



**Promoting Self-Riding Scooties as a Tool for Remote  
Destination Promotion  
in Ella Area**

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## ABSTRACT

Travelers use different methods to gain access to destinations. Most of the travelers are willing to travel independently, easily and within less time. The general trend tourists desire to reduce travel times, usually perceived as lost time. Also, there are available many transportation methods to travel to major destinations but there are undeveloped transportation methods to travel in the mountainous area in Sri Lanka. Therefore, there should be a promotional method to popularize remote or least known destinations. When tourists are coming to tourist destinations, they do not willing to bring their all the stuff or their equipment such as their personal vehicles. Therefore, they are seeking to rent a kind of a vehicle to travel within their destination. In this study, renting a suitable vehicle is being considered as one effort to popularize for short distances in tourism areas. However, since most motorcycles use far less petrol than the average car, there is potential here to promote motorcycle tourism as a more sustainable form of drive tourism. Since the scooty is much flexible and independent method many tourists are willing to have a scooty. This study focuses on how to promote remote tourist destinations by scooty travelers. The study was systematically described, analyzed, and interpreted using both quantitative and qualitative approaches (mixed method). The sample of this study was comprised of 160 scooty travelers who selected from Ella in Sri Lanka. This study focused on Ella. Because Ella is a major destination and also still there are some remote destinations This study identified main remote destinations and study how they bring as major destinations by scooty travelers. According to this study, Kithal Ella is the highest demanded destination and there is a possibility to bring it as a major destination by scooty travelers. The developed model when promoting self-riding scooties usage is increasing, there having a potential for exploring new destinations in Sri Lanka. It helps to explore remote destinations in the country and it helps to bring Sri Lanka as a top destination for travelers.

**Keywords:** *Remote Destination Promotion, Self-riding Scooty Travelers, 8 P'S*