

AYUBOWN.....

SRI LANKA TOURISM



Inbound Tourism

- Things done since ws1

(i) Initiative to improve the measurements

- The main sources of inbound tourism data are from the embarkation cards which is a property of Department of Immigration & Emigration of Sri Lanka. As departure data ,currently a physically counting method is used to collect data.
- Since the existing method is very inefficient, a data scanning system was introduced and it will be installed at the access point at the airport , so that to read the data directly from the database.
- This system also will be implemented by August 2011

Embarkation data will be collected using a new software which is under development and will be connected to the online visa platform once it is operational

(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.

Survey Skeleton

- Consulting , **Research Design Expert Group**
- Questionnaire Designing
- Pilot Survey for estimating population parameters
- Sampling method determination
- Selection of Sample Size
- Final Survey
- Calculations

Report is to be released.

