**ABSTRACT of: *"Promoting Sri Lanka as an attractive tourist destination for Culinary Tourism"***

Tourism is one of the largest growing business areas in the global economy. Many of the economies are successful in marketing their destinations and generating a substantial amount of foreign exchange from tourism sector.

Sri Lanka is also considered as one of the most magnificent tourist destination in the world. Therefore this research study was carried out under the topic of promoting Sri Lanka as an attractive tourist destination for culinary tourism.

The major research objective of the study was to examine the prospectus, potentials & suitable strategies to promote Sri Lanka as an attractive tourist destination for culinary tourism.

Moreover, satisfaction level of food satisfaction determinants, relationship between tourists’ food satisfaction and tourists’ intention to recommend, analysis of the adequacy of service supplier’s readiness ,potentials to promote and key challenges, were identified.

This study comprises two main sections. First section was focused on planning, designing and conducting a survey in order to gather the required data. Two questionnaires were used in this survey study. One was designed covering all the aspects related to tourists’ food satisfaction and tourists’ intention to recommend. A questionnaire mainly comprises of five -point likert scale questions for food quality, food diversity, food price & value and intention to recommend and open ended questions regarding culinary tourism challenges. Sample of 360 tourists were selected randomly to collect primary data.

The other questionnaire was designed to check mainly the service suppliers’ motivation level and judgmental (purposive) sample of 25 trade professionals were interviewed.

The second section was devoted to render the analysis done on the collected primary data to achieve the objectives of the study. Descriptive analysis was carried out to identify the nature of the sample and satisfaction level of major determinants. Using well constructed interval scale, satisfaction level of each major determinant was identified. For all determinants, majority of the sample respondents were in satisfied level.

Kendall’s tau B correlation coefficient was used to get the strength of the relationship between tourists’ food satisfaction and tourists’ intention to recommend and the relationship is positive.

By using the documentation analysis and conceptualization, coding and categorizing qualitative data was analyzed.

Subsequently above findings will be of immense value to policy makers, planners, academicians, literature, managers, tour operators, governments & future researchers, etc.

**\*Key words:** Culinary tourism, Destination food image, Sri Lankan food image, Behavioral intentions, Food satisfaction, Culinary tourism product development, Culinary tourism promotion, Human resource development, Government involvement

**Note: Saman Asanka Hathurusinghe (My Master thesis Abstract)**