

# TOURISM PERCEPTION ON THE SRI LANKAN GEM AND JEWELLERY-RELATED TOURISM INDUSTRY

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## Abstract

The gem and jewellery industry in Sri Lanka plays a vital role in the country's tourism sector, attracting a global audience with its rich heritage and excellent craftsmanship. This study aims to explore how foreign visitors perceive gem and jewellery-based tourism in Sri Lanka, and how it impacts tourist satisfaction and the country's image as a travel destination. A mixed-methods approach was employed, combining quantitative surveys and qualitative interviews. Surveys were distributed to a sample of 100 international tourists who visited gem and jewellery outlets across key cities, including Ratnapura, Colombo, Kandy, and Galle. In-depth interviews were conducted with 20 tourists to gain deeper insights into their personal experiences and perceptions. Data analysis included calculating descriptive statistics such as means and standard deviations for each variable. Additionally, Pearson correlation coefficients were calculated to understand the relationships between variables using Excel and SPSS software. To interpret survey responses, thematic analysis was used for interview transcripts. The findings indicate that 85% of foreign tourists perceive the gem and jewellery industry positively, citing high quality and uniqueness. However, 30% expressed concerns about authenticity and pricing, suggesting a need for better regulation and transparent pricing strategies. There is a strong positive correlation between service quality and overall satisfaction ( $r = 0.70$ ), as well as a strong positive correlation between authenticity and quality of production ( $r = 0.75$ ). The quality of products is moderately correlated with satisfaction ( $r = 0.65$ ) and service quality ( $r = 0.68$ ). Marketing influence has a weaker correlation with authenticity ( $r = 0.40$ ). The analysis highlights key factors influencing tourists' perceptions of Sri Lanka's gem and jewellery tourism industry. Service quality, product quality, and cultural experiences are crucial for overall satisfaction. Marketing strategies should prioritize these areas to attract and satisfy tourists, promoting sustainable tourism growth in Sri Lanka.

Keywords: Gem and Jewelry, Tourism, Foreign Perception, Sri Lanka, Tourist Satisfaction.