

## **Global Distribution System for Ancillary Services in Tourism Industry: with Reference to Travel Agents in Sri Lanka**

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### **Background**

Most countries in the world have gained economic advantages through tourism. They have implemented various strategies systematically for both inbound and outbound tourism sectors. Tourism industry in Sri Lanka is giving special attention to inbound tourism. Local tourism sector in Sri Lanka has low attention to integrate with global technologies (Wickramasinghe and Takano, 2009). Travel agents in Sri Lanka are doing a very important task by providing all the combined services that a traveler needs from one travel destination. Travel agents are supplying tourism related ancillary services for their customers and these services are very attractive and have an enormous demand from foreigners. However, availability and supplying these ancillary services such as elephant ride, whale watching, trekking and hiking, diving, deep sea fishing, rock climbing, hot air ballooning and camping sites also do not fulfill the current requirements from foreign entities. All the travel agents in Sri Lanka are using websites and online applications to promote their travel services. But there is no inter connectivity with each and every information source. To make connectivity technology has