



IDENTIFYING POTENTIALS TO PROMOTE GEM TOURISM IN SRI LANKA

**(WITH SPECIAL REFERENCES TO SITES LOCATED IN RATHNAPURA,
COLOMBO AND KANDY AREA)**

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

Index number: UWU/EX/10/0432

Ariyaratne M.M.

Year 2014

ABSTRACT

Gem tourism is an untapped market for study while it caters tourists who interested in purchasing gem was influenced to travel over destinations to destination. Hence the demands of traveling for purchasing gems and experienced within gem regions are increased. The ability of influence travel affects in different industries included tourism market. Therefore, within destinations promoting gem market as niche tourism market may be a better option for the tourism industry.

In here research study identified potentials, to promote gem tourism in Sri Lanka. Rathnapura, Kandy and Colombo area are the based gem tourism regions for this research study.

From demand side of gem tourism one hundred and five respondents were included in the sample while for the collection of data semi structured questionnaire was adopted. From demand side of gem tourism ten person incharge taken into accounts while in the collection of data interviewing method was adopted. To analyze the quantitative data, descriptive analysis; explanatory factor analysis, Chi-Square test, correlation used. Simultaneously for analyzing qualitative data summarizing method was used. Abundant potentials and preventatives have identified to promote gem tourism within Sri Lanka.

Through research findings, potential present gem tourists' profile, tourism destination mix factors and behavior pattern of present gem tourist were identified.

Key words: *Gem Tourism, Niche tourism.*