AYUBOWAN........

SRI LANKA TOURISM

Inbound Tourism

- Things done since ws i & ws ii
The method used before to capture inbound tourism data?

- The main sources of inbound tourism data was from the embarkation cards which is a property of Department of Immigration & Emigration of Sri Lanka. As per the UNWTO definition, the tourist disembarkation cards were segregated and counted manually.

- Since the said method was very inefficient and time consuming, we transformed to an Electronic Travelers Authorization (ETA) system.

- The system is efficient, reliable and simplified.

Survey on visitation to Heritage sites in Sri Lanka. (extension of the previous study).

Problem Statement:

It is apparent that the foreign tourist arrivals to Sri Lanka have been increased continuously in the past couple of years after achievement of total peace in the country while the tour operators claim that visitation to tourist sites in the country is dropping gradually compared to the increasing arrivals.

Objectives of the survey

- Are the prices charged at various tourist sites truly exorbitant for foreign tourists.
- Pattern of visitation seasonally
- Basic suggestions and comments for improvement given by tourists.
- Analysis to find options leading to recommendation.
**Expected methodology of the survey:**

- Information in this survey will be collected from only subset of the tourist population who will visit heritage sites.
- Stratified Sampling method will be used.
- The data will be gathered through direct interviews by asking key questions.
- Special attention will be given to obtain comments & suggestions/recommendations in an unstructured manner from tourists at the end of the questionnaire.

(ii) **Airport Exit Survey 2011**

**Objectives:**

- To build up a detailed profile of Tourists Sri Lanka based on their personal background data and thereafter identify the factors which have had an impact on their present visit and future visits to the country.

- To supplement the basic tourism statistics with additional information on both qualitative and quantitative information.

- To enhance the Information availability for the public and private sectors to make strategic decisions.
(ii) Methodology

Sample coverage

• Information in the survey was collected from only a subset of the tourist population visited Sri Lanka during the specified time.
• Stratified sampling method was used.
• In order to select a sample of tourists visiting Sri Lanka from different market areas, the entire tourist population was stratified broadly into 11 groups by taking into consideration of their Country of Residence and conducted random sampling within strata.

• To supplement the basic tourism statistics with additional information on both qualitative and quantitative information.

• To enhance the Information availability for the public and private sectors to make strategic decisions.

Results & analysis

The data were analyzed under following topics.

- General profile of the tourists
- Travel patterns and behavior
- Purpose of visit (further breakdown)
- Main & alternative destination
- Places of attractions
- Facilities & service used
- Perceptions and expectations
- Expenditure of tourists
- Comments & suggestions