

**AN ANALYSIS OF FACTORS ON MODE CHOICE OF  
RAILWAY TRANSPORT BY FOREIGN TOURISTS IN  
SRI LANKA**

A Dissertation by  
Lt Col R.S.C. Dissanayake RSP

Supervised by  
Dr. Namali Sirisoma



Submitted in partial fulfillment of the requirements for the  
Award of MSc Degree in Management

**PERMANENT REFERENCE**

General Sir John Kotelawala Defence University.

2020

## ABSTRACT

Tourism is a widespread industry in the world in general and specifically in Sri Lanka. The tourism industry is growing rapidly due to popular destinations being attracted by the tourists (2009 to 2018 annual statistical data from Tourism Development Authority of Sri Lanka). The expected arrival of tourists to the country this year is estimated to be nearly 3 million individuals. Large number of tourist arrivals to the country would demand variety of transport modes that will play a vital role in reaching their preferred destination. The transport mode is, rather a concern in Sri Lanka. There are railway services, Government and privately operated bus services, Chartered private coaches and sea- airplane services, Hiring vans and cars available for tourists to reach the desired destinations across the island. However, it is observed that only 18% of the tourists are using the railway service despite it slow charges. There is a tendency that nearly 81% of the tourists are spending quite a lot of money in hiring cars/ coaches/ vans and three-wheelers. Therefore, it is worthwhile to research and find out what factors are impacting to tourists from the available railway services of Sri Lanka. Moreover, literature review was done by researcher to find out the factors in deciding on travel by train. Then found out six variables called safety, cost, facilities, reliability, connectivity and comfort. The author has prepared a questionnaire for tourists to answer, who are using train service and not preferred to use the train service as their mode of transport the interviews were carried out with relevant authorities of the railway department and ministry of tourism to get the basic data for the research. The outcome of such collection of data highlighted that poor infrastructure facilities; lack of active participation by the government and not allocating enough funds to upgrade the railway transport service, as hindrances to growing explorations in scenic routes in the country.

Keywords: Tourists, Luxury facilities, Railway transport system, Comfort of the train

