An Empirical Study About the Effect of the Technological Advances on the Sri Lankan Tourism Industry

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Abstract. Sri Lanka is also known as the Paradise of the Indian Ocean due to the charismatic atmosphere it has. The industry of tourism in this marvellous state interacts with the 8th United Nations' sustainable goal which is decent work and economic growth as it promotes a massive number of opportunities for the locals by empowering the economy and sharping work qualities. The health challenges encountered in contemporary, not only in Sri Lanka but also in all nations encouraged straightforward digital technology in the traveling industry. So, the usage of the latest technologies such as biometrics, Artificial Intelligence, and mobile technology within the tourism field is known as travel technology. "How technological reinforcement impacts the sustainable tourism industry in Sri Lanka" was the question entrenched in this study. The objectives were to investigate the role of the tourism board towards technology-based tourism in the post-pandemic period, to analyse the satisfaction of tourists with existing software applications that assist travellers, and to capture tourists' feedback for worthwhile travel guide applications. A related literature review was examined as a preliminary study and a questionnaire survey was carried out among international visitors who reached the Island from 2019 to 2022 and 106 usable responses were received. The ultimate aftermath will be an introduction of an innovative travel guide mobile application for the tourism industry in Sri Lanka. The application focuses on implementing a worthy map for destinations based on suggestions made by climate changes and previous travel interests. Also, the application will include auxiliary services such as day and budget planning, tour guide and hotel reservation, contactless payment, and an intelligent chatbot.

Keywords: *Travel, Technology Tourism, Tour Guide Applications, Artificial Intelligence, Mobile Technology, Contactless Payments*