

# THE IMPACT OF MARKETING MIX ON TOURIST ATTRACTION IN HOTEL INDUSTRY

(With Special Reference to Hotels in Kalpitiya)

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## Abstract

The main aim of this research was to investigate the impact of marketing mix component on tourist attraction in hotel industry. The scope of this study was investigate which marketing mix component/s is/are mostly effecting on tourist attraction. The study was a quantitative research, using structured questionnaire survey to collect data from 120 foreign tourists who were travelling to Kalpitiya.

Descriptive statistics, Correlation analysis and regression analysis methods were used to analyze the result of this research. We build a model in deriving necessary data base on the marketing mix model, the traditional marketing paradigm, embodied in the well-known Marketing Mix frame work proposed by Borden and popularized as the 7Ps (Product, Price, Place, Promotion, process, people, physical-evidence) by A.J.Misiko.

7Ps indicates how much variability can occur on tourist attraction by marketing mix elements. Tourist attraction indicated that 56.9 % of total variance was explained by Marketing Mix.

From the study, promotion factors had the most influence followed by product factors, place factors, price factors, process factor, people factor, physical-evidence on tourists' traveling to kalpitiya respectively. This shows that hotels need to develop effective marketing mix to increase the tourist attraction. Results of this study suggest that the using effective marketing mix is important to increase tourist attraction in hotels.

**Keyword:** Marketing mix, 7Ps, Tourism, hotel industry.

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