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ABSTRACT

Key areas of the betterment of military servicemen is growing at a rapid rate in tourism and hospitality industry in Sri Lanka. According to this research, researcher get sample from senior military officers who engage in hospitality industry and five dimensions have been identified as the significance of the potential of improving Sri Lanka Army's hospitality service industry for the betterment of military servicemen and the tourism industry such as working experience, financial strength, income contribution, and conflicting issues. According to findings of the study, it can be identified that there is a positive impact on hospitality and tourism industry in Sri Lanka. Qualitative and quantitative methods of research were used to collect the data for the research. This included collecting both primary and secondary data to make the research comprehensive and credible. Questionnaires were used to collect first-hand information while a review of the past literature provided the secondary data. When researcher evaluates the objectives of research, explaining and determining the working experience that contributes for hospitality industry can get better understand with hospitality industries. Then study of second objective in the research to examine and understand the possibilities of developing the industry to generate more income and contribute towards the growth of the tourism industry in the country related factors and hospitality industry, it can be identified significant relationship between connecting to hospitality industry. Final objective of identify suitable measures to overcome conflicting issues related to the Army primary role. It showed a moderate relationship with hospitality and tourism industry.