



# **“Factors Influencing Urban Tourism Development in Kandy City”**

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## ABSTRACT

In the past many countries are depending on the mass tourism activities. However, with the global competition, countries had to seek new strategies to improve their tourism activities in the country. Nowadays tourists proffered to move from mass tourism to niche tourism. Urban Tourism is such new concept which far beyond the traditional tourism concepts. In this research concept of “Urban Tourism” was used to identify the influencing factors to development of urban tourism in Kandy city. After the comprehensive literature review, structured questionnaire was constructed with the 23 latent variables. A questionnaire base survey was conducted. The target sample of this research was tourists who are visiting to Kandy City. The study collected data from 200 tourists. 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 factor analysis was carried out to reduce number of variables and grouping factors which have similar characteristics. Moreover thematic Analysis techniques used analyze opportunities and barriers to development of urban tourism. Finally the research findings were discussed. This research paper has been identified four the five factors which significantly influence urban tourism activities development in Kandy city.

Key Words: Urban Tourism, Niche Tourism, Factor Analysis