

# **A Study on Purchasing Behaviour of International Tourists on Sri Lankan Foods – with Special Reference on European Tourists to Cultural Triangle**

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Sri Lanka is a country which can develop many tourism concepts with existing resources such as adventure, religious, *Ayurveda* tourism etc... Sri Lankan foods one of rich resource which can use to develop gastronomy tourism. According to the records of Sri Lankan Tourism Development Authority, European tourists are the highest number of tourists who visit Sri Lanka. Objectives of this research are to identify push and pull factors of local food purchasing behaviour of European travellers, influence of existing pull factors to European traveller's Sri Lankan food purchasing behaviour and identify the factors to increase European tourists to Sri Lankan restaurants. The analysis mainly depends on the primary data collected by the researcher. 150 European tourists interviewed using stratified random sample technique and convenience sampling technique in *Kandy, Anuradhapura* and *Polonnaruwa* areas. Data were collected by distributing questionnaire among European tourists in cultural triangle. Quantitative and qualitative analysis methods employed in data analysis. It addressed push and pull factors and tourists perception on Sri Lankan food purchase. Descriptive analysis and perception analysis methods employed in data analyse. According to the findings of the research there were less influence of push factors on Sri Lankan food purchasing behaviour of European tourists than pull factors. Study identified that European traveller's keen to having all information on Sri Lankan foods and environment should be clean, comfortable and facilitated for European tourists. Supportive services such as air conditions, amenities, service methods should maintain in well conditions. Reasonable price level should be maintain in restaurants over the country. Food safety should be in proper conditions. Food should free from any type of hazards and modern marketing methods should use for attract more European tourists to Sri Lankan restaurants.

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