

## **Analysis of Tourism Destination Competitiveness in Nuwara Eliya Region (Supplier's Perspective)**

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Destination is places where tourism has developed extemporarily or has been actively encouraged. A competitive advantage can be achieved if the universal appeal of the destination is valuable to that of optional destination to potential visitors. Destination to become competitive they must strategically promote specific features distinguishing them from similar destinations or establish competitive advantages. According to the Sri Lanka Tourism Development Authority (SLTDA) statistical report 2016, the tourist occupancy rate in high country has been gradually increased. Further Nuwara Eliya and Rathnapura are major tourism destination in high country. Therefore this study selected Nuwara Eliya as a tourism destination. This study mainly focuses on to identify the existing destination attractive determinants, relationship between destination attractive determinants & destination competitiveness and also most significant destination attractive determinant on overall destination competitiveness in Nuwara Eliya region, The study uses model to investigate the destination competitiveness, addressing the following destination attractive determinants : inherited resources, created resources, supporting factors, destination management, and situational conditions. This study is useful to tourism stakeholders and it serve as a guide for other destinations seeking to understand their competitiveness. Research is mostly based on Primary data and researcher used convenience sampling method used to collect data from the 50 tourism industry stakeholders who are in the Nuwara Eliya region. Data were analysed by using SPSS. The results revealed that destination management and situational condition are existing destination attractive determinants , There is a positive relationship between destination attractive determinants and destination competitiveness and also created resources are the most significant destination attractive determinate out of the five determinants.

*Keywords:* Destination attractive determinants, Tourism industry stakeholders, Destination competitiveness