



# **“Assessing the impact of marketing mix factors to the development of Gem tourism in Sri Lanka”**

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## ABSTRACT

In the tourism market environment it is very important to find new opportunities and target new customers. As a result of that consider about different niche market segments. Sri Lanka is country which has a great potential for gem tourism with its resources. In SL there are different gem sites. Among them Kandy, Ratnapura, Colombo are the very popular for gem tourism. Hence, gem tourism is one of the niche markets in the tourism, that can be developed and promoted within the SL' that has not yet reaped the benefits from the full potential. Since, marketing mix factors are critical in any form of tourism to create a successful tourism destination, the main purpose of this study to identify the impact of the marketing mix factors to develop the gem tourism in SL from the perspective of gem tourists who are visiting to SL. A conceptual framework has been developed based on the 7 p's in marketing. The study mainly depends on the primary data that has been collected by the researcher. The convenience sampling method was used to collect the data. This study based on both quantitative and qualitative data were used. As a quantitative data analysis techniques researcher were used Descriptive statistics, Pearson correlation analysis and the multiple linear regression analysis. And also as a qualitative data analysis techniques researcher was used thematic analysis. According to the result of this study product is a most significant factor.

Key words: gem tourism, marketing mix, seven P's, gem tourists