



An Investigation on Factors Affecting the Attraction of Tourism Industry; Perception of Tourism Undergraduates in Sri Lanka

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ABSTRACT

Sri Lanka is famous for hospitality. Not only that Sri Lanka is well-known as a destination which is rich with natural resources and diversified destinations. People travel for many reasons such as leisure, business purposes and visit friends or relatives. Nowadays tourism can be named as booming industry which generates revenue as well as job opportunities. Sri Lankan tourism needs much more man power to deliver good service for people who visit the country. For that the government universities provide degrees related to hospitality and tourism. This research is conducted to investigate the factors affecting to the attraction of tourism industry; perception of tourism undergraduates in Sri Lanka. There were main three objectives achieved by conducting this research. Identify the current status and trends in the tourism industry, examine the factors affecting to the perception of tourism undergraduates towards the tourism industry and identify the most influencing factor/s to the attraction of tourism industry are those three objectives. Data was collected using questionnaires which were filled by 60 undergraduates who are studying hospitality and tourism degrees in government universities. Sample was selected using stratified sampling method. Descriptive analysis, Correlation coefficient and multiple linear regression analysis methods were used to achieve the objectives. Social factors, Economic factors, Personal factors and environmental factors have significant relationships with tourism attractions. Through this research, the researcher has given suggestions to improve the factors that affect to the tourism industry.

Key words: Industry attractions, Perception, Undergraduates