

## INTERNATIONAL TOURISM DEMAND ON ATTRACTIONS OF SRI LANKA

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Attraction of the destination country is one of the major stimulating forces to the international tourism industry in any country. Therefore, identifying significant attractions for international tourist arrivals to Sri Lanka has immense importance to the growth of tourism industry. Primary objective of the study was to find out significant attractions to the international tourism demand and secondary objective was to model international tourism demand on attractions of Sri Lanka. Dependent variable is "Demand of international tourist to Sri Lanka". Independent variables are, attractions of climate, landscape, beaches, hill country, water bodies, wildlife, archaeological sites, cultural events and festivals, religious monuments and sites, herbal and indigenous products and services, gems and jewellery, local handicrafts and hospitality of people. Data collected by the author for another study was utilized for the present study. An international tourist who completed the visit to Sri Lanka was the target group of the study and the sample size was 137. Data collection period was 12<sup>th</sup> June to 12<sup>th</sup> July 2012. All the variables were measured by Likert five scales. Twelve hypotheses were tested in the study by Ordinal Logistic Regression analysis. P values of Log Likelihood G, Pearson test and the Deviance test reveal that attractions of beaches, hill country and hospitality of people have significant associations with tourism demand. Therefore, Logistic regression was run again with significant variables and identified the best fitting model which has significant P values; Log Likelihood G ( $p=0.000$ ), Pearson test ( $p=0.550$ ) and the Deviance test ( $p=0.956$ ). Surprisingly, the unique attractions of Sri Lanka namely attraction of climate, water bodies, world heritage sites, cultural events, religious monuments, herbal and indigenous products, gems, jewellery and local handicrafts were not significant. It shows that some of the Sri Lankan unique attractions are not promoted properly to gain the optimum benefits from the industry. Therefore, policies should be formulated to create new demand for unique attractions which were not significant in the study. It is recommended to do further studies on identifying more attractions in Sri Lanka which will pave the path for a sustainable tourism industry.

**Keywords:** Deviance test, Ordinal Logistic Regression, Pearson test