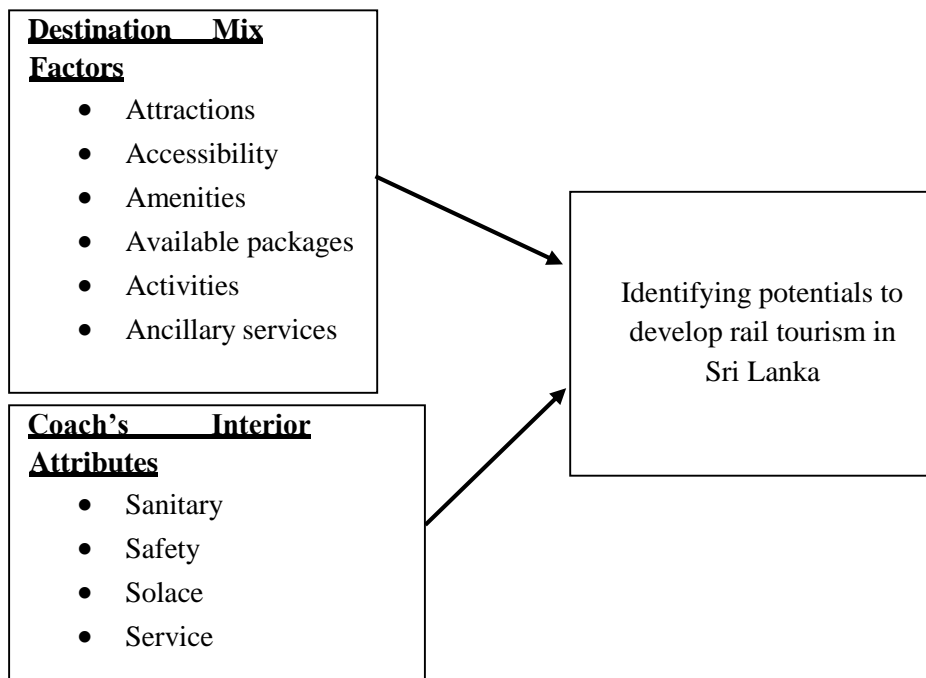


Figure 1: Conceptual Frame work



Findings

Destination mix factors

Factorability of variables measure according to Kaiser- Meyer-Olkin (KMO) and Bartlett's Test. KMO Measure of sampling adequacy number should be more than 0.5. This analysis represents 0.528 of KMO value and Bartlett's Test is significant.

Factor analysis was employed to identify the underlying dimensions of the 24 destination mix factors. From 24 destination mix factors, eight core dimensions that influence on rail tour to travel Colombo – Badulla rail way route. Eight dimensions including, Location's attractions and attributes, Accessibility and amenities, Tourism supportive activities, Ticket purchasing & Tour Packages, Passenger information, Observation platform. According to the above analysis "Location attributes and attractions" are the most influencing factor which represents 3.517 Eigen value. Among attractions natural attractions are most influencing factor.