

Identification of Foreign Tourists' Perception on Quality of International Food and Beverages Available in Destination Food Outlets in Sri Lanka with Special Reference to Ella Area

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Food being one of the basic human needs, it is considered as one of the important factors which creates a memorable experience for a tourist. Therefore, while traveling from one place to another place tourists require to access food and beverages. Meanwhile, due to food neophobia tourists usually tend to consume international food and beverages when they are on traveling. In this context, the present study aimed to identify the foreign tourists' perception of the quality of the international food and beverages available in destination food outlets in Sri Lanka. The research site selected was Ella which is very popular among tourists. The sample of the study was 100 foreign tourists who consumed the food and beverages at food outlets available in Ella during their stay in Sri Lanka. A self-administrative questionnaire was purposively distributed to collect the data from the respondents. Descriptive analysis, correlation analysis, and multiple regression analysis were used to analyse the data with the support of SPSS. The finding of the research elaborated that tourists almost satisfied with the existing quality of international food and beverages and there was a strong positive relationship between food quality and the tourists' perception of international food and beverages. According to the regression analysis, the appearance of the food and the wholesomeness showed a positive significant impact on tourists' perception of international food and beverages. Hence, attractiveness and the cleanliness of food and beverages should be improved to attract more tourists to food outlets. Further, the present study only dealt with the tourists' perspective and it would be useful to investigate the perspective of service providers on the quality of international food and beverages available in destination food outlets.

Keywords: Food quality, Tourists perception, International food and beverages, Destination food outlets, Foreign tourists