

Promoting Railway Tourism in Sri Lanka

Suvimali Rathnayake¹

Abstract

Accessibility is one of the main components in tourism destination. Traveling by train is a famous accessibility method of the tourism industry. Railway tourism or train tourism is not a new concept. It dates back to late 1800s, when railway were developed and expanded many sectors of the world. This study is a desk research about the development of railway tourism, Indian railway market and identifies issues of Sri Lankan railway tourism and promoting furthermore. The basis of foundation of railway tourism was placed by the United Kingdom. As our main industry competitor, India has utilized their railway potentials for the tourism industry in a profitable manner. Tour operators use good marketing campaigns and introduce flexible packages to increase railway tourist market. Although there are many resources in Sri Lanka as well, those have not been properly used. Travel companies in Sri Lanka, giving chance for travelers to experience the train tours as a part of their main tour package. Mainly “JF tours” and “Exporails” travel companies promote railway tourism in Sri Lanka. Sri Lanka Tourism Development Authority (SLTDA) with the collaboration of Railway department, plans to launch a new accommodation project in railway stations. To face the competition, Sri Lanka has to have a good plan together with private and public sectors. Moreover, it is essential to use powerful marketing strategies to attract more railway travellers to the destination.

Key Words: *Railway, Tourism, Potentials, Sri Lanka, India, Promote*

¹ Lecturer in Tourism and Hospitality Management, Sri Lanka Institute of Advance Technology Education

suvimalirathnayake123@gmail.com