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## A SWOT ANALYSIS OF HOSPITALITY INDUSTRY IN GALLE FORT

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### ABSTRACT

*Galle Fort is a most popular place in Sri Lanka and world heritage site. The Galle Fort, is the first fort built by the Portuguese. As well as, Galle Fort has high-level tourism and hospitality industry. The main objective of this study was to identify the challenges of service providers in the hospitality sector in Galle Fort. This research was basically, quantitative research. The method by which the primary data were used for this research was a questionnaire. Secondary data were collected from reliable e-books, websites, research, journal articles, and other literature which were previously conducted. The collected data were analyzed by excel sheets and content analysis. The result of this research was that most of the service providers in Galle Fort do not have any problems and overall Galle Fort has a good hospitality sector and it is clear that those service providers also provide a high level of hospitality to their customers. Through this research some new suggestions were offered to some of the problems faced by service providers in Galle Fort. That was, Eco-friendly methods can be followed. That was, using solar panels to get light as well, recycling. Also, Galle Fort service providers can use a variety of methods to compete. That was, selling goods at a lower price (sale), and making new products. Use of electronic alarm systems to maintain the security of those institutions. Using technology development methods. That was, the introduction of digital menu cards instead of hotel menu cards will improve hotel facilities.*

**KEYWORDS:** Galle Fort, Hospitality industry, Service Providers, SWOT, Tourism industry

## **01. Introduction**

Galle Fort has many tourist attractions. Such as Maritime Museum, Lighthouse, Dutch Reformed Church, etc. The Fort is located on an area of approximately 40 hectares as well, it is divided into sectors based on the grid iron pattern of streets in Dutch colonized cities of Asia (Rajapakse, 2011). Since 1988, the Old Town of Galle and its fortifications (Galle Fort) are a UNESCO world heritage site (Wijerathne, 2019). As well as, the Hospitality industry expand in the Galle Fort. When most people think of the hospitality industry, they usually think of hotels and restaurants, according to the Oxford English Dictionary, hospitality means “the reception and entertainment of guests, visitors or strangers with liberality and goodwill” (Barrows, 2021). The Galle Fort has a lot of shops, cafes, restaurants, hotels, and shops. As well as, one of the high-class hospitality industries were been established in Fort. As well, the hospitality industry is developing and due to other reasons, increasing the number of tourist arrivals in that area. however, service providers in hospitality service face some issues and challenges in Fort as well. In further defining the hospitality industry it is the interconnection between hosts and guests as well as service providers have a big role play in hospitality services. The SWOT analysis's main purpose was, identified the environment’s opportunities, threats, and organization's weaknesses, strengths. After identifying these factors, strategies were created to fight the threats, and use the opportunities as well, removing the weaknesses and building based on strengths (Dyson, 2004). Also, SWOT analysis is the most suitable for doing this study. Further, in the hospitality sector of Galle Fort, and focusing on challenges and threats that stakeholders will be faced, what are the recommendations for solving threats through this research was discussed. Galle Fort is famous to the hospitality industry and an attractive travel destination in Sri Lanka, as well as many travelers, visit the Fort to get hospitality services and to explore attractions in this area. its service providers in the hospitality industry are faced some threats and challenges in the hospitality sector. This research was a multidisciplinary study that focuses on the challenges, and threats faced by service providers in hosting services in the Fort area. Likewise, this research was studied what are the strengths, opportunities, and weaknesses of stakeholders in the hospitality sector through SWOT Analysis. In addition, also this research was discussed how the hospitality business in Galle Fort has expanded further. This research was expected to identify a few ways for service providers’ satisfaction and traveler’s satisfaction when facing some challenges in the hospitality industry in Fort. As well, this study was given some recommendations

for service providers' challenges in the hospitality industry and to better assist management further.

This study is focused on stakeholders in Galle Fort. The main problem of this research was, what are the challenges that hospitality service providers will be faced in the Galle Fort, this problem was discussed through SWOT analysis.

The main objective that was discussed in this study is, to identify challenges of service providers in the hospitality sector in Galle Fort. These challenges were discussed, through SWOT Analysis.

## **02. Method and Materials**

The main goal of this research was to identify the challenges related to the shops, restaurants, cafes, and hotels of the hospitality industry in Galle Fort. In addition, the researcher collected data by a questionnaire from a sample of the stakeholders of shops, restaurants, hotels, and cafes. The research was quantitative method research and the research sample type of this research was the convenience sample. Quantitative research is a systematic investigation that primarily focuses on quantifying relationships and patterns, etc. There are some key characteristics associated with quantitative research. Such as surveys, secondary data analysis, etc. on the other hand, qualitative data analysis involves examining non-numeric data. For example, audio, text, or visual materials to identify. This type of analysis is often used to understand complex phenomena from a subjective perspective. There are some key methods used in qualitative data analysis. Such as interviews, focus groups, etc. The study was focused on inside challenges as well as, outside challenges in shops, restaurants, hotels, and cafes in the hospitality industry in Galle Fort. In this case, Data were gathered individually from stakeholders of the hospitality industry in Galle Fort. Due to that, the unit of analysis of this research was individual analysis. The convenience sampling method is used in the research. Secondary data were used for the study. As well, secondary data were collected from reliable e-books, websites, research, journal articles, and other literature that were collected previously. The questionnaire is a famous as well as, a very useful tool in ascertaining public knowledge, perception, and opinion (Jinadasa, 2020). In the study, short questionnaires were used to gather ideas from service providers within Galle Fort. Therefore, it was decided to survey the opinions of 40 service providers within one day. The questionnaire included 14 questions and 2 additional questions, with answer choices offered in English to suit stakeholders in Galle Fort of Sri Lanka. Because there is an English environment around Galle Fort. Many

service providers are Muslims and service providers have English language proficiency. But, also used Sinhala language for asking questions.

The questionnaire consisted of two sections including business types, business names, strategies for facing challenges, inside challenges of the organizations in the hospitality industry, and outside challenges of the hospitality industry that were used. For inside challenges of the organization, there are six questions and there are outside challenges of the organization for the eight questions. Also, internal factors can be controlled and external factors cannot be controlled in the organizations. The data analysis technique was, the data analysis is the most appropriate methodology that can be performed. The data analysis technique in the study was a mixed-method analysis, this was analyzed through Excel sheets.

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Questionnaire

**Type of the business**

Hotel  Restaurant  Cafe  Shop

**Name of the business**

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**Challenges faced in the hospitality industry**

1 – Low 2 – Moderate 3 – Average 4 – High 5 – Very high

Challenges (Challenges inside of the organization)						
Operational issues						
Environmentally friendly practices						
Occupancy						
Facilities						
Loyal customers						
Maintaining reputation (Actual & Virtual)						

<b>Other comments –</b>		
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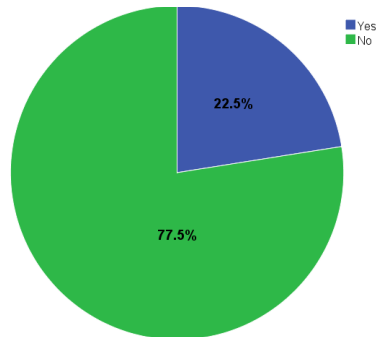
<b>Strategies for facing challenges -</b>		
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<b>Challenges (Challenges outside of the organization)</b>						
I) Government rules and Regulations						
II) Government policies (tax policies, etc.)						
III) Public & private sector assistance and support						
IV) Competitiveness						
V) Changing marketing trends and dynamics						
VI) Changing guest expectations						
VII) Business Security						
VIII) Technological Development						

**03. Results**

The main objective of the study was, to identify the challenges of service providers in the hospitality sector in Galle Fort. Many service-provided organizations have not been affected by these problems and some companies (shops, hotels, cafes, restaurants) have been affected by these problems. Many companies (hotels, shops, restaurants, etc.) had no operational problems while focusing on the dynamic operating problem, operational issues are cyber risks, facilitation problems, etc. It is, as a percentage, 77.5%. Due to that, it has been a problem at a moderate level. However, 22.5% of Galle Fort's cafes, shops, restaurants, and hotels had operational issues.

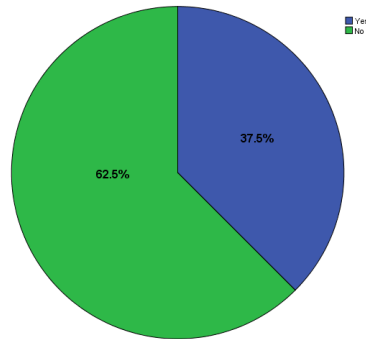
Figure 2 Operational Issues



(Source: Field Survey, 2022)

In addition, many service providers are adopted several eco-friendly practices. However, a small number of companies do not follow eco-friendly methods. It is 33% as a percentage. Most companies that do not adopt such eco-friendly practices are moderate. In addition, many institutions have permanent residences. However, a handful of other institutions have no permanent residency. It had been a challenge for 13%, but not for 88%. Due to that, it is at a moderate level. Also, some service providers have no facilities. It had been a challenge for 10%, but not for 90%. The Galle Fort's many establishments (shops, restaurants, cafes, hotels) have law-abiding customers. It is 95% as a percentage. It had been a challenge for 5%. Many of these institutions operate by government rules and regulations. It is 75% as a percentage. But a small number of other institutions, do not follow government rules. It gets a higher value, at the average rating level. Many service providers are following changing business trends. This percentage is at an average it had not been a challenge for 45%. But it had been a challenge for 55%. Many service providers use various methods for business security. It had not been a challenge to 62.5%. However, some companies do not work for business security. It is 37.5% as a percentage. That percentage is rated average and high levels. Many companies (shops, cafes, hotels, and restaurants) in Galle Fort use technological development methods in their businesses. It had not been a challenge to 90%.

Figure 2: Business Security



(Source: Field Survey, 2022)

However, some companies do not use these technological development methods. Companies not using technological development methods, which is in the high percentage is at the average rating level as a percentage 75%.

Table 1: Service Categories in Galle Fort

(Source: Author)

<b>Shops</b>	<b>Restaurants</b>	<b>Cafes</b>	<b>Hotels</b>
Barefoot	Poonie's Kitchen	Café Punto	Fort Bliss Galle
Luv Sl	The Heritage Café & Bistro	Pedlers In Cafe	Southern Comforts
Raux Brothers	Isle of Gelato	Heritage Cafe	Sunset Fort Hotel
Warm Boutique	Galle Fort Hotel	Gelato	The Heritage Hotel
Spice Shop	Budget Option	Deco on 44	Galle Fort Hotel
Stick No Bills	Tuna & Crab	Fortaliza	
Natural Silk Factory	Church Street Social	Mansion Cafe	
Ibrahim Jewellers	Sugar Bistro	Fort Printers	
Embark	Pedlers Inn	Mama's Galle Fort Roof Cafe	
The Nest Coffee & Shop	Hoppa	Café Hula Hula	
Dumplings Café			
Zam Jems			
Decorista			
Laksana Gem Shop			
Crazy Clothing Shop			

#### **04. Conclusion and Future Recommendations**

The section provides a discussion of the research's results, the challenges of service providers in Galle Fort, and how problematic they have become, through SWOT Analysis. According to the literature, these challenges are divided into main two factors in any organization. These are internal and external factors. According to the analysis, it appears the challenges faced by most of these service-provided organizations in Galle Fort were not problematic for them, but they were problematic for a small number of companies. Furthermore, a large percentage of these organizations, which have been problematically affected by the challenges, are at the median and average rating levels.

Due to that, Galle Fort has a good hospitality industry. Some recommendations can be followed for the problematic situations mentioned above. Such as different methods can be used to maintain a favorable environment around the business. For example, recycling, etc. Here the wastewater can be re-treated and used. Also, used plastics can be reused for making new plastic products. Garbage can be segregated. They can use segregated bins. Solar panels can also be used to receive light. In addition, service providers can use a variety of methods to compete. Such as companies can sell goods for low prices (sale), and they can create new products. On the other hand, electronic alarm systems can be used, which increases the security of organizations. It is a new technological method. Introducing a digital menu card system instead of hotel menu cards will enhance hotel facilities. As well as service-provided institutions (hotels, cafes, and restaurants) can provide water bottles to enhance facilities. This will enable visitors to provide their water needs. It is a special facility for the customers as they are provided free of cost by the institutions. Also, segregated trash cans can be provided. It can be used for separate garbage and put it in bins. It is a method that can be used to improve facilities. Thus, the implementation of the new proposals mentioned above will enable the hosting companies in Galle Fort to provide better, superior hospitality to their customers. As well as there is the potential to develop a better hospitality industry in Galle Fort.



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