



Identifying Factors Affecting to Promote Fishing Tourism in Down South Area.

This dissertation is submitted as a partial fulfillment of the degree of
Bachelor of Business Management in Hospitality, Tourism and Events
Management

August, 2019

S.A.D.N. Dias

UWU/HTE/15/017

ABSTRACT

Tourism has become one of the key focuses of national governments for socio-economic development. Niche tourism which is small market segments in special activities of their interests are emerging trends of global tourism industry. Fishing has been an activity of livelihood, adventure, hobby or central economic dependence for communities over the human history. Tourists nowadays have offered to switch from mass tourism to niche tourism. Sri Lanka can identify one of best fishing destination in the world. In this research concept of "Fishing tourism" was used to identify the factors affecting to promote fishing in Sri Lanka. Hence the ultimate objective of this research is to identify the factors affecting to promote fishing tourism in Sri Lanka with special reference to Galle District. After the comprehensive literature review, structured questionnaire was constructed with the 27 latent variables. A questionnaire base survey was conducted. The target sample of this research was tourists who involved in tourism activities in down south in Sri Lanka. The study collected data from 100 tourists both local and foreign. SPSS statistical software was used to analyze the data. Convenience random sampling technique was used in this study. Initially, descriptive analysis was carried out to screen the respondents' profile. Further exploratory factor analysis was carried out to reduce number of variables and grouping factors which have similar characteristics. Before research I divide variables in to 3 sections and they are economic, social and culture factors. according to literature review but after exploratory factor analysis was divided 10 components. There are need more promotional activities, infrastructure facilities to develop fishing tourism industry. More recommendations are given in order to promote fishing tourism activities within Sri Lanka.

Key Words: fishing tourism, promotions, economic factors, socio cultural factors, environment factors