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Adding more from Chinese Tourism to Sri Lanka Economy: Reference to Chinese Language usage in Tourism Operation

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Sri Lankan hospitality industry still follows the stagnated western market oriented service practices. As a potential destination Sri Lanka needs to prepare a long-term strategy to exploit the opportunities of inbound Chinese tourism. Chinese consumer demand for leisure products are rapidly growing in the local and International markets. Chinese tourists are little aggressive and opportunity seekers. Most of the Chinese tourists are high end customers. But one of the major problems that Sri Lanka tourism industry faces today is comparing to tourists arrivals, average tourists receipts are not at satisfactory level. Many of the people who involved in Chinese tourism business in the local market are lack of Chinese Language skill. Chinese language is must to understand the consumer behavior. This study aims at estimating the positive relationship between the language usages and gaining more from Chinese inbound tourism.

Keywords: Chinese Inbound Tourism, Consumer Behavior, Consumer Demand, Chinese Language, Tourism Operation