

## **ABSTRACT**

Social Media plays an increasingly important role as an information source for travellers. Among the other generations, Generation Y travellers show special attraction to use social media for their information searching behaviour. Considering that this research is mainly focused on investigating, how do Social media affect the intention and behaviour of Generation Y travellers in Domestic Tour Planning? With the quantitative analysis method. Hence, the objectives of this research are to identify the Determinants that affect using social media to plan their domestic tours, the impact of the intention of using social media for tour planning on the actual usage of social media for domestic tour planning and the role of experience in the relationship between intention to use social media and actual usage of social media for domestic tour planning. According to that, stratified sampling and conveniences sampling techniques have been used to select the appropriate sample of 200 domestic travellers among the generation Y domestic travellers in Sri Lanka. A questionnaire with Five-Point Likert scale questions is physically distributed to the respondent at the selected research sites to collect data. This study uses Structural Equation Modelling (SEM) with the Smart PLS. Confirmatory factor analysis is used to analysis the research model and identified the factors that affect intention, by the descriptive analysis. the results show that Perceived Behavioral Control, Perceived Ease of Use and subjective norms are positively affected the intention of social media usage of the Generation Y domestic travellers and the intended impact on the actual behaviour on social media usage for planning domestic tours. And also the travellers' experience positively moderate the relationship between intention and the actual behaviour. Tourism marketers can gain an understanding of the issues and the opportunities through this study and reconstruct their social media marketing activities with this new knowledge.

Keywords: Generation Y Domestic travellers, Social media, Tour planning, Behavioral intention, Actual behaviour