm of education territorial contests between departments claiming tourism expertise and those claiming sports expertise need to be settled with better understanding and coordination.

Keywords: Sports Tourism, Expertise, Policies

Technological Innovations in Entrepreneurship for Sustainable Heritage Tourism in India

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Abstract

Sustainable heritage tourism has the potential to provide ample opportunities to manage resources for the sake of future generations. The fifth pillar of the methodology of European Union Guidebook on ‘Sustainable Tourism for development’ has elaborated on the sustainability of cultural and natural environments which primarily focuses on the management and conservation of natural and cultural heritage through innovative practices and measures to reduce down the negative impact of tourism and for the better operation of tourism businesses (UNWTO, 2013). This paper focuses on understanding the technological innovations undertaken in entrepreneurship for sustainable heritage tourism development in India through the study of tourism innovations and practices over the past ten years. The paper lays emphasis on the descriptive study of technological innovations to explore the future growing trends in sustaining the development of heritage tourism. The paper highlights that innovative technologies and types of businesses have changed the structure of heritage tourism and entrepreneurship in India too. The key finding is that companies need to strike a balance between the technological innovations and human element.

Keywords: Entrepreneurship, technological, innovations, sustainable heritage tourism

Synthesis Effect of Social Media Contents on Tourism Planning

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Abstract

The social media contents are the word of users, marketers, and influencers. Most of the social media contents by tourists have direct and indirect promotion of destinations. The research article focuses on the effect of social media contents on tourism planning by tourists. As we are aware in the present day most of individuals use social media to purchase and to promote products and services. The study uses a mixed methodology and data has been collected through structured questionnaire from tourists who use social media. Factor and regression analysis was used for the study. The outcome of the research implies that contents by users have more effect on tourism planning than the marketers and influencers. Therefore, we can conclude that, based on the study contents users have more effective strategies for tourism planning followed by marketers and influencers.

Keywords: Social Media, Tourism Planning, Influencers, Users, Contents

Sustainability of Cultural Heritage Tourism: A Study Based on Cultural Triangle in Sri Lanka

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Abstract

Cultural heritage tourism is one of the fastest growing forms of tourism. Cultural triangle in Sri Lanka has a great potentiality to develop cultural heritage tourism as it consists with unique cultural and heritage attractions including five of the UNESCO world heritage sites. Enhancing the Sustainability is the key factor for developing the cultural triangle as one of the sustainable cultural heritage tourism destination. Through the research focus to identify how to achieve the sustainable cultural heritage tourism in cultural triangle. Main objective of the study is to achieve the destination sustainability and identifying the potentiality for the cultural heritage tourism development in the cultural triangle. The research is conducted on using the quantitative method and primary data use to test the hypothesis. Structured questioner was given to the non-randomly selected domestic tourists to represent their perceptions. SPSS was used to analyze the data. The results reveal that the most visited attractions in cultural triangle and the hypotheses were accepted. As the major findings, identified that stakeholder involvement, environmental conservation, tourist satisfaction are leads to achieve the sustainable cultural heritage tourism development in cultural triangle, Sri Lanka.

Keywords: Culture, Heritage, Tourism, Cultural Triangle, Sustainability

Mindfulness in Tourism to Develop Resilience in Post Covid-19 for Sustainable Tourism Industry

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Abstract

Mindfulness is a state of awareness inherent and accessible to every individual. It is reckoned as a universal human capacity that transcends religion and culture. The concept of mindfulness emerged from Buddhism as a state of consciousness: a state of being aware and conscious of the current situation by accepting the feelings and information in an open and non-judgemental manner. It is suggested that for a successful transition towards a sustainable society, it is crucial to stimulate the transformation of the inner dimensions of the person. 'Inner transition' is a concept linked to consciousness and changes in values and behaviour. Furthermore, mindfulness develops resilience ability. Although researchers applied mindfulness to sustainability in tourism, it seems beneficial to understand and encourage the concept of mindfulness in the tourism sector to achieve sustainable goals while identifying the relevance of mindfulness in promoting resilience tourism to overcome the covid-19 pandemic. Hence, this paper reviews the existing relevant literature to understand the role of mindfulness in encouraging tourism resilience to overcome the covid-19 pandemic. The literature reviewed reveals the role of mindfulness in sustainability, organisational context, and in tourism business to identify the relevance of mindfulness in promoting resilience tourism to overcome the COVID-19 pandemic.

Keywords: Tourism, Mindfulness, Sustainability, Resilience, COVID-19.

Nature of Homestay Tourism Entrepreneurs in the Southern Coastal Area

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Abstract

The growth and the expansion of niche tourism concepts such as homestay tourism has led many tourism business opportunities, specially, in developing countries. Homestay has now become widespread among tourists as a modern tourism product that gives more authentic experiences about the local culture of the visiting country. It is related to the nature, culture, heritage, customs, and traditions of the local community, by which the local community has gained more and more opportunities for conducting small and medium scale business. This study was dedicated to identify the nature of homestay entrepreneurs as valued by homestay tourism entrepreneurs. The authors followed the constructivist's research paradigm to design the study as a qualitative grounded theory research. As findings, the researchers presented clearly congregated definition for homestay entrepreneurs after identifying the nature of homestay entrepreneurs; as an entrepreneur who becomes effective manager, a risk-taker, an operator, a coordinator, and a hospitality service provider. With this context, the authors presented a set of implications and recommendations in the development of homestay entrepreneurs within the Sri Lankan context.

Keywords: Entrepreneur, Entrepreneurship development, Homestay tourism, Hospitality, Rural community



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