

**THE MARKETING MIX FACTORS AFFECTING
TOURISTS' BUYING DECISIONS TOWARDS
ADVENTURE PRODUCTS AT KITHULGALA AREA**

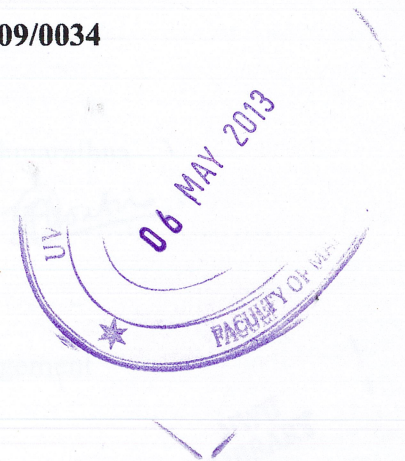
**This dissertation is submitted as a partial fulfillment of the degree of
bachelor of business management in hospitality tourism and events
management**

Faculty of Management

UvaWellassa University

Registration Number: UWU/HTE/09/0034

Year 2013



ABSTRACT

The marketing mix factors affecting tourists' buying decisions towards adventure products at Kithulgala area

Senewirathna S.M.C.N and Mrs. Gunarathna Y.M.C

Uva Wellassa University, Badulla, Sri Lanka

Tourism continues to occupy an important position in the global economy. It provides multiple reinforcing economic benefits to countries both developing and developed countries and Tourism contributes to transfer the wealth from rich countries to poor countries. Adventure, as a way of travel, offers deeper cultural exchange with different people and an appreciation for the fragility of places. The speed of the change in the tourism and hospitality industries requires to be kept with strategic marketing practices by tourism business holders. A proper adaptation of marketing mix with adventure operations, create a better combination to gain the competitive edge among its rivals.

This study contributes to a deeper understanding of the impact of marketing mix factors on the tourists' buying decision towards adventure products at Kithulgala area, Sri Lanka. It analyses the relationship between the service marketing mix and tourists' buying decision towards adventure products as the main purpose of this research.

The data employed to analyze the relationship between marketing mix and the tourists' buying decision towards adventure products were obtained through the

questionnaire technique that was conducted in December 2012 in kithulgala, Sri Lanka. Collected data were analyzed using, Graphical Representations, Pearson's Correlation Coefficient, Regression Analysis and Chi-square test.

The major findings of the study indicated that, overall set of marketing mix is positively influenced on the tourists' buying decision towards adventure products. However, the in-depth analysis found that Price, Promotion and People factors of the marketing mix has a strong positive relationship to tourists' buying decision towards adventure products. The results may assist to adventure tourism business operators to create better corporate strategies to influence more on tourists' buying decision towards adventure products.

Key words - service Marketing mix, adventure tourism, adventure tourist, consumer buying behavior, consumer decision making