

Editor's Comment:

1. My editorial decision is to publish after minor revision.
2. I suggest revised title: Key Locational Characteristics that Attract Tourists to Sri Lanka
3. The article is well-written, informative and interesting. The authors did a questionnaire study of tourists, why they come to Sri Lanka. Tourism is so important; the leading service in the world. Statistical packages and validity tests allow for descriptive and econometric analysis. The main conclusions make good common sense to me.
All the three independent variables; natural attractiveness (0.454), cultural attractiveness (0.247) and climate (0.213) are moderately strong predictors of tourist attraction and the most influencing factor on tourist attraction seems the natural attractiveness with the highest coefficient of 0.454 and cultural attractiveness and climate with coefficients of 0.247 and 0.213 respectively.
4. The literature review is excellent. The discussion of the methodology and of the results is excellent.
5. I read closely the *.zip file you sent me. On MS SAJSS 51060.docx make these changes:
(a) Page 1 rewrite: 1. Tourism: the largest service industry in the global economy
(b) Page 2 rewrite: 1.1. Locational Characteristics: Why tourists select a destination
(c) Page 2 rewrite: 1.1.1. Natural Attractiveness: Enjoying and examining nature
(d) Page 2 rewrite: 1.1.2. Cultural Attractiveness: Enjoying and examining cultural heritage
(e) Page 3 rewrite: 1.1.3. Climate: typical weather conditions
(f) Page 3 rewrite 1.2. Tourist Attraction: A site tourists willing to visit
(g) Page 6 rewrite: 2.1.1 Hypotheses of the Study
(h) Page 6 line 6 delete help to
(i) Page 6 line 8 delete solely
(j) Page 7 rewrite to: 62 respondents of the study were selected from Colombo Independence Square, Galleface Green and Hikkaduwa. Majority of them were female and aged from 18 to 79. Respondents represent different nations and their duration of the visit runs from 3 to 1460 days. Summary of the descriptive statistics is presented in Table 3.

Editor's Details:

Dr. Gerald Aranoff
Professor, Department of Economics and Business Management, Ariel University, Israel