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**Conference:** 2nd Kuala Lumpur International Agriculture, Forestry and Plantation Conference

**Type of Submission:** Oral

**Title:** FOREST-BASED TOURISM IN SRI LANKA: MARKET SEGMENTATION ON TRAV INFORMATION SEARCH BEHAVIOR

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**Abstract:** FOREST-BASED TOURISM IN SRI LANKA: MARKET SEGMENTATION ON TRAV INFORMATION SEARCH BEHAVIOR
Dr. W.A.R.T.W. Bandara Senior lecturer Depa Sri Lanaka e-mail: rangika@kln.ac.lk, Tel: (+94) 710 415 285 Richard Vlosky Direct Resources Endowed Professor in Forest Sector Business Development Louisiana F Rm. 227, School of Renewable Naturel Resources Louisiana State University Agric e-mail: rvlosky@agcenter.lsu.edu, Tel: (+01) (225) 578-4527, (+01) 223-1931 fax: (225) 578-3382. With the rapid rise in demand for ecotourism in today’s dynamic global environment, ecotourism operates with marketplace product and services for diverse customers. 1. How tourists acquire information about a destination is important in destination marketing. The study was to identify consumer segments for forest-based ecotourism market in Sri Lanka, and develop customer profiles in terms of demographic, socio-economic, economic, and environmental data. Samples were gathered by conducting face to face interviews using a pre-test publicly-managed, forest-based, protected areas with diverse ecological variations in Sri Lanka. The sample population consisted of domestic and international travelers from study period, from the opening to the closure, every third tourist exiting from three sites. Identifies four distinct market segments: 1) impulsive searchers, 2) traditional seekers, 3) dependents, based on ecotourists’ utilization of external information sources in sele...
Also this paper compares derived segments in the context of ecotourists' actual travel choice, estimated expenses and the length of stay at the destination which are important marketing decisions to attract their interested market segments. Further, studying the source of information and information distribution channels to attract their relevant marketers can attract different segments during different seasons of the year. Key words: information search, market segments

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Keyword(s): Forest-based tourism, pre-trip information search, market segments

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