

Sri Lankan Airlines as a Tourism Facilitator

K.A.D.I Wickramaratne ¹

Introduction

Sri Lankan Airlines is the National Airline of Sri Lanka which offers numerous facilities in order to get the maximum customer satisfaction. The airline's hubs are situated at Bandaranaike International Airport in Katunayake and Mahinda Rajapaksa International Airport in Mattala. Sri Lankan airlines operates flying over 114 destinations in 48 countries around the world. It is currently the largest airline in Sri Lanka. Every day they cater 25,000 meals and operate 24 hours and 365 days of the year. There are 800 employees working in the kitchen. It also includes fine –dining restaurant and they provide meals for the transit hotel at airport. Specially, they have fast reservation system to book through e-ticketing and time scheduling of check in. The benefit of this facility is that the customer can easily plan their traveling dates and time without going for tour operators using their own laptop or PC. There is diverse work force of 5900 employees in Sri Lanka and overseas. These employees complete the training at IATA and the airline has a training school which offers two courses. They are, IATA training and the technical training. Mainly they promote the tourism with introduction of many programs such as tour packages, air taxi service for tourist attractions and micro tourism. According to that information, I believe the Sri Lankan Airline is one of the best organizations to implement and research marketing strategies. There are lots of advantages for choosing this topic. The main reason is that the airline is directly linked to many businesses especially, the tourism business. Today, the tourism industry is developing faster than ever before. Each year nearly 1000000 tourists visit Sri Lanka and it is very important to provide efficient transportation to these tourists. Sri Lankan Airline has identified this and has expanded their service with domestic airline. This expands as well as the increase of tourist arrivals has resulted in the growth of other areas such as such as export and import, banking and telecommunication. Every year it creates many job opportunities and it increases the income level of all employees. There are number of services that they provide to the tourists. Such like cargo service, ground handling, mice, air taxi, etc. With the same number of facilities that they provide to the tourists. Elegant business class facilities, economy class facilities, maternity facilities, and facilities for differently able people, Wi-Fi connectivity facilities, on line seat booking facilities & etc. Likewise, the tourists will be able to experience number of facilities. The annual revenue shows that the growth of revenues. That means actually a lot of passengers carried through Sri Lankan airlines and they satisfied about the facilities of the airline. Moreover, that the more tourists used their services and experienced them a lot. That's why that we can see the growth of the growth of annual financial revenues.

¹ *dimeshaisu@gmail.com, University College of Batangala, Sri Lanka*