



Determinants of Street Food Consumption in Colombo City, Sri Lanka; Perspective of Foreign Tourists

This dissertation is submitted as a partial fulfillment of the degree of Bachelor of Business Management in Hospitality, Tourism and Events Management

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UWU/EX/13/0293

Year 2017

ABSTRACT

Street food vending is a one of the major live hood in many countries in the world especially developing countries. Street food has found to constitute up to 50% of daily diet of urban consumers in developing world. Also street foods are a noticeable source of attracting tourists to a particular destination. Such as gastronomic tourism. Low level income earners as well as low-end tourists who are satisfying their needs in cheapest possible way are highly depend on street food. In many developing countries, information on street food industry has been found to be greatly lacking. In order to show more light on street food sector, a study was carried out based in Colombo city in Sri Lanka. Consumption of street foods in Sri Lanka is becoming an increasingly important component of the food market because of strong interaction with the tourism. The aim of this research was to find out what is the most influencing determinant of Street Food Consumption in Colombo, Sri Lanka; in the perspective of foreign tourist, as well as to identify what is the current status & consumer's profile of the street food industry in Colombo city. This study surveyed 100 international tourists who was selecting by convenience sampling technique. The primary data were gathered through the self-administrated questionnaire method has been adopted and using multiple regression model, identified that out of Economical, Environmental, Social & Cultural, Physical and Psychological factors; Economical factors are the most influencing for the tourist's perspective towards the street food consumption in Colombo city, Sri Lanka. Descriptive statistics are used to find out current status and consumer's profile.

Keywords: - *Street foods consumption, Street food industry, low-end tourists, tourist's perspective*