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CHALLENGES AND OPPORTUNITIES ON ADOPTING TOURIST INFORMATION KIOSKS IN CULTURAL TRIANGLE SRI LANKA: TOURISM STAKEHOLDERS' PERSPECTIVE.

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Abstract: When new technologies are developed, new technologies and applications are created. The information kiosk is a popular technological technique. The tourist information kiosk was a popular and effective technological technique in travel and tourism. Several countries used tourist information kiosks (TIK) in their travel and tourism businesses. It was an emerging technology in the travel and tourism industry. Hence, the central focus of this study was to identify the existing usage of TIK in the Cultural Triangle and explore the challenges and opportunities of adopting Tourist Information Kiosks in the Cultural Triangle, Sri Lanka. The purposive sampling method was used to collect primary data from thirty (30) tourism stakeholders in the cultural triangle of Sri Lanka. In addition, a qualitative data analytical method was employed, and the collected data was transcribed and analyzed using content analysis. The study's findings revealed that there was a problem regarding the information provided to visitors in the cultural triangle. Also, tourist information kiosks are not used in Anuradhapura and Polonnaruwa. TIK were used in Knady, but it was not utilized correctly. Environmental issues, theft, unemployment, maintenance, and updates were challenges to adopting TIK in the Cultural Triangle. Stakeholder awareness, willingness, language barriers, and inexperienced employees were opportunities to adopt TIK in the cultural triangle of Sri Lanka. Further, updating and maintaining in a timely manner, considering physical access to TIK, the TIK content should be suitable for users, implementing TIK with cover to protect it from environmental issues helps maximize the TIK experience in the cultural triangle in Sri Lanka.

Keywords: Tourist Information Kiosks, Cultural Triangle, Tourism Stakeholders