

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

M.A.S.N Wijesundara<sup>1</sup> and J.P.R.C. Ranasinghe<sup>2</sup>

<sup>1</sup>*Department of Public Administration, Uva Wellassa University, Badulla, Sri Lanka*

<sup>2</sup>*Department of Management Sciences, Uva Wellassa University, Badulla, Sri Lanka*

Mass tourism has been dominating the global tourism sector until recent past. However, due to changing consumer expectations and extensive competition, countries are seeking new strategies to improve their tourism activities in the country. Nowadays tourists proffered to move from mass tourism to niche tourism. . Urban Tourism is one such new concept which is has become important in the backdrop of increasing urbanization. This research study uses “Urban Tourism” as a concept to identify the influencing factors to the development of urban tourism in Kandy City. This study carried out with both quantitative and qualitative methods. After the comprehensive literature review, structured questionnaire was constructed with 23 items and the survey was conducted. The target sample of this research is tourists who are visiting to Kandy City. 200 tourists visiting Kandy city were surveyed to collect primary data for the study. Initially, descriptive analysis was carried out to screen the respondents’ profile. Subsequently, factor analysis was carried out to reduce number of variables and to group factors which have similar characteristics. Thematic analysis technique was used to analyze opportunities and barriers to develop urban tourism in Kandy city. The study identified five factors which significantly influence urban tourism development in Kandy City. Those were People most perceived attractions, People most perceived amenities, Tourists most expected activities, Accessibility and security and Government involvements. In order to identify opportunities and barriers, this study used qualitative method and data collected from government authorities who are involve in tourism sector. Also through this study have been identified more attraction palaces were the best opportunity and Lack of underdeveloped infrastructure facilities were the major barrier for the urban tourism development.

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