

**Study on Expectations of Domestic Tourists in Sri Lankan  
Hotels: With Special Reference to Ceylon Hotels Corporation****Puvendran, A.<sup>1</sup> and Sarangan, B.<sup>2</sup>**Eastern University Sri Lanka. ammui2007@gmail.com<sup>1</sup>DFCC Bank PLC. b.sarangan88@gmail.com<sup>2</sup>**Abstract**

Sri Lanka has been successful in attracting foreign tourists and Sri Lankan hotels have accommodated the expectations of international tourists, performance of domestic tourism sector has been limited in Sri Lanka. Therefore main purpose of this study is to investigate why the Sri Lankan Hotels do not focus on catering to the expectations of local tourists. Hence findings of this study would be useful to the Sri Lankan hotel sector to develop policies to cater to the requirements of local tourists and thereby develop the domestic tourism. This research was limited to the tourists of Group Hotels of Ceylon Hotels Corporation PLC. Quantitative methodology was adopted and structured questionnaires were used for data collection. Questionnaires were distributed to 100 domestic tourists who visited group hotels of Ceylon Hotels Corporation PLC situated in the different regions of the country. Descriptive analysis was used for data analysis. Results showed that Sri Lankan tourists are mostly concerned about the affordability of room rates and quality of service.

**Keywords:** *Locations & Environment, Staff Assistance, Service Quality, Room Rate*