

ABSTRACT**EXPLORATORY STUDY OF SEASONAL VARIANCES OF TOURISM
INDUSTRY IN SRI LANKA****Wing Commander RS Thiranagama (Retd)**

Faculty of Graduate Studies

General Sir John Kotelawala Defence University,

Sri Lanka

This research focuses on the relationship between Sri Lanka's tourism industry and the concept of "seasonality." Finding out whether Sri Lanka's tourism industry is affected by seasonal variations is one of the primary goals. Also, the study wants to find out if the seasonal changes in Sri Lanka only have an effect on these effects or if the seasonal changes in other countries also affect Sri Lanka's tourism industry. In addition, the study investigates whether tourism-related local businesses have acknowledged and addressed the effects of seasonal variations. The review dives into the issues that emerge comparable to occasional variances and examines their suggestions all through the exploration cycle. The effects of the Off-Season, Shoulder-Season, and Monsoon Seasons on three dependent variables were the subject of this investigation. Financial Effect, Economy Effect, and Operational Effect. Descriptive statistics, univariate, correlation, and parameter analysis were all part of the analysis. The variables' central tendency and variability were revealed by descriptive statistics. The covariance network balance test demonstrated tremendous contrasts across gatherings. For each of the three variables, there were significant effects found in tests of between-subjects effects. Financial and economic impact variables were positively impacted by the off-season and shoulder season, while the monsoon season had no significant effect. The Operational Impact variable was negatively impacted by the offseason. These discoveries give bits of knowledge to navigation and arranging in different ventures. The underlying factors that drive seasonal effects must be investigated further.

Keywords: Seasonal Variances, Financial Impact, Economic Impact, Operational Impact