



# **IDENTIFY THE POTENTIAL DEMAND FOR GEOTOURISM TRAVEL TREND**

**(SPECIAL REFERENCE TO JATHIKA NAMAL UYANA,  
KNUCKLES MOUNTAIN RANGE AND HORTON PLAINS IN  
SRI LANKA.)**

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## ABSTRACT

This study focuses on potential demand for the Geotourism travel trends in the context of Sri Lankan tourism industry. Geotourism is a new concept and a niche market that has specific needs. This research is aimed to describe the geological significance of the sites with basic concept of creation of Geosites. Moreover, to identify the potential demand for Geotourism travel trend benefiting the tourism stockholders to enhance their knowledge to future demand of tourism industry. Hence, the study is to identify potential demand for Geotourism travel trend, to identify the impact of visitor perception on potential demand for Geotourism and identify the relationship between destination capabilities and potential demand for Geotourism also to identify the travel agency perception on potential demand for Geotourism travel trend. Research based on mixed method approach. The primary data was collected by the researcher from 120 foreign tourists using convenience sampling technique and questionnaire consists with 45 questions the 10 structured interviews were conducted by researcher from travel agencies to cover the qualitative section of the study. Quantitative data analytical method was employed in analyzing the data using Descriptive statistics, simple linear regression analysis and correlation analysis using SPSS 22. Qualitative data was analyzed using thematic analysis. The Finding reflects that Visitor Perceptions are significantly influence on potential demand for Geotourism travel trend towards Geosites. There is a strong positive relationship between Destination Capabilities and potential demand for Geotourism travel trend of the foreign tourists towards Geosites of Namal Uyana, Knuckles Mountain Range, Horton Plains. Introducing awareness programs, innovative tour guide lectures, motivate tourism stockholders to address the new market it directly affected on potential demand for Geotourism travel trend towards Sri Lanka.

**Keywords:** *Geotourism, Geosites, potential demand, Destination Capabilities, Visitor Perception*