

**DETERMINENTS OF TOURISM DEMAND FOR
NUWARA-ELIYA.
(AN ANALYSIS ON PUSH AND PULL FACTORS FOR TOURISTS
MOTIVATION)**

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ABSTRACT

With the peaceful environment and unique tourism resources, the Sri Lanka has to potential development of tourism industry in more valuable way than perhaps any other country. In 2012 one million tourists had visited Sri Lanka (Sri Lanka tourism). To explore in Sri Lanka tourism market, the examination of tourist motivation factors in destination context is necessary to see whether they are playing roles in motivating foreign tourists to travel to the Nuwara-Eliya, for it is believed that tourist motivation is the driving force behind all tourist behaviors including destination choice.

In this dissertation, a questionnaire survey covering the socio-psychological (push) motives, destination attributes (pull) and demographic variables were carried out on foreign tourist. It has been commonly accepted in the related literature that one approach to effectively explain the travel motivations is to apply the push-pull framework.

The survey result show that foreign tourists are generally pushed by the Outstanding natural scenery, Exotic atmosphere, and pulled by the tourists attractions that serve to meet their need of Visiting a place never been to, To appreciate natural resources. Further, demographic variables like age and gender contribute to the different attitudes on tourist/travel motivation factors.

Key words: push-pull framework, Tourist motivation