

## **Technical Session – Hospitality Tourism and Events Management**

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# **Development through International Events: a case study on Commonwealth Heads of Government Meeting (CHOGM) in Sri Lanka 2013**

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## **Introduction**

The concept of power is explicated by the school of realists by focusing the nature of independent states. According to realists the primary concern of states is to attain power and there are several ways to exercise power- namely, coerce with threats (Sticks), induce with payments (carrots) or attract and co-opt to obtain outcomes what require to attain. Moreover, military capability, economic capacity, industrial and natural resources and political stability have named as the elements of power. Apart from those as Montevideo Convention in 1933 mentioned “international recognition” is an essential fact of cognizing a state in de jure manner and it is a part of a power as well. Further states are able to obtain power as a byproduct of development and vise versa.

As explained above power is a key concern of any state which can be obtained through development. When investigating the history of the world phenomena it is apparent that there are impacts of international events on development of states in some extent. For instance, as [Stefanie Beyer](#) mentioned in Chinese Journal of International Law, China has gained massive development specially in tourism field by means of hosting 2008 Beijing Olympics. Hence the intention of this research paper is to investigate how Sri Lanka utilized international events in order to gain development by means of a case study on Commonwealth Heads of Government Meeting (CHOGM) which was hosted in 2013.

## **Problem Statement and Research Problem**

It is apparent that states of the world have developed through international events. Therefore, the research statement of this research is ‘Many independent states of the world have developed their countries by hosting international events. According to the research statement has stated above, the research problem is ‘Have independent/ states of the world developed through international events?’

## **Significance of the research**

In this anarchical international system every states pursues to gain power and to thrive by themselves. For that purpose development is a key factor. In that sense when observing the history of the world, it is visible that states have gained development as well as power through hosting international events. According to this, the significance of this research is to realize the gained development of Sri Lanka through CHOGM 2013 and open this research to further researches as well as to point out the significance of international events as a development tool. Apart from that, since this research is being done by two principle disciplines of Marketing and International Relations (IR), this research will be good experience for multi-disciplinary intellectual research exercise.

### **Hypothesis**

‘Countries are able to gain development through international events’ is the procreated hypothesis which is driven this research for convenient study.

### **Objectives**

The main objective of this research is to investigate how Sri Lanka utilized CHOGM 2013 as a tool in the process of post war development. The secondary objectives are to examine the use of Marketing strategies and concepts of IR used at CHOGM 2013 for development and to explore and suggest strategies and models for countries which and be used in international events in order to gain development.

### **Methodology**

Type of research which has been used was qualitative. Whole idea of using qualitative research was to gain in depth understanding about the problem interested. When conducting qualitative research several tools were used. Primary data were gathered through discussions with experts and secondary data were gathered using case study research methods using books, journals, magazines and official websites of relevant parties.

### **Research Findings and Discussion**

“Growth with Equity; Inclusive Development.”

When looking at the theme of CHOGM 2013 which is stated above it is clear that the main focus of this international event is the concept of Development. According to the Brutland report sustainable development is defined as meeting the needs of present without compromising resources which are to be used by future generations. Therefore Sri Lankan intention of CHOGM 2013 is to attain inward development in sustainable manner.

When observing the Sri Lankan context with the CHOGM it can be seen that Sri Lanka has gain significant development in several fields. For further understanding it can be stated that this development is twofold,

- Sudden Development
- Long term Development

With the CHOGM, infrastructure of the country came to a higher standard. As examples the roads were renovated and the standards of the existing roads were lifted up. Further the constructions of the new roads and highways were expedited as preparations of the event. New vehicles were imported to the country. All the conventional halls were renovated. Moreover the main cities were landscaped and made them in a charming and attractive way. This can be stated as the sudden developments which took place in Sri Lanka as results of the international event CHOGM 2013. These development activities were undertaken using incentives which Sri Lankan government received from the Commonwealth as a result of practicing diplomacy with fellow countries and commonwealth.

Development in the tourism industry is a long term development which Sri Lanka attains through hosting this event. This happens in many ways. Mainly with the event, Sri Lanka was identified as a safe destination to tour and a positive image of the country was created. Moreover the official websites and all the official communications were done using essence of Sri Lanka as a tourist destination. This positioned the idea of “small miracle” not only in the minds of delegates but also in the minds of fellow countrymen. Moreover this promotes Sri Lankan tourism through viral marketing, which is most powerful communication tool.

Investments which came to the country with the CHOGM has also helped to the development of the country in the long run. Many investors and businessmen who participated in the CHOGM event saw the opportunities in Sri Lanka and many investors launched new projects. These definitely help to the development of the country. Furthermore, people to people contacts, mutual relationships with countries, understanding in youth and relationships with entrepreneurs were created while hosting CHOGM, by using effective diplomacy. By using formal and informal diplomacy Sri Lanka was able to negotiate several bilateral issues during CHOGM. Illegal fishing dispute between Sri Lanka and India, Human right issues can be given as examples. Negotiating and solving such issues are important for the development of a country which Sri Lanka did while hosting CHOGM.

Image and the identity of a country are two factors which are important for developing a country. Reason behind this is, international events will help a country in many ways such as in tourism, to win international markets, and for building strong relationships with countries and etc. All these directly effect to thrive the development of a country. In CHOGM 2013 Sri Lanka has practiced this promptly. For the official logo Sri Lanka has used a water lily which is the national flower. When comparing with previous logos of previous meetings it is clear, this gives the identity of the hosting country. Moreover from the inauguration ceremony to the end of the proceedings of CHOGM 2013 Sri Lanka practiced cultural diplomacy extensively. This is done in the means of cultural presentations, dress code of task force, decorations and etc. This also helps Sri Lanka to build its identity and image in the world and to promote it not only within commonwealth countries but also throughout the world.

## **Conclusion**

According to the research findings and discussion it is undoubtedly to say that Sri Lanka has gained the development through CHOGM as sudden and long term outcomes. Therefore in conclusion the procreated hypothesis of the research is proven that is “Countries are able to gain development through international events’

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# **The Effects of Motivation, Satisfaction and Revisit Intention of Tourists on Ayurvedic Tourist Hotels (With Special Reference to Galle District)**

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## **Introduction**

Present era of 21st century has become globalized and changing rapidly. In the hotel industry, satisfaction of guests has regarded as an important indicator of revisit intention. All the hotels engage in providing quality service are expecting revisit intention of guests. In the composite world to have a change for the busy life, people motivate to travel different destinations to get relaxation and escape from usual environment. Health and Wellness Tourism is popular among tourists those who are seeking treatments for their body and mind. They are tending to Ayurvedic Tourism which is providing by the Ayurvedic Tourist Hotels where all the Ayurvedic Treatments and medicines available to the guests.

Motivation and satisfaction are two concepts widely studied in tourism literature, the relevance of these constructs being derived from their impact on tourist behavior but which focus at tourism in general (Mohammad, T et al, 2011). Different people are having different motives for buying product or a service. By identifying their motivation factors hotels can design their products which can attract more customers. Satisfaction of tourists, especially of seeking to create loyal customers and develop their markets is very important. The important point is satisfaction comes from the comparison from their expectations with the services they receive and this comparison is based their understanding which in many cases not with reality. (Mohammad, T et al, 2011).

According to Bindu T and, C. Kanagaraj, (2013) enhancing tourist satisfaction should be one of the main aims of destination marketers as it is a prerequisite for developing strategies to enhance the destination's attractiveness and its competitive positioning. Satisfaction may also relate directly to the consumer's needs and motives, they should also be included. By including travel motives and perception of attributes at the destination it is possible to have a better understanding about why people intended to recommend and revisit.

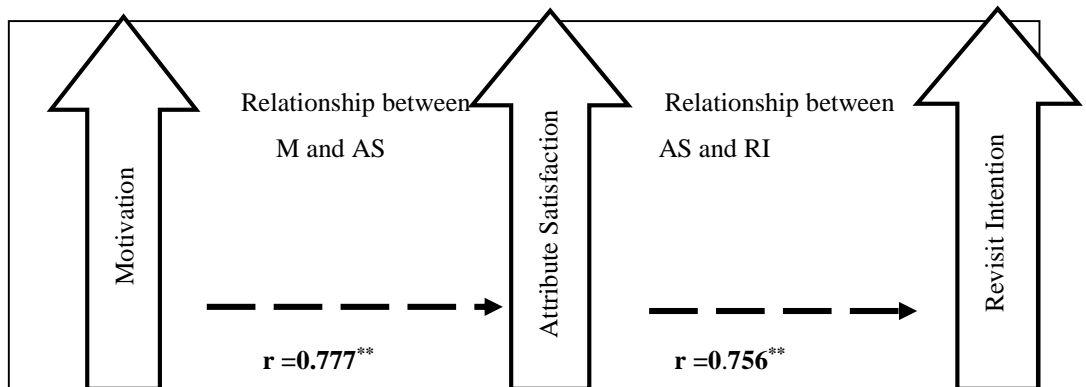
Thereby the motivation, satisfaction and revisit intention greatly influence on each. As such hotels often consider on maintain the hotel attributes to satisfy and building a long term relationship with customers while understanding their motivation factors lying on the journey. The growth in tourism is well anticipated as evident in the researches and analyses conducted by experts and relevant organizations in this industry. Therefore subject of concurrent studies on motivation, satisfaction and revisit intention in the hotel industry. Therefore, this research was conducted to examine the relationship between motivation, satisfaction, and revisit intention of tourists on Ayurvedic Tourist Hotels in Galle District.

## Methodology

This study has been done by using quantitative techniques. In order to that, primary data was collected from 80 tourists who have visited Ayurvedic Tourist Hotels which have registered under the SLTDA in Galle area with the purpose of getting Ayurvedic treatments. Data are collected through the questionnaires. There are 04 registered Ayurvedic Tourist Hotels in Galle District which facilitates highest number of Ayurvedic tourists hotels was selected as the sample and from each hotel 20 tourists were selected random manner and 100% respondent rate has been achieved. Pearson rank correlation and multiple regression analysis have used for data analyzing by using SPSS version 21 software.

## Results and Discussion

Results revealed that there is a high positive relationship between motivation and attribute satisfaction and correlation coefficient is  $r = 0.77$ . It says that when the Motivation of tourists increasing their attribute satisfaction on Ayurvedic Tourist Hotel is increasing. Further, it indicates that if they are highly motivate on getting Ayurvedic treatments, their satisfaction on hotel attributes such as Health Program, Staff Service Quality, Room Quality, Security, Value and General Amenities are increasing. Also it was identified that there is a strong positive correlation between Attribute Satisfaction and Revisit Intention which has been calculated  $r = 0.756$  value and it says that when Attribute Satisfaction increases Revisit Intention of tourists have been increased. It implies that Ayurvedic Tourist Hotel attributes highly affected on get revisit intention of tourists to the hotel.



Tourists who have visited Ayurvedic Tourist Hotels in Galle district have been motivated to get Ayurvedic treatments. Figure 1: The relationship between Motivation, Attribute Satisfaction and Revisit Intention of tourists to the hotel. Further Security and Value for money that they have paid for getting treatments are other satisfied factors. Tourists are not much satisfied on Health Program of the hotels. It may be because

of the low level of professional's contribution, availability of health assessment and counseling. Most of the tourists have word of mouth behavior intention on Ayurvedic Tourists Hotels in Galle District.

### **Conclusion**

It can be concluded that there is a strong positive relationship between motivation and satisfaction correspondingly between satisfaction and revisit intention. The recognition and experience as the most considerable motivation factors on Ayurvedic Tourist Hotels. Tourists are highly expecting Safety, Staff Service Quality and Value of the service of hotel than other attributes. Most of the tourists have word of mouth behavior intention on Ayurvedic Tourists Hotels in Galle District. In addition Staff Service Quality as most critical factor which influence on revisit intention. Further it has identified that push motivation has most influence on motivation and recognition and experience as highest mean ranks on motivation.

Finally it can be concluded that Ayurvedic Hotels needs to keep their staff service quality to satisfy and get revisit of tourists since they mostly consider on that factor and need to enhance the health program of the hotel because the visitors not satisfy on that. For that hotels can pay attention on increase the qualified health professionals service, health assessment and counseling for tourists. Further hence word of mouth intention is highly affected on tourists tend to visit Ayurvedic Hotels it need to be satisfied the guests desires.

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# **Influence of Sustainable Development in Foreign Policy Creation: Realist Framework**

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## **Introduction**

International Relations discipline focuses on reconciling human development with environment protection. Meanwhile the concept Sustainable Development has gained immense importance in International Relations as a concept which talks about the pure wellbeing of the human. On the other hand, foreign policy making which has unique features of different states is a key tool in integrating states. Therefore this research aims at finding the extent at which foreign policy makers have taken Sustainable Development into account in a realist perspective.

## **Methodology**

This research used both primary and secondary data in data collection. Primary data was to understand the international agreements on Sustainable Development. Meanwhile, secondary data was used to find the definitions and practice of Foreign Policy. This research is basically an archival based research.

## **Result and the Discussion**

Realism which is a founding school of thought in International Relations explains states greediness for power. According to realists, states consider only about its own security and states do anything and everything to assure it. In this research, states persuasion in looking at Sustainable Development in foreign Policy creation is investigated according to the realism school of thought.

Sustainable Development Principles, which has received growing acceptance within the body of International Relations during the last few decades. International Relations jurisprudence is increasingly integrating these principles in various methods, especially since the submission of the Brundtland commission report on sustainable development in 1987, which serves as a good example to highlight the importance attached to this matter within the International Relations field. However, Sustainable Development is by no means a recent concept but is found deeply embedded within the traditional and religious wisdom of the world.

The seven Sustainable Development Principle are as set out in the International Law Association's Delhi Declaration 2002 are discussed in some detail as they form the basis for the rest of the discourse. The Sustainable Development Principles are,

1. The duty of states to ensure sustainable use of natural resources.
2. The Principle of equity and the eradication of poverty.
3. The Principle of common but differentiated responsibilities.
4. The Principle of the precautionary approach to the human health, natural resources and ecosystems.
5. The Principle of Public Participation an access to formation and justice.
6. The Principle of good governance.
7. The Principle of integration and interrelationship, in particular in relation human rights and social, economic and environmental objectives.

That means the above principles have turned into International Law obligations. The Brundtland Commission of 1987, which defines Sustainable Development, is “Development that meets the needs of the present without compromising the ability of future generations to meet their own needs.” Therefore Sustainable Development could be simply identified as an attempt to reconcile socioeconomic justice with environmental protection and conservation.

On the other hand, it is important to understand what a foreign policy is. According to the Joseph Frankel, “Consist of decisions and actions which involve to some appraisable extent relations between one state and others”.

Sustainable Development has been accepted as a global policy and International Law. It is no longer a mere conceptual notion but an established body of principles under international law applied, utilized, and adopted by various actors within the international community, whether it be states or otherwise. During the last decades, Sustainable Development principle have become an indispensable consideration in policy making. Specially foreign policy making. Therefore states should necessarily adopt process through which sustainable development principles are integrated within their foreign policies.

in the 2002, World summit of sustainable development highlights, and head of states agreed to continue" to promote coherent and coordinated approaches to institutional frameworks for sustainable development at all national levels, including, as appropriate, the establishment of strengthening of existing authorities, and mechanisms necessary for policy making, coordination and implementation and enforcement of laws.

## **Conclusion**

It is in this context achieving the endeavor of Sustainable Development which needs a broader global

integration has being a challenge. States who are traditional but major players in the world have still not realized the gravity of the need of the Sustainable Development for the sake of the future generations therefore Sustainable Development has not had priority in the foreign policy making at states level. Even though according to the realism which explains the scenario in a more pragmatic way the challenge is how to make states realize their role in achieving Sustainable Development. Because while making necessary improvements to achieve the Sustainable Development inside the states, there is a mere need to come into international agreements through foreign policy arrangements.

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# **Identifying the potential to develop Nuwara Eliya as a tea tourism destination Demand and supply perspectives**

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## **Introduction**

It is in the areas of tea services, tea attractions, tea tours and tea destinations that tea is clearly directly connected to tourism, as contemporary tourists seek out unique and authentic experiences related to the consumption and appreciation of the beverage called 'tea'. As a result, demand for the satisfaction of tea related tourism services increased and catering to such requirements became a popular way of income generation. Many countries which are possessed with tea related resources are making great efforts to brand those destinations related to tea tourism. According to Jolliffe (2007), in Sri Lanka, tourism related to tea has been recognized as a potential strategy for the diversification of tea plantations and the encouragement of sustainable development in tea-producing regions. Ceylon Tea and Tourism are inseparable words as Sri Lanka's tea growing areas are undoubtedly the most beautiful places in the island (Ceylon Tea Land, 2013). This expresses the capability of Nuwara Eliya, the main tea region and one of the main tourism regions in Sri Lanka, to combine tourism and tea (Gunasekara & Momsen, 2004). The literature survey emphasizes the importance of carrying out a research focusing on both demand and supplier perspectives to get a broader picture since most of the existing studies are based on supply perspective. Therefore this research focused on identifying the potentials of tea tourism in Nuwara Eliya district considering the profile of potential tea tourists, expectations of tourists who travel to a tea related destinations and the capabilities of Nuwara Eliya as a tea tourism destination from both demand and supply points of view.

## **Methodology**

A mixed approach was used for this study including both quantitative and qualitative aspects. Since this is a new area of investigation and lack of recorded data about tourists who visit tea tourism destinations in Nuwara Eliya district, Convenient Sampling Method was used in this study. Sample was based on tea estate bungalows and tea establishments namely Heritage Tea factory hotel, Labookele tea centre, The Tea Cup, Blue Field Tea Centre and Tea Trails which are located in Nuwara Eliya area, as a reasonable amount of tourist arrivals are reporting from particular locations and they were recognized tea tourism suppliers in Nuwara Eliya according to SLTDA (2014). Sixty of foreign tourists were given questionnaires and five tea tourism establishments have been interviewed to achieve the objectives. Therefore the actual amount of members of the sample was sixty nine including those 64 tourists and the five establishments or the suppliers. Data analysis techniques used were exploratory factor analysis (EFA), Graphical representations and Friedman

mean rank analysis of SPSS version 21. Transcriptions were developed and coded to summarize data which were collected by the interviews.

## **Results**

Findings depict that both genders (yet females show a significant higher percentage of 65%) have visited tea related attractions, who belong to 31-40 age group, and they have a positive attitude towards tea drinking (76%), and it was revealed that they often drink tea (73%). The majority of the visitors found in the survey were full time employed. This percentage is very higher which is 78% while the majority of the tourists (75%) told that they are willing to pay more than \$50 for tea tourism activities and products. 94% tourists were aware about Nuwara Eliya prior to their visit and the general perception on Nuwara Eliya as a Tea Tourism destination among tourists was higher (79%). The ranking they gave for Nuwara Eliya related to tea tourism is a prominent among other international competitors (a mean rank of 1.35). “Tea related attractions” group was identified as the most important destination capability for developing tea tourism in Nuwara Eliya which explained 23% of the variance (eigen value is 5.097).

Table 01: Destination capabilities of Nuwara Eliya as a Tea Tourism destination on demand perspective

Statements	Factor Loading	Communalities	Eigen value	Variance (%)
Tea Related Attractions			5.097	23.169
Natural Landscape is appealing	.737			
Historical Value is remarkable	.457			
Ceylon Tea is well known	.800			
Richness of tea plantation	.793			
Establishments use international language	.534			
Tea related Lodging and retail shops			2.560	11.637
Availability of information sources			1.645	7.476

Tea Related events and festivals			1.362	6.189
Basic infrastructure			1.140	5.183
<b>Total Variance</b>				<b>70.61</b>

“Getting the tea tourism experience” group was the most important expectation of tourists to visit a tea related destination. The given factors under this group were lodging near tea gardens, visiting tea museums Participate in varied tea activities, tea Garden viewing tour, buying tea products. This factor explained 32.96% of variance (eigen value is 5.93). Still the trends like festivals yet to be introduced. The historical value, locational superiority, abundant tea tourism resources and high popularity of local tea were pointed as strengths from suppliers’ view point. It was also revealed from the interviews that basic infrastructure within district and promotions from relevant authorities, both should be more enhanced since they are not in the expected level.

### Conclusions

It can be concluded that the potential tea tourists are both females and a considerable amount of males in the age 31-40 who are interested in tea culture and have a fair history of tea drinking habit. It is possible that the potential clients are full time employed and willing to a pay a more than 50 USD (approximately 6500 LKR) for tea tourism activities. Moreover these potential tea tourists have a positive image on Nuwara Eliya related to its tea and they are aware about Nuwara Eliya regarding tea even prior to their visit. This helps to conclude that Nuwara Eliya has already been spotted as a tea related destination among foreign tourists. Comparing the expectations and capabilities recognized from both demand and supply perspectives also indicates well that Nuwara Eliya is capable of catering to the expectations of tourists regarding tea tourism. Main barriers in this regards are poor quality of infrastructure, government attention and lack of tea related events which are popular in those of other competitors.

### Policy Recommendations

The outcome of this research is relevant to tourism ventures, tourism authorities to strengthen the capabilities of the region as a tea tourism destination. The recommendations included considering customers’ demographic factors in tea serving or selling, initiating activities like tea festivals events, improving the basic infrastructure especially the transportation and sanitary facilities and enhancing overall planning to build tourist image of Nuwara Eliya.

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# **Consumer awareness on sustainable apparel product consumption**

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## **Introduction**

The World Commission on Environment and Development has defined sustainability as social environmental and economic concerns with the goal of preservation (Hill & Lee, 2012). The multibillion dollar apparel industry has many negative impacts on the environment through all most every stage of its product life cycle starting from fiber, fabric to product manufacturing, shipping, and transportation, stores distribution, retailing, to the end product disposable process. (Shaw *et al*;2006;Hill and Lee,2012).According to Singhal(2012) there is a higher (per capita) apparel consumption growth in developing countries including Sri Lanka. This trend is expected to continue through 2020 and beyond. However consumers have a low level of understanding on these environmental impacts caused from the apparel manufacturing and retailing. Therefore this had investigated consumer awareness and their perceptions on such issues and their intentions towards sustainable apparel consumption. In order to fulfill these research objectives research was intended to explore to extend which consumers are aware of sustainable apparel consumption and actions consumers will be expected to take to minimize this issue in future.

## **Methodology**

The research questions called for an approach to measure Sri Lankan consumer awareness on sustainable apparel product. As a result a marketing survey was conducted through a self-administered online questionnaire which was developed to measure the research variables as well as to gather demographic data. Sampling method was judgment sample of the non probability sampling criteria. Awareness regarding the sustainable apparel was measured through three drivers; ecological awareness, 3 R concept of eco-friendly; reduce, reuse and recycle and fair trade consumption. These aspects were adapted from the literature and reflective judgments were made via preliminary focus group interviews. The items were measured on a five point likert scale ranging from strongly disagree (1) to strongly agree (5).The population of the study specially focused on Generation Y consumers. People born during the 1980s and early 1990s are included in to the Generation Y cohort also known as millennial or net generation. It is considered as a large and powerful market segment with a long



future of potential (Jin Ma *et al*;2012). The survey questionnaire consisted of 20 questions and was carried out between August to October 2014. The sample consisted of both male and female Colombo city based upper-middle working class, aged 25-35. The population of the study was 60.

## **Result and Discussion**

Results of the study revealed that overall consumer awareness on sustainable apparel product was limited. However respondents demonstrated a very high level ecological awareness (impact of the human activity upon the environment). Nevertheless respondents have a low level of awareness of the environmental impacts of apparel production.

Moreover from the study it is proven that consumer's awareness on eco-friendly concepts such as reduce, reuse and recycle was considerable high. Almost 50 percent of the respondents had learned about eco-friendly in some capacity. Yet perceptions around eco-clothing were negative. Few respondents described it as not trendy and fashionable. To seek more insights on environmental issue associated with apparel manufacturing process, an eco friendly apparel label was proposed. In general respondents has shown as interest on the idea of an eco friendly apparel label, but they would not pay more than 10% more for casual clothes with an eco-label. But they would pay up to 20% more for made to measure tailored products. Moreover from the study it is proven that consumer's awareness on ethical issues within apparel manufacturing was considerable low. Only few were aware of how workers in the developing county are treated and fewer amounts of respondents have recognized fair-trade as a social movement. Also the interest in fair-trade products was negative because they did not know about fair trade labels and also the perception of those products would be more expensive than other ordinary clothing.

## **Conclusions**

This study focused on providing insights on sustainability and environmental consciousness of consumers. Generation Y consumers is environmentally and socially concerned and aware of many global issues. Yet research findings show a low level of awareness of sustainability in relation to apparel product. Among the three key drivers of sustainability, consumer's knowledge on eco-friendly concepts is considerably high. Yet perception of such product consumption is low. Consumer's awareness on fair trade apparel was the lowest. Lack of awareness of the negative environmental impact of the apparel sector may possibly be a barrier to sustainable purchasing. Therefore a comprehensive understanding of current perceptions of sustainability is needed for successful consumer centered market strategy. Thus results stress out the need for more focused educational and marketing campaigns.

This study utilized a qualitative research and is limited to Sri Lanka. Future research in this field could integrate quantitative methods to further enrich the study. Researchers and academics could undertake further research and generate theories and conceptual frameworks which apply to the sustainable apparel consumption. Research findings have a high level of implications especially for retailers. Retailers could implement more sustainable concepts, policies and practices with regards to sustainable apparel production and consumption.

### **Acknowledgement**

All the respondents for the survey are acknowledged.

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## **A Study on the Tourist Attractions in Colombo City**

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### **Introduction**

Colombo is the most populous city in Sri Lanka, with the population of 2,309,809 in 2012. Especially Colombo City is being developed including all the infrastructure facilities such as new star class hotels, residencies, restaurants, entertaining areas, gardens, shopping complexes, and transportation modes opening vast attractions for both domestic and foreign tourists. In cultural tourism both ancient and modern cultural aspects are attracted by the tourists. Colombo City the hub of Sri Lanka has been extremely blended with colonial, traditional, historical and even modern tangible and intangible heritages. The major objective of this research was to identify the foreign tourists' perception regarding Colombo city as a tourist destination. The research focused on tourists' motivations for visiting the city, major attractions and visitor satisfaction on the services and facilities related to travel and hospitality industry. Being a heritage city mixed with both ancient heritages and modern life style the city of Colombo has something to offer for anyone.

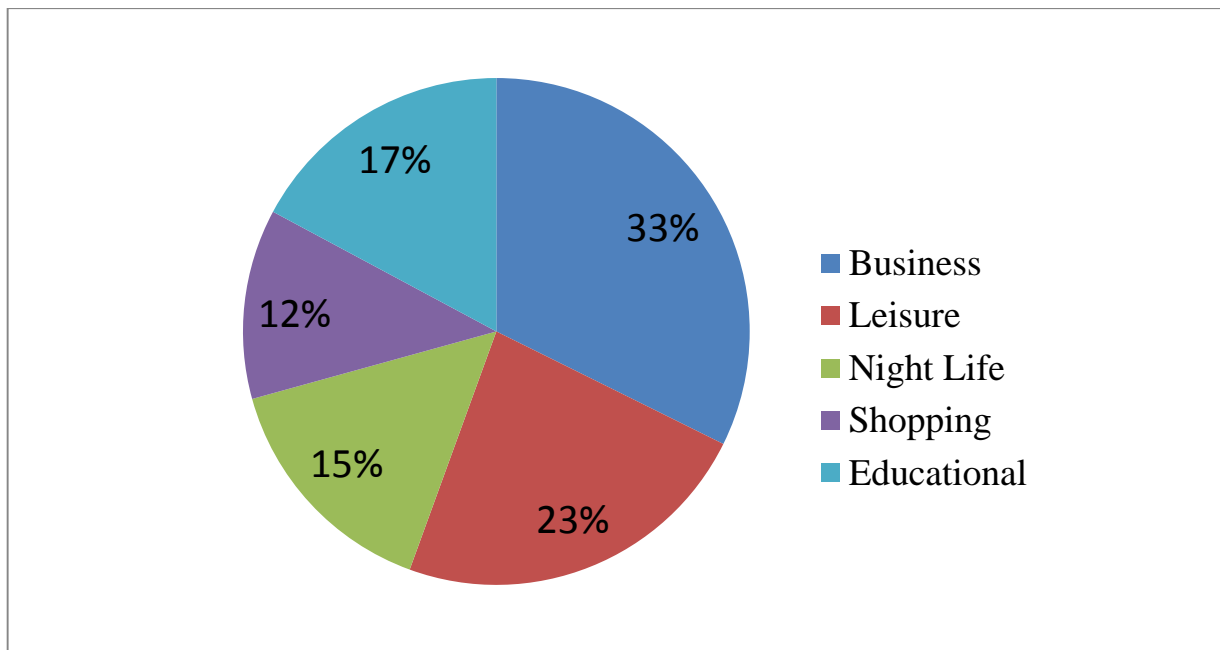
### **Methodology**

The research was conducted to identify the tourists' perception on the tourist attractions in Colombo city. Observation method was carried out with field observations, interviews and questionnaires. Some of the major cultural attractions at Colombo City were selected as the field to conduct the survey. The research sample was included 100 of foreign tourists who were randomly selected at various modern cultural attractions located in Colombo City including Floating Market, Liberty Arcade Square, Majestic City Complex, Liberty Plaza, Galle Fort Court, Galle Face Green, Race Court, ODEL shopping mall, Casinos, Tourist Hotels etc. 100 foreign tourists were given structured questionnaires which were entirely based on the visitor motivation, visitor satisfaction, visitor facilities, and tourist attractions in the city. Most of the tourists were individually interviewed to collect qualitative data regarding the visitors' perception on the cultural attractions located at Colombo City. During the research both qualitative and quantitative data were gathered and they have been analyzed hereafter.

### **Result and Discussion**

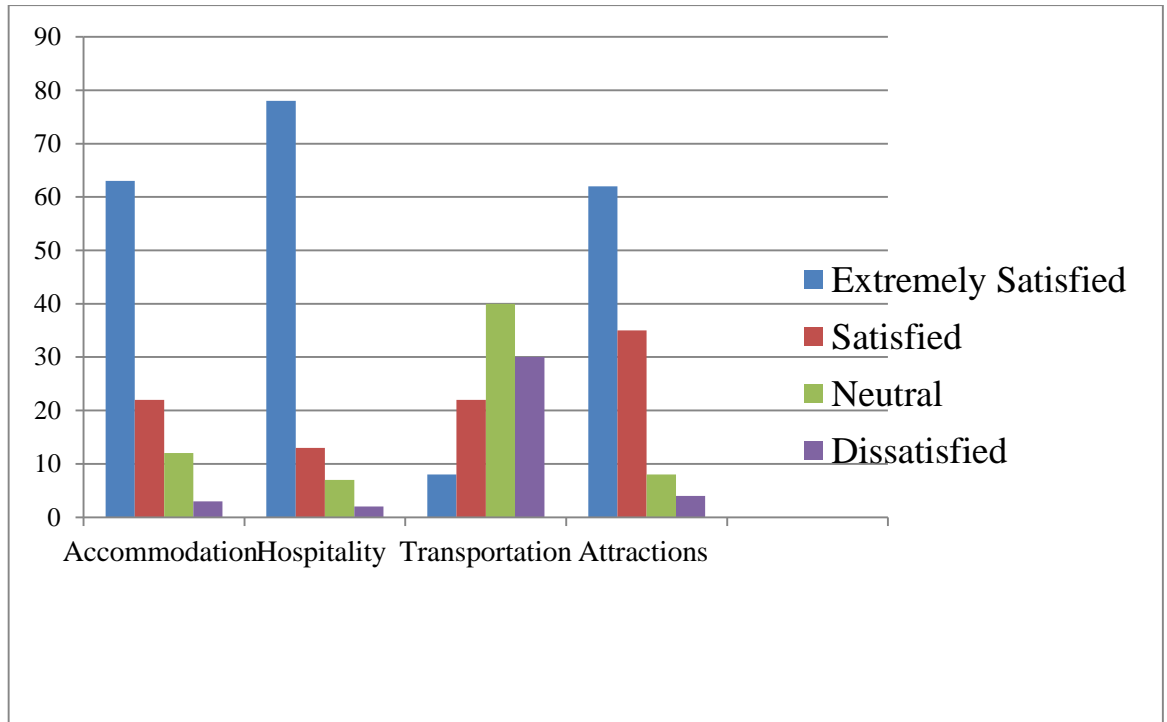
The foreign tourists are interviewed with structured questionnaires for getting their perception about the cultural attractions. Foreign tourists' motivation to visit Colombo City was observed and the following figure illustrates various motivations with different scales to visit the city. (See Figure 1) Most of the foreigners are arriving at Colombo for the Business purposes including business conferences, trade exhibitions, meetings and other business related purposes. Still Colombo city,

being the major commercialized city in the island bears priority in MICE tourism. Leisure purposed foreign tourists are recorded as 23% and they are highly attracted by the luxurious accommodation facilities and hospitalities service offered at the star class hotels in Colombo city and its periphery. Night life of the city has been attracted by 15% while 12% of tourists are arriving at Colombo with the purpose of shopping. Their major attractive shopping destinations were Majestic City, Liberty Plaza, Unity Plaza, Arcade Square, House of Fashion and Cool Planet. 17% of tourists are arriving at the city with educational purposes based on researches and academic purposes. They had mentioned in their comments that rather than the modern attractions or leisure based locations they are strongly attracted by the locations and sites where they can observe culture, history and arts, including the places such as Colombo National Museum, National Art Gallery, Colonial buildings at the city etc.



**Figure 1: Motivations for visiting Colombo City**

Then the foreign tourists' perception on Colombo City was measured basically in aspects such as accommodation facilities, hospitality service, transportation, and attractions. (See figure 2) As the figure 2 depicts more than 60% of tourists are extremely satisfied with the accommodations, hospitality and attractions in Colombo City. Star class reputed hotels located in the city offer a great hospitality experience for the tourists in its maximum level as it is proven by the figure. But only 8% tourists are extremely satisfied while 30% are dissatisfied with the transportations at the city due to the long traffic jam they experienced during the tours in Colombo City.



**Figure 2: Tourists' Perception on Colombo City**

Tourists' attention on the Colombo City based on the major attractions was specifically observed and evaluated during the research. (See Table 1) Colombo National Museum, Gangarama Temple, Shopping Complexes, Galle Face Green and Night Life were selected as the major attractions to identify their choices to visit and to enjoy them. 39 tourists have been attracted by Colombo Night Life, Galle Face Green has been selected by 35 tourists, Colombo National Museum has been selected by 34 of tourists and 27 of tourists have selected shopping complexes as their first choice from the given attractions to mark their choices as they preferred. Gangarama Temple has been attracted by the visitors in a neutral way because there are several religious and cultural heritage sites located far away from Colombo such as Kandy, Dambulla, Anuradhapura, and Polonnaruwa. Therefore the temple is only covered as a location by the travel agents to continue the Colombo City Tour. According to the table it is not apparently depicted that the choices of the tourists are varied according to their personal attitudes and interests. The tourists were given only five attractions and there would be other attractions more than them based on their individual interests.

Table 1: Tourists' Attention on major attractions in Colombo City

Attraction	1 <sup>st</sup> choice	2 <sup>nd</sup> choice	3 <sup>rd</sup> choice	4 <sup>th</sup> choice	5 <sup>th</sup> choice
<b>Colombo National Museum</b>	<b>34</b>	<b>25</b>	<b>19</b>	<b>13</b>	<b>09</b>
<b>Gangarama Temple</b>	<b>12</b>	<b>18</b>	<b>31</b>	<b>26</b>	<b>13</b>
<b>Shopping Complexes</b>	<b>27</b>	<b>33</b>	<b>18</b>	<b>12</b>	<b>10</b>
<b>Galle Face Green</b>	<b>35</b>	<b>26</b>	<b>10</b>	<b>14</b>	<b>15</b>
<b>Night Life</b>	<b>39</b>	<b>27</b>	<b>10</b>	<b>13</b>	<b>11</b>

## Conclusions

Colombo, Sri Lanka's largest city is very colorful, vibrant and the largest city as well as the commercial capital of Sri Lanka. An interesting mix of modern life and colonial ruins, Colombo is located on the west coast of the island and adjacent to Sri Jayawardenepura Kotte. After the research it was apparently evaluated the behavioral patterns of the tourists, their motivations, attitude regarding Colombo City as a famous tourism oriented commercial city in South Asia. Without any contrast both historical and modern attractions have been attracted by the foreign tourists. Average numbers of foreigners have been highly attracted by the night life as there are a huge opportunities for those who like to enjoy Colombo Night Life along with modern cultural features. By present Colombo City Tour is also being organized by the travel agencies/tour operators covering both ancient and modern cultural attractions. Infrastructure facilities is concerned the transportation modes should be further developed for giving a delightful traveling experience for the visitors. Tourists should be motivated to visit the city with the purpose of education as this is like an educational city due to the mixture of ancient colonial buildings, historical legends, ancient arts and architecture etc. Colombo city tours should be created to cover each and every valuable attraction in the city while they are given the chance to enjoy modern culture as well.

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## Identification of potentials to promote gem tourism in Sri Lanka

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## **Introduction**

Over the past six decades, tourism has experienced continued expansion and diversification, becoming one of the largest and fastest – growing economic sectors in the world. Many new destinations have emerged in addition to the traditional favorites of Europe and North America (UNWTO, 2014). Within the tourism market, it is highlighted that there is a trend towards to the niche tourism from the mass tourism concepts.

In current scenario tourism niche markets such as tea tourism, wine tourism, dark tourism and eco-tourism were addressed. Nevertheless gem tourism is an untapped market for research studies in world and Sri Lankan context. Identifying potentials to promote gem tourism in Sri Lanka was the explained primary objective of the research. To the identifications of the potentials for promoting gem tourism in Sri Lanka, secondary objectives such as identifying profile of potential gem tourists, identifying most influenced destination mix factors and identifying favorable behavior patterns were illustrated.

## **Materials and methods**

The population of this research was based on demand and supply side of gem tourism. From demand side tourists who visit Sri Lanka for gem tourism and suppliers of gem tourism such as persons in charging in gem ventures, Sri Lanka Tourism Development Authority and National Gem and Jewelry Authority were taken into the accounts. Therefore, one hundred and five tourists who visit Rathnapura, Colombo and Kandy area for gem tourism activities were consisted in the sample. Convenience sampling was the adopted sampling method and to collect data from tourists, semi structured questionnaire was utilized. Interviewing and observation methods were utilized to collect the data from supply side of gem tourism. Descriptive analysis was adopted to analyze the profile while, the Exploratory factor analysis was adopted to investigate most effecting factor among destination mix. Simultaneously, the Chi- Square test was conducted to measure the relationship between factors of tourists' behavior pattern. For analysis of qualitative data transcript and summarizing method was adopted.

## **Results and Discussion**

When analyzing the profile of gem tourists, it resulted that 61% represented male category and 39% represented by female category. Accordingly 44.8% of the sample was represented by 30-39 age category and 28.6% were represented in age category of 40-49. It represented that 40% of potential gem tourists were from East Asia and 20% represented South Asia. 20.95% of the sample was earned \$20,000 or lesser amounts in annually. Within the purpose of travel, it resulted that 35.5% were represented in pleasure and 21.9% were represented in special purpose of gem tourism and 15.2% represented in the purpose of business. Simultaneously 1.9% and 8.6% of tourists were consisted with the purpose of gem tourism and other purposes such as pleasure and business. Online sources and word of mouth resulted the same proportion amount of 28.57% and 11.43% were influenced by travel agents. When considering experience profile its preferred 24.8% had never visited and 29.5% had visited gem tourism regions in the world more than three times. Simultaneously 31.4% had never visited and 32.4% had visited more than three times for gem tourism activities. When analyzing destination mix factor, it resulted that five factor groupings. All factors had eigenvalue greater than one. Accordingly, 34.858% were represented location's attractions and attributes (Eigenvalue 6.623), 12.004% were represented supporting services and gem shop related activities, 7.634% were basic tourists' need, 6.182% were gem tourism related activities within selected region and 5.924% were availability special events within the selected region.

Analysis of favorable behavior patterns of tourists results, chi- square value of 0.012 among spending days vs. transport preferences, chi square value of 0.000 among spending days vs. accommodation preferences, chi square value of 0.000 among spending days vs. spending purchasing gems and chi square value of 0.000 among spending days vs. other pleasure activities. It resulted that there is no relationship among Willingness to participate in gem tourism activities and behavior patterns. Chi-square value of 0.247 was resulted among willingness for participates in gem tourism activities vs. spending days in gem tourism region.

## **Conclusion**

When considering potential gem tourists majority of them were male while the age category was 30-39. East Asia was the remunerated region for gem tourism in Sri Lanka. The majority was represented from China, Thailand, Russia, and the United Kingdom. Experience profiles of tourists reflect that majority had visited gem regions in the world and Sri Lanka for more than three times. Madagascar, Burma and Africa were preferred gem regions in world while Rathnapura, Galle, Elehera, Rakwana and Beruwala are the preferred gem regions in Sri Lanka. Most influenced destination mix factor was location attractions and attributes. Accordingly facility for purchasing jewelry with gems and purchasing gemstones were the activities which were highly influenced to travel for selected destinations. Though destination was consisted with gem tourism activities, tourists were attracted. Favorable behavior patterns such as spending days among transport preferences, accommodation preferences and spending patterns resulted relationship. Hence, there was no relationship between willingness to participate in gem tourism activities and spending patterns. Other than attractions for



gem tourism, destination was consisted with nature and man-made attractions. Throughout the travel potential gem tourists had spent more than \$200, preferred star classified accommodations within selected destination. Hence, there were tourists who had a desire for gem tourism, destination was capable for promotion and the highlighted behavior patterns had demonstrated that there is high potentiality to promote gem tourism market in Sri Lanka.

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## **Factors influencing on online hotel reservation: With special reference to Galle District**

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### **Introduction**

The increasing competitiveness in the global tourism market encourage tourism industry stakeholders to investment further in promotion, resources, knowledge and quality maintenance in order to achieve a satisfactory growth. As a result of that, online purchasing has gained great significance over the past few years. Presently, online room booking has been adopted by many hoteliers and it has become one of the leading decision making tool in the accommodation sector.

However, Sri Lankan hotels have been relatively slow in adapting to internet resources due to the high preference of using traditional methods of room reservation by hotel patrons. According to Internet Travel Hotel Booking Statistics (2013) internet is the ease at which one can research and book travel plans. Further, internet travel booking revenue has grown by more than 73% over the past five years. These figures indicate, people willingness to book online. Further, online hotel reservation system offers a 'win-win' situation for both guest and the service provider. Thus, currently, many people consider about the various advantages such as price, convenience, etc and tend to make online room bookings. Therefore, it is important to identify the key factors for consuming via online and it would be helpful for tourism stakeholders to design their products more attractively to cater the upcoming demands.

This paper attempts to analyze the factors influencing on online hotel reservation. Further, it examines the online booked guest profile and their internet usage behavior to identify the key motivation factors to reserve online and also examines the relationship between intention to reserve online and reasons for using online bookings. Study carried out in star class hotels in Galle district, Sri Lanka. The findings of this research would be beneficial for the hospitality sector marketers and policy formulators in designing and implementing technology based services.

### **Methodology**

All local and foreign tourists' were considered for the sample and 66 numbers of tourists' who reserved online rooms were selected for the study from Galle District star class hotels. The star classified hotels were selected according to the Sri Lanka Tourism Development Authority accommodation classification guide book. And Quota sampling Technique was used in order to calculate the number of tourists from each hotel while convenience sampling technique was applied to select respondents. The questionnaire which included closed ended questions and Five Likert scale

questions was distributed and Cronbach's alpha reliability test was used to test the reliability of questions. The same questionnaire was used as the primary data collecting tool. Books, articles and internet were used to collect secondary sources data. The collected primary data were analyzed in a quantitative approach using Statistical Package for Social Sciences (SPSS) 21, Microsoft Excel and Minitab 15. Statistical techniques which were used in data analyzing were namely descriptive analysis, exploratory factor analysis and correlation to examine the factors.

## **Results and Discussion**

The guest profile analysis revealed 68 percent male and 31.8 percent female made online hotel reservations. Further, 33.3 percent of the value taken by 20-29 years old age category. And that age category represent as the mainstream who made online room bookings. Further, 25.8 percent tourists were in 30 -39 age group, 16.7 percent tourists were in 20 -29 age group, 6.1 percent tourists were in 60 and over age group and 4.5 percent tourists were belongs to the 20 and less age category. However, it has found that online hotel reservations are mainly done by single guests. And 48.5 percentage.37.9 percentage were represented by married people and 13.6 percentage were divorced guests. Moreover, 60.6 percentage, the majority guests responded that they have completed up to bachelor level education. Primary or secondary school completed people percentage was 13.6 and Diploma holders got 21.2 percentages and only 4.5 percentages represented for master and doctoral level degree holders. However, 80.3 percentage, the majority of the people who made online hotel reservation were foreign tourists. And only 19.7 percentage were local tourists. 42.4 percentage mentioned they were origin from European region and accordingly .28.8 percentage represented by Western Europe, East Asia got 27.3 percentages and 1.5 percentage represented form North America. According to the occupation categories there were 25.8 percentage professionals. Further, 15.2 percentage were educationalists and retired people, scientist and technician got 1.5 percentage accordingly. Moreover, the Businessman represented for 13.6 percentage, and executive represented 18.2 percentage and 24.2 percentage represente by people who are engaging in other occupations. 75 percentages , majority of the tourists' belongs to the LKR 50,000 and above income category. All the other categories were represent as 8.1 percentage. 90.7 percentage , majority of the foreign tourists' belong to the US\$ 800 and above income category. And only 3.7percentage of foreign tourists belong to US\$ 400 - 600 category and 5.6 percentages of foreign tourists belongs to US\$601 -800 category and none of the foreign tourists belong to US\$400 income category. In addition, .30.3 percentage respond as they are travelling with spouse. Travel with spouse and children were 22.7 percentage. And 6.1 percentage were respond as they are travelling alone and 1.5 percentage respond they travel with business colleagues. Further, study examine the internet usage behavior of people who made online hotel reservations. It was revealed that easy internet access at work, at home as well as with the mobile devices as a percentage it was 54.55. Further, 19.70 percentages mentioned they have internet access at home only. And 13.64 percentage respond they have internet access both at work and at home . Only, 6.06 percentage indicate they have only the home and mobile access. Further, 3.03 percentage

indicate only mobile access while 1.52 percent had both at work and mobile access and at work only. It has found that, majority 90.9 percent tourists who made online hotel bookings are connected with the internet for more than five years' time period. And 6.1 percentages indicate they used internet for 3- 4 year and 3.0 percentages indicate internet usage is limited to 1-2 years times. Further, it has found that, majority people are using internet more than 21 hours per week as a percentage it was 47.. And 25.8percent of people used internet 14-21 hours per week. Further, 8.2 percent of people used internet 7 -14 hours per week. While 9.1 percent use the internet for less than 7 hours per week. Out of 66 tourists 86.4 percent tourists have made online hotel bookings previously also and 13.6 percentage of tourist haven't done previous online hotel bookings. When examine Customers' reasons for using the internet for hotel room reservations and it has found that, mainly the below factors influence them for reserving online. The credibility has accounted for 63.187% of variance and it was the most influenced factor to reserve online. Quick response, and safety regulated are some of the key factors belongs to the credibility factor. "Credibility" was the most important factors influence on online hotel reservation which indicate 40.305% of the variance (eigenvalue is 5.240).The relationship analysis of factors influencing on-line hotel reservation and intention to make reservation via on-line reflected convenience, price, user friendly and safety regulated and those factors were extremely positive. On the other hand transaction reflected weak positive relationship.

## **Conclusion**

Since the online booking market is rapidly growing today, Sri Lankan hospitality sector requires strong understanding of tourist behaviors in online booking to grab the potential customers and to respond for the future challenges. The study identified the majority of the online reserving community represented by the younger generation and people, who are spending 21 hours and above on internet per week. Further, credibility factor was one of the key motives that drive people for online room bookings. As a result of that, many tourists' who made online hotel reservations were repeaters. These findings would be important for hoteliers to adopt and implement online hotel reservation systems more effectively and efficiently to maximize their hotel revenue.

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