

Determinants of Street Food Consumption in Colombo City, Sri Lanka; Perspective of Foreign Tourists

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Street food vending is one of the major livelihoods in many countries in the world, specially in developing countries by contributing up to 50 percent of daily diet of urban consumers. Street foods also a noticeable source of attracting tourists to a particular destination as the gastronomic tourism, and culinary tourism. Low level of income earners as well as low-end tourists who are satisfying their needs in the cheapest possible way are highly depend on street food. Consumption of street foods in Sri Lanka also is becoming an increasingly important component of the food market because of strong interaction with the tourism. However, information on street food industry has been found to be greatly lacking in many developing countries. In order to show more light on the street food sector, a study was carried out to recognize the determinant of street food consumption of international tourists in Colombo city, Sri Lanka. The main purpose of this study is to discover the most influencing determinant of street food consumption of international tourists in Colombo city and develop the profile of street food consumers. Sample of 100 international tourists chosen through convenience sampling technique and data were collected through a self-administrated questionnaire. Multiple regression model, identified that out of Economical, Environmental, Socio Cultural, Physical and Psychological factors. Accordingly the Economical factors are the most influencing for the tourist's perspective towards the street food consumption in Colombo city as most of the time, street foods are consumed by the low income earners who are highly sensitive about expenditures. The study recommends that street food industry stakeholders have to concern the pricing and other economical factors in advance to develop the street food industry in Sri Lanka.

Keywords: Street foods, Consumption, Foreign tourists, Food vendors