



**A Study on Purchasing Behavior of International
Tourists on Sri Lankan Foods – with Special
Reference on European Tourists to Cultural Triangle**

This dissertation is submitted as a partial fulfillment of the degree of
Bachelor of Business Management in Hospitality, Tourism and Events
Management

May, 2017

W.A.I Madhusankha

UWU/EX/13/0286

Department of Public Administration

ABSTRACT

Tourism industry is a booming industry in Sri Lanka as well as world. Sri Lanka is a country which can develop many tourism concepts with existing resources such as adventure tourism, religious tourism, Ayurveda tourism etc... Sri Lankan have long civilized history, as a result of that Sri Lankan food culture became as one of rich resource which can use to develop gastronomy tourism in Sri Lanka. According to the records of Sri Lankan tourism development authority European tourists are the highest number of tourists for Sri Lanka. The objectives of this research are to identify the push and pull factors of local food purchasing behavior of European travelers, influence of existing pull factors to European traveler's Sri Lankan food purchasing behavior and identify the factors to increase European tourists to Sri Lankan restaurants. The analysis mainly depends on the primary data collected by the author. Sample size was 150 European tourists interviewed using stratified random sample technique and convenience sample technique in Kandy, Anuradhapura and Polonnaruwa areas. Both quantitative and qualitative data analysis methods were employed in the analysis. Data were collected by distributing questionnaire among European tourists who travel in cultural triangle. It was address push and pull factors and tourists perception on Sri Lankan food purchase. According to the findings of the research there were less influence of push factors on Sri Lankan food purchasing behavior of European tourists and pull factors have influence on Sri Lankan food purchasing behavior of European tourists. Findings reviewed that European travelers keen to having more information about Sri Lankan foods in Sri Lankan restaurants, and environment should be clean, comfortable and facilitated for European tourists. From this research, researcher had found suggestions for increase European tourists for Sri Lankan restaurants.

Key words: Sri Lankan foods, European tourists, Cultural triangle