



ANALYSIS OF COMPETITIVENESS IN HOTEL INDUSTRY

(With special reference to the North Central Province)

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Abstract

Key Words: *Competitiveness; registered hotels; analysis; hotel industry; Diamond model*

In present context, Tourism industry is an emerging industry in Sri Lanka and with the arrival of large number of tourists the hotel industry is becoming more competitive, this intensifies the present deficiency of accommodation facilities to meet the increasing demand. Amidst this background, this research attempts to analyze the competitiveness in hotel industry. Further, it is aimed at analyzing the extent to which hoteliers have perceived the competitiveness. The method employed to reach the objectives was based on the Michel porter's diamond model. By using a questionnaire the primary data was gathered on site for the study. Descriptive analysis was helpful to the data collected. Based on the research model five competitive dimensions were identified. Research findings indicated that the hotel industry is more competitive industry and firm strategy; structure and rivalry is the most significant dimensions to cause the competitiveness. Finally recommendations were discussed for the competitiveness which is in a higher level. Based on it the relevant authorities are recommended to take steps to upgrade the hotels capacity, quality and standards to face competitiveness in this sector. This will help the tourism industry in Sri Lanka to create competitive position in the region while maintaining top industry standards.