ABSTRACT

During cruise year 2014-15 period, total number of cruise destinations are recorded as 35 and it has been contributed $3.16 billion of direct expenditures offering 75,050 cruise-related jobs through expenditures. $976.5 million income is generated for residents. 23.63 million Passengers joined as passengers with 4.5 million crew members. Cruise passengers have been spent an average of 4.38 hours ashore during their cruise call jobs (Cruise Industry Overview, 2017). Cruising is not a popular segment of shipping operations in Sri Lanka. The capability of building these sectors are limited to beach-based landings. Based on expert opinions, average number of cruise tourist agents in Sri Lanka is about 30. While considering passengers arriving to Sri Lanka through sea routes, it shows a lower value with compared to air travel passengers. With compared to global context, this value is very low and as a country which is located near to international sea route has a higher growth potential in cruise shipping. Sri Lanka is situated in a strategic location of the modern silk route. China and Maldives are the countries with developing economies which sharing similar characteristics. Singapore, Nhava Sheva, Cochin, Goa and Dubai, which are considered as transit hubs have been captured high cruise tourist attraction. But, cruise shipping in these countries are popular than in Sri Lanka. Currently as mentioned above, Sri Lanka is attracting less than 1.2% of cruise tourists as a percentage of tourists. Factors affecting to this scenario is not examined well. But in other hand, facilities in Colombo port is very poor. Only Bandaranayke quay is accepting cruise vessels and facilities for passengers and operating staff is not as developed as other comparable countries. This research is conducted considering Identify the factors affecting to enhance cruise operations in Colombo port, Sri Lanka. Main objective is to identify the supply factors affecting to cruise operations and identify issue in enhancing cruise operations in port of Colombo. Finally conducting a factor analysis and it is also primary objective of this study and it extracted overall 7 factors from all 18 variables which initially designated in the study where Cruiser Operators and relevant authorities can get ideas about the service. The 7 factors researcher considered are Infrastructure, Natural Attractiveness, Better Quality of Labor, Technology, Logistics Performance, Service Level, Government Involvement, after reliability tests all 7 factors were found internally consistent. And after the coefficient tests 3 factors, Infrastructure, Natural Attractiveness and Quality of Labor were discovered to be significant. According to outcome Infrastructure, Labor Quality are highly significant