



**IMPACT OF DESTINATION ATTRIBUTES ON
TOURISTS' PURCHASE INTENTION
TOWARDS SHOPPING PRODUCTS IN
COLOMBO DISTRICT**

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ABSTARCT

For centuries, Sri Lanka has been a popular place of attraction for foreign travelers. As a developing country which records much tendency towards tourism, is following strategies to attract more tourists. Nevertheless earnings from tourism has not yield high where daily earnings per tourist, currently stands at USD 105 as per Central Bank of Sri Lanka data in contrast to other regional countries which records more daily earnings. (Ex: Maldives USD 285- daily earnings per tourists) Therefore the Sri Lankan government has target high-end market via encouraging Mice tourism development with focused to the Colombo area. According to the Airport Traveler exit survey, 65% of tourists visit to Sri Lanka stay at Colombo District. It has a long history as a port on ancient east-west trade routes, ruled successively by the Portuguese, Dutch and British. That heritage is reflected in its architecture, mixing colonial buildings, with high rises and shopping malls. The authorized people have taken steps to develop Colombo area as a shopping destination on behalf of the development of necessary infrastructure facilities to establish Mice Triangle consisting of the BMICH, Nelum Pokuna Theater and the new Town hall in Colombo District (Sri Lanka Government Budget, 2015). The study was conducted to examine the influence of destination attributes on tourists' purchase intention towards shopping products, in Colombo area on behalf of investigating the potentiality to promote the area as an upcoming Shopping destination. A convenient sampling technique was used to determine the sample. A total of 100 questionnaires were distributed to tourists at prominent shopping places in Colombo area such as Majestic City, Laksala and Liberty Plaza etc. the result of findings suggests that tourists who have positive response towards attributes of destination are more likely to have moderately positive purchase intention on shopping products. Moreover, attractions interpret strong influence with tourists' purchase intention. Therefore, Sri Lankan Tourism Development Authority and other responsible parties should pay attention to develop destination attributes in Colombo area to facilitate tourists' purchase intention towards shopping products and take necessary actions to develop destination attributes within the area to extend the benefits of tourism.

Key words: *Tourism, Shopping tourism, destination attributes Tourists' purchase intention towards shopping products.*