



Identification of Foreign Tourist's Perception on Quality
of International Food and Beverages Available in
Destination Food Outlets in Sri Lanka
(With Special Reference to Ella Area)

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ABSTRACT

Food is one of the memorable facts of the travel experienced of tourists since it is one of the basic human needs. Therefore, while traveling from one place to another place tourists' have to require food and beverages. Because of the food neophobia tourists are decided to consume international food and beverages when they traveling. In this context, this study aims to identify the foreign tourists' perception on quality of the international food and beverages Available in destination food outlets in Sri Lanka with special reference to Ella area. Ella is more popular among tourists. It is act as a tourism hub. In 2017 Sri Lanka Tourism Development Authority ranks the Ella as a tenth most popular destination among the tourists. Sample of this study is 100 foreign tourists who consumed the food and beverages at food outlets available in Ella during their stay in Sri Lanka. Purposively distributes the self-administrative questionnaire to collect the data from the respondents. Descriptive Analysis, correlation analysis and multiple regression were used to analyze the data with the support of SPSS. Finding of this research elaborate that tourists almost agree with the existing quality of the international food and beverages and there was a strong positive relationship between Food quality and the tourist's perception on international food and beverages. Results from the regression analysis were showed, the appearance of the food and the food itself factor are displayed the positive significant impact on tourists perception on international food and beverages. Based on the finding of the research, the author can suggest that attractiveness and the cleanliness of the food and beverages were improved to attract more tourists to the food outlets. For future studies, researchers can investigate food quality from the service provides perspective.

Keywords: Food Quality, Tourists Perception, International Food and Beverages, Foreign Tourists