



**Analysis of Factors Affect to the Effectiveness
of Tourist Information Centers in Sri Lanka**

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ABSTRACT

Tourist Information center is physical location that provides tourist information to the tourist who tour the place or area. Tourist Information centers provides information and services. This research presents evaluation factors affecting to effectiveness of Tourist Information Centers in Sri Lanka. The services and their attributes are different one from another through this research it is expecting to study how these different attributes are effect to effectiveness through the visitors' satisfaction. Colombo, Badagamuwa and Badulla Information Centers are selected Information Centers and On-site visitors were surveyed using questionnaire to eliminate factors according to visitors' views.

According to the findings, visitors' satisfaction level is different with different level of attribute. More visitors satisfy with Colombo TIC location than other TIC. When comparing other location Colombo TIC location it has easy access and it is situated strategic location than other TIC. Colombo TIC is more effective with Architecture or Attractiveness. When TIC has more attractive architecture visitors become more satisfy. When considering Facilities visitors more satisfy with Badagamuwa TIC. Badagamuwa TIC has multiple facilities than other TIC. Colombo TIC has more visitor satisfaction and more satisfy with their friendly and intimate service. In Sri Lanka TIC are not much adopted ICT or their service but Badagamuwa TIC has considerable level of TCT adoption. According to visitor feedback there are more satisfied with Badagamuwa TIC.

Recommendations include incorporating visitor centers with choosing the location carefully, designing innovative and distinctive facilities, providing multiple functions, enhance HR capabilities and Adopt ICT as effective