



**IDENTIFYING THE FACTORS THAT AFFECT ON THE TOURISTS' SELECTION OF  
ACCOMMODATION FACILITIES IN TRINCOMALEE AREA**

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## ABSTRACT

The objectives of this study are to investigate and identify important factors of accommodation selection for International Tourists. The aim is to study the influential factors involving decision-making in selection of accommodations in Trincomalee area. The samples in this study were a group of International tourists who traveled and stayed in Trincomalee area.

I have provided 200 sets of questionnaires were used at Trincomalee area. The tool used in this research was the questionnaire developed by the researcher. The data was analyzed by a factor analysis with the help of SPSS software.

The results of the study about the factors influencing international tourists in the selection of accommodation indicated that “Room Facilities” was the most important factor. “Prompt and Courteous Service” was ranked as the second most important factor, followed by “Convenient Location”, “Hotel Facilities” and “Value for Money” respectively.

The study suggested that “Room Facilities” has been identified as the most influential in determining tourists’ selecting the accommodation in Trincomalee area, this is what hotels in Trincomalee area should consider while developing marketing strategies. For these prospective customers, “Room Facilities” are the most basic human needs.

The other factors such as “Prompt and Courteous Service”, “Convenient Location”, “Hotel Facilities” and “Value for Money” should not be ignored as well. The hoteliers should maintain the standards of these services and facilities to meet the basic needs of the customers.

***Key Words: Selection of accommodation, satisfaction regarding accommodation and International Tourists who visited to Trincomalee Area.***