



**Does Culinary Tourism Act as A Pull Factor in
Tourists' Destinations?
A Study Reference to South Coast of Sri Lanka**

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Management

L.A.P.C.Perera

UWU/HTE/15/042

Department of Tourism Studies

ABSTRACT

Tourism allows people to discover the world. "Culinary Tourism" attract many more tourists by arousing their taste buds towards dishes and it has already created a platform for the choice of destinations. In recent years, a significant number of the world's millions of tourists have travelled in search of new and unique cuisines and or returned to familiar destinations to enjoy the dishes that they have tasted during previous trips. In consonance with that, this study focuses on investigating whether Culinary Tourism act as a Pull Factor in tourist's Destinations in South Coast of Sri Lanka. A questionnaire based survey was conducted around South Coast of Sri Lanka with 100 respondents applying purposive sampling technique. After the comprehensive literature review, a confirmatory factor analysis was employed to reduce the number of indicators in the independent variables. Initially Regression Analysis was carried out to achieve the primary objective of the study and a thematic analysis was carried out to identify the scope of Culinary Tourism in Sri Lanka. Moreover, Descriptive Statistics were used to screen the profile of Culinary Tourists. The results revealed that culinary tourism as a pull factor have a significant and direct impact on the destination choice of culinary tourists in South Coast Sri Lanka. In order to develop culinary tourism to a satisfactory level, food consumption patterns of culinary tourists should be properly diognosticated. Further, studies related to culinary tourism with the mediation effect of destination image can be consummated.

Key words: - Culinary Tourism. Culinary Tourist. Confirmatory Factor Analysis,