

The challenges affecting the business operations of tour operators

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ABSTRACT

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Modern era of the 21st century is becoming complex and rapidly changing to face the global challenges. The tourism industry in particular and all businesses whose service depend on building long term relationship need to concentrate on maintaining good linkage between sellers and buyers. Tour Operators are a critical link between supply and demand and they can influence sustainable tourism at both ends of the tourism value chain.

The main aim of this research is to assess the current situation of the tourism operating companies in Colombo and study the challenges affecting their business operations and suggest the possible measures to increase the efficiency of their business operations. The research aim achieved by studying the core processes and their daily operations.

The primary data was collected through semi structured questionnaires, based on the theories of Shaw, G., Saayman, M. and Saayman, A. (2012) 1 from the selected sample of 30 of tour operators who are members of Sri Lanka Association of Inbound Tour Operators in Colombo district. The respondent rate was 84% of the 25 out of the sample (25) and to analyze the data content analysis and descriptive analysis was utilized from the advance excel software.

The research was identified that there are various challenging factors to the business operations. Such as technological, political, Competitiveness factors, financial and economical factors. The major challenge is human resource challenges as suggestion or that the government and private institutions should invest in the tourism industry by the establishment of more educational institutions offering tourism education. Also the government should develop some policies to attract the private educational sector to conduct trainings to the tour operators with an ease. The government can provide closed supervision to develop tourism industry and can encourage private sector to do investments in this industry.

Key words – Tour Operators, Business Operations, Challenges