

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

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Sri Lanka has been identified as a booming tourist 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, the objectives of the study were to identify the Chinese inbound tourists' current spending pattern on accommodations selection and shopping and to identify the reasons for lower spending patterns of Chinese inbound tourists on accommodations selection and shopping. Primary data were collected from 22 tourism stakeholders who are dealing with and knowledgeable person about the Chinese market. Structured interviews were conducted for data collection under the qualitative research approach. Collected data were transcribed and analysed using thematic analysis. Purposive sampling technique was adopted. The findings of this study revealed that product attributes, salesperson service, trip-related attribute, store policy, service of the staff, travel party type, length of stay, food habits under the parental theme to identify current spending patterns and language barriers. Lack of staff and service quality, price and payment method related issues, product-related issues, bad perception about tour operate the system, lack of facilities, time factor, lack of government support, and Chinese residents' involvement were the reasons for lower spending patterns of Chinese tourists in Sri Lanka. Further, increasing Chinese language skills of the shop owners and local community, government support, service quality, payment method facilities, effective promotional programs, shopping information and facilities related to shopping and accommodations, etc. will be beneficial to enhance the profitability of the Chinese market.

Keywords: Chinese inbound tourists, Spending patterns, Accommodations selections, shopping.