



Abstract

The research empirically analyzes the factors affecting the development of Hambantota as a logistics hub in South Asia from the perspective of both Governors (or policy planners) and logistics service providers. The Analysis is comparatively carried out by selecting another three more candidate locations based on their number of business activities in the region with regard to Transportation & Logistics industry. The methods such as Quantitative SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis, Analytic Hierarchy Process (AHP) method and Chi Square descriptive analysis method are being executed under this study to produce a comprehensive factor analysis for each location and to compare the final output of Hambantota against the other three locations' outputs. The study and its comparison is being made by considering the factors such as Industrial Condition, Environment Condition, Transport Condition and Government support with relating to policy makings, which are reckoned to be key Internal Environmental factors that should be identified by the location itself in order to develop it as a logistics hub. Under which, external indicative factors such as geographic location, Density of shipping lines and so on external factors are also in the compulsory list, which were more ascertained through conducting this research, to achieve the ultimate target of being a logistics hub. The study, finally identifies that Hambantota is at the status quo, having a potential to be a logistics hub in the region when closely evaluating some of those factors mentioned above (mostly external factors) which make some positive correlations between some of those factors and the null hypothesis of the research even though internal environment is not so impressive likes of other counterparts in the region and is to be improved a lot towards development of a logistics hub.

Key Words- Quantitative SWOT Analysis, Analytic Hierarchy Process (AHP) method, Chi Square method