



**A Study on Chinese Inbound Tourists' Spending
Patterns on Accommodations Selection and Shopping
in Sri Lanka; Tourism Stakeholders' Perspective**

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ABSTRACT

Sri Lanka is identified as a booming tourists' destination in the world. Although Sri Lanka is receiving an increasing number of Chinese tourists' arrivals annually, it does not capitalize on the higher spending opportunities. Therefore, maximum profitability cannot be taken by the Chinese market to Sri Lankan tourism industry. Hence, this study was to identify the Chinese Inbound tourists' current spending pattern on accommodations selection and shopping, to identify the reasons for lower spending patterns of Chinese inbound tourists on accommodations selection and shopping. Primary data collected by the author from 22 tourism stakeholders who are dealing with and knowledgeable person about the Chinese market. Structured interview were selected for data collection under the qualitative research approach. Collected data were transcribed and analyzed using a thematic analysis. Purposive sampling technique was adapted. Results of this study showed that, Tourism stakeholders were not satisfied with the profitability of the Chinese market. The findings of this study revealed that, product attribute, salesperson service, trip-related attribute, store policy, service of the staff, travel party type ,length of stay ,food habits as the under the parental theme to identify current spending patterns and language barrier ,Lack of staff and service quality ,price and payment method related issues ,product-related issues, bad perception about tour operate system, lack of facilities, time factor ,lack of government support and Chinese residents involvement as reasons for lower spending patterns of Chinese tourists in Sri Lanka. Finally study suggesting increase the spending of Chinese inbound tourists for shopping and accommodation selection by taking necessary steps and actions such as increase language communication, government support, service quality, payment method facilities, effective promotional programme, shopping information and facilities related to shopping and accommodations, etc. This study will be beneficial to enhance the profitability of the Chinese market by getting a proper understanding of Chinese inbound tourists' spending patterns throughout this study findings.

Keywords; *Chinese inbound tourists, Spending patterns, Accommodations selections, Shopping.*