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[Submit New](#)**1. Submission ID KLIAFP2-32****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**Main Author:** W.A.R.T.W.Bandara**Affiliation:** University of Kelaniya, Sri Naka**Co-Author(s):** Richard Vlosky**Presenter(s):** W.A.R.T.W.Bandara

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 Natural Resources Louisiana State University Agrici e-mail: rvlosky@agcenter.lsu.edu, Tel: (+01) (225) 578-4527, (+01) 223-1931 fax: (2 rising demand for ecotourism in today's dynamic global environment ecotourism ope with one another to market available products and services for diverse customers. T how tourists acquire information about a destination is important in destination mark are to identify consumer segments for forest-based ecotourism market in Sri Lanka search behavior and develop customer profiles in terms of demographic, socio-ecor decisions. Data were gathered by conducting face to face interviews using a pre tes publicly-managed, forest-based, protected areas with diverse ecological variations a 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 si identifies four distinct market segments, 1) impulsive searchers, 2) active 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 for making marketing decisions to attract their interested market segments. Further, study the source of information and information distribution channel to attract their relevant market segments. Key words: information search, market segments

Abstract File: abstract wartw bandara.docx

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

Sub-theme: Forestry

Abstract Status: Accepted