

PROFILE AND TRAVEL MOTIVE OF BACKPACKERS WHO VISIT SRI LANKA

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

Faculty of Management

Uva Wellassa University

Registration number: UWU/HTE/09/0013

Year: 2013

ABSTRACT

The primary objectives of this research were to develop a profile of backpackers who visit Sri Lanka, to identify the travel motive factors of backpackers and to identify the potentials of backpacker tourism market in Sri Lanka. According to statistics of Tourism Development Authority, in 2012 Sri Lanka reached the best of its tourist arrivals and it was about more than one million tourists. These evidences confirmed that Sri Lankan tourism is booming now.

By using Ella, Kandy and Galle – Unawatuna as selected sample locations, this study completed with qualitative data analysis of a total sample of 80 backpackers. The research conceptualized on push and pull travel motives and the backpacker profile on four main sections. Structured questionnaire was used in order to collect information from the target backpackers.

The profile factors and the travel motivations of backpackers to Sri Lanka are similar to the general characteristics of backpacker definitions. The majority of the participants was female; single; young; educated; employed travelers who have middle income and majority travel from Europe. The travel motivations were mainly based on Sri Lankan nature, culture and history. The findings of this research lead to the proposal that backpackers are a potentially valuable niche market with specific and complementary advantages over other more general forms of tourism which Sri Lanka should be seeking to develop.

Key words: Backpacker, travel motivation, backpacker profile