

High Commission of India

Colombo

CALL FOR RESEARCH PROPOSALS

High Commission of India, Colombo invites proposals for a research study on the promotion of tourism from Sri Lanka to different Indian States. The research study needs to specifically focus on:

- i) Preferred outbound destinations for Sri Lankans and typical tourist profile;
- ii) Trends in tourism from Sri Lanka to India covering all details such as geographical spread of Sri Lankan tourists among different states, activities and places of interest, single vs multi-State visit, seasonal variations, demographic profiles etc;
- iii) SWOT Analysis for India's tourism market from point of view of Sri Lankan tourists;
- iv) Competitors (both within and outside India) for States which attract the largest number of tourists from Sri Lanka;
- v) Unique tourist propositions for various Indian States in terms of attracting tourists from Sri Lanka;
- vi) General as well as specific operational strategies for improving the number of tourists from Sri Lanka;
- vii) List of International Trade Fairs/events in Sri Lanka at which Indian tourism could be promoted; and
- viii) Other relevant aspects.

2. The proposed research could be undertaken by both individuals and organizations. A proposal, detailing the general approach to the research study, is to be submitted initially. This proposal shall be given weightage in the selection process. Extant Government of India norms will apply in the selection process. All proposals may be sent to **pic.colombo@mea.gov.in** and **info.colombo@mea.gov.in** with a copy to **dhc.colombo@mea.gov.in**.

3. Time limit for completion of the research study should not exceed eight weeks from the date of issuance of approval by the High Commission. The High Commission reserves the right to reject any proposal at any stage and to suitably modify the study for making it more meaningful. Clarifications, if any, in this regard may be sought from email ids above.

4. Last date for submission of proposal is **4 October 2022**.

\*\*\*\*\*

