

Tourism industry is the third largest source of foreign exchange in Sri Lanka that helps to grow the economy in Sri Lanka.

This is the time that Sri Lanka wants and planned to expand the tourism industry

Want to know the culture of Scandinavian countries and want to learn some Swedish language if possible.

By studying marketing, I can combine both my tourism management knowledge with the marketing knowledge to expand the tourism industry in Sri Lanka. It opens me the more opportunities in the job market also.

In Sri Lanka, they just target only the western Europe and not many plans or marketing strategies to attract Scandinavian tourists to Sri Lanka. Visit Sri Lanka is the theme of the tourism industry and my aim is to spread that through as many as Scandinavian people and start a good relationship between Sri Lanka and Sweden. Apart from that IT industry also increasing in Sri Lanka and number of companies from Sweden already collaborate with Sri Lankan IT industry and also already has opened and operating IT companies in Sri Lanka. By making a tourism bridge between Sri Lanka and Sweden, it is not only helps tourism industry in Sri Lanka, but also opens opportunities to use resources like IT knowledge and .....