

## **Impact of Destination Attributes on Tourists' Purchase Intention towards Shopping Products in Colombo District**

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Sri Lanka targets to become one of the highest tourist spending nations in order to increase foreign direct investments & exchange revenues. The unique products in Sri Lanka such as gem kinds Sri Lankan Batik wood carving handicrafts tea spices have to gain value by understanding the most appropriate destination to reach tourists with more purchase intention. Colombo has become a business tourism destination while initiating shopping as a complementary product for travelers with the establishment of MICE triangle. This research was conducted to identify the impact of destination attributes on tourist purchase intention towards shopping products in Colombo. The data has been quantitatively collected from 100 of shopping tourists who answered the structured questionnaires. The findings interpret that destination attributes such as Attraction Accessibility Amenities Available packages Activities Ancillary services are existing in good condition while positively relating with tourists' purchase intention of shopping products. Destination attributes in Colombo illustrate the individually positive impact on tourist purchase intention which was studied as attitude subjective norm and perceived behavior towards shopping products. As per the research findings, Colombo requires the development of destinations attributes specially sight seen events & activities variety of cuisine on offer which majorly affect on tourists when relaxing from shopping and take actions to provide complied tourist guiding services to direct tourist towards local shops. Moreover, the study will guide the shop owners in tourists target markets in line with their products and analyzed destination's attributes which upgrade their revenue targets of selling more of the product to the more demanded tourists rather than pursuing clientele who are not buyers but merely window shoppers.

*Keywords:* Tourism, Destination attributes, Tourists' purchase intention towards shopping products.