

ABSTRACT

Tourism is one of the biggest industries in the world which contribute a significant impact for the global economy. Sri Lankan tourism industry has achieved a new milestone with the increased number of arrivals in past few years before the spread of the COVID-19 pandemic. At the same time increased the different types of stakeholders' involvement in the tourism industry. Travel agencies and tourist transport providers can be identified as the two major part of it. However, the various conflicts between the two parties have affected the efficiency of the entire tourism industry. Hence, the central focus of the study was to identify factors influencing the conflicts between both parties and examine consequences of those conflicts. The purposive sample methodology was used to collect primary data from 5 travel agents and 10 tourist transport providers who are engaged with each other in tourism industry to supply service for their clients. In addition, qualitative data analytical method was employed, and the collated data were transcribed and analyzed by using content analysis. The study's findings reveal that the several key factors influencing the conflicts between the two parties. These include conflicts over payments for tourist transport vehicles, conflicts over delay payments, conflicts over the staff quality of transport service providers, conflicts over the quality of passenger transport vehicles, conflicts over transport staff facilities, and communication issues between the two parties. Furthermore, recommendations of the study help to maintain a smoother business operating environment while minimizing conflicts between two parties. In addition to that will provided some suggestions for government bodies of the country according to minimize the conflicts between travel agents and transport providers. Thus, this research study will help future researchers to find out kinds of literature, knowledge, and information who preferred to develop their literature on tourism and transportation industries related studies. Key word: Conflicting behaviors, Travel agents, Tourist transport providers.