



**A STUDY ON TOURIST PERCEPTION TOWARDS LUXURY  
TOURISM**

**(WITH SPECIAL REFERENCE TO DOWN SOUTH AREA)**

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

Index Number: UWU/EX/12/0251

N. T. Daluwatta.

Year 2016

## ABSTRACT

Luxury tourism concept can be identified as an emerging field of study among the academics. It defines as the consumption of an expensive and high quality experience in travel and tourism. This has become the fastest growing segment in the global tourism industry with the increase of affluent travelers. The luxury holiday is a very profitable market segment for the tourism sector, due to the high margins on luxury products where price is not the sole discriminatory factor. Regardless of the economic situation of a country at a given moment, luxury tourism is an activity constantly practiced by the people with substantial material resources.

Perception is an opinion about something viewed and assessed which plays an important role in customer satisfaction. The overall perception of luxury varies over person to person based on various factors. Hence it is essential to understand how the international travelers perceive the concept of luxury in tourism, as these findings could be utilized in designing the promotions to attract this highly profitable niche market.

This research examines the potentials to promote luxury tourism in Sri Lanka with special reference to Down South area by investigating the luxury tourists' perception and expectations. By using convenience sampling technique, a sample of eighty tourists was selected to conduct the survey. Questionnaire was adopted to collect the data from the sample. As this is a new area of research in Sri Lankan, the visitor profile of luxury tourists also has recognized. Descriptive statistics, EPI format and multiple regression analysis were used to analyze the data. The findings could be useful to marketers interested in branding the image of Sri Lanka as an attractive destination to luxury travelers.

**Key Words:** Luxury Tourism, Tourist Perception, Down South, Luxury Tourist, Destination attributes, Luxury attributes