

**AYUBOWN.....**

**SRI LANKA TOURISM**



## Domestic Tourism

- **Things done since ws1**

### **Key advantages of improving Domestic Tourism in Sri Lanka ,**

- Business during the international off-peak season
- Business in periods of global economic downturn.
- Contribution to the National economy.
- Development of Infrastructure and rural areas etc.

Therefore,

Sri Lanka Tourism initiated two domestic related surveys

- 1.Survey on improving Domestic tourism
- 2.Survey on Tourism Labor force .

### **•1.Survey on improving Domestic tourism**

#### **Research Objective**

- \* Domestic Tourist Profiling
- \* Improving the sector's understanding of the domestic tourism market.
- \* Domestic Destination Research,
- \* Lesser Known Attraction Project,
- \* Research about facilities at attractions etc.

#### **Strategic Decision Making**

- \* Survey findings and implementation,
- \* Attraction Identification,
- \* Marketing and Facility Development Initiatives etc

### **Actions taken**

1. **A Research Design Expert Group** consist of Industry, Public, Media, Internal resources was established.
2. As per the objectives , a questionnaire is designed.
3. Pilot Survey was conducted covering 200 families.
4. After the Pilot Survey , identified some errors .
5. Commenced the proper survey with adjusted questionnaire.

The Survey to be covered 10,000 samples in Colombo and suburbs.

### **2.Tourism Labor force survey**

#### **Main objective:**

1. Indicating the existing tourism labor force
2. Whether it sufficient to cater the tourism Industry and requirement for future targets

It is paramount to design the Research goals to meet the requirements of the stakeholders

Therefore, **Research Design Expert** Group initiated to plan the survey and design the questionnaire.

The pilot survey is scheduled to commence on 10<sup>th</sup> of July 2011.

