



Potential of Fashion Industry for the Tourism Development in Sri Lanka

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ABSTRACT

The world's tourism industry is a multibillion-dollar industry which is actively contributing for the economic development. Currently, tourism industry has partnered with Cultural and Creative industry as they patronize for the betterment of tourism industry. In the 21st century fashion is an important part of the Cultural and Creative industry and a significance contributor to the economic development of cities. Many urban planners and tourism developers use this fashion city concept to regeneration cities and improve the number of tourists' arrivals.

The focus of this study was to identify the potentials of fashion industry for the tourism development in Sri Lanka with respect to promote Colombo as a fashion city. The research analyzed the nature and extent of fashion tourism in Colombo and potentials claimed by the fashion industry, to be a significance part of the tourism development in Sri Lanka. The research findings revealed, Colombo can be promoted as a fashion city since it consists experienced and talented fashion designers, fashion weeks, design schools and for unique fashion techniques. But it will take some time with the commitment of the government and respected tourism authorities.

Keywords: *Fashion Tourism, Cultural and Creative Industry, Fashion City, Tourism development*