



**A STUDY ON  
PERCEPTION AND DESTINATION LOYALTY OF  
INTERNATIONAL MILLENNIAL TOURISTS  
ON ECO TOURISM IN SRI LANKA  
(WITH SPECIAL REFERENCE TO ELLA AND  
HORTON PLAINS)**

This dissertation is submitted as a partial fulfilment of the degree of  
Bachelor of  
Business Management in Hospitality, Tourism and Events Management

November, 2017

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## Abstract

Eco tourism is potentially one of the fastest growing segment in the international market. Present Sri Lanka performs far below its potentials in eco-tourism. Sri Lankan eco-tourism market hasn't a considerable demand among travelers. Therefore recognition of perception and destination loyalty of millennial travelers is one of the strategy to develop eco-tourism in Sri Lanka. Because millennial is "one of the largest consumer cohort today, they pay more for sustainability compared with other generations & the percentage of youth travellers gradually increased with their environmental attitude. Millennial means individuals who reached adulthood around the turn of the 21st century. The objectives of the research are to identify profile of international millennial tourists towards eco-tourism in Sri Lanka, to study relationship between eco-tourism perception and destination loyalty towards eco-tourism, to determine the effect of eco-tourism perception and destination loyalty towards eco-tourism and to determine the most influential dimension of eco-tourism perception on destination loyalty towards eco-tourism. Research data mainly depend on the primary data collected from 141 international millennial tourists towards eco-tourism in Ella and Horton plains eco-tourism destinations. Judgemental sampling technique addressed for the study and data collected through structured questionnaire. In order to achieve the objectives of this research, the researcher conducted descriptive analysis, Pearson correlation analysis, and multiple regression analysis. Researcher found that most of the millennial tourists didn't name Sri Lanka as their preferred destination, mainly effect dimensions to occur destination loyalty are resource and content and the concept of sustainable development of the Sri Lanka. Further, based on the determinants, researcher recommends that increase the cleanliness of the destination, use effective promotional method, convergence of facilities, implement the rules and regulations, minimise the entrance cost and increase the quality of the eco-tourism activities and practises of the country.

**Keywords:** *Eco-tourism, Millennials, Perception, Destination loyalty*