

## **Importance of retaining (revisiting) Chinese tourists to Sri Lanka**

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Retention of tourists has become an important factor that has concerned seriously in today's highly competitive tourism industry. The objective of doing this study is to identify the importance of retaining Chinese tourists to Sri Lanka. It is also intended to identify the strategies that can be implemented to increase the retention of Chinese tourists. Primary data are collected by distributing surveys among Chinese tourists at most visited attractions in Sri Lanka. It is planned to analyze the data on SPSS. Secondary data are collected by reviewing annual reports, magazines, and articles. At present Chinese tourists are recognized as the "biggest travelling nation" in the world. China remains as the second largest resource of tourists to srilanka. According to the Statistical report of Sri Lankan Tourism Development Authority 112,867 Chinese tourists have visited Sri Lanka in year 2014. Retaining means to be repeat visiting. That expresses tourist who visited once came to revisit the destination. Each tourist has a unique mind. Every single tourist has different needs which need to be satisfied. When travelling, the needs of the Tourist has to be satisfied by the destination and its institutions. It effects to Increase the retaining tourists. Therefore identifying Chinese retaining tourist's satisfactions is vital. Tourism Products and services must supply according to the tourists' favor and it must more effectively provide than previous visit. Also, promoting tourist's destinations are important to get the attention of tourist who came once. These factors mainly responsible to increase the retaining Chinese tourists in Sri Lanka.

Keywords: Sri Lanka, Retaining, Chinese Tourists, Strategies, Satisfaction

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