

ABSTRACT

Wellbeing is among the key discussing points over decades, appearing in almost all discourse about human daily life and activities. Although individual's satisfaction with travel is one indicator of quality of life. Sri Lanka is still far behind to measure such indicators. Particularly, female travellers around the globe is a specific industry segment and they involve in travelling as a tool to maintain wellbeing and life quality. Extending this important knowledge in to local context, this research study was carried out to investigate the contribution from female traveller's travelling for leisure for the well-being of females in Sri Lanka. While addressing two research objectives developed to support the main research problem, this study aimed to examine the influencing factors of travel satisfaction of female travellers and the impact of travel satisfaction towards the women's wellbeing of women. In order to explore the phenomenon attached to the individuals, this study was conducted under the quantitatively. collecting data from 150 volunteer respondents. Considering the constraints of pandemic and convenience of accessing a wider response group, an online questionnaire was used to collect data as the study's population will be of the study comprised of all females in Sri Lanka. The purposive sampling technique was used to select participants with a wealth of information. Analytical tools such as Regression analysis and Pearson's coefficient correlation were used to assess the association between the variables. The results reflected that travel satisfaction has an impact on women's mental well-being; a weak positive association found between these two variables. Hence, this study made a significant contribution to the expansion of existing literature and this study provided empirical data on female travellers in Sri Lanka. As travelling has been recognized as very important to ensure the mental wellbeing of females globally, it is necessary to identify the factors influenced for travel satisfaction of women in Sri Lankan context. Practitioners and policy makers should develop necessary support for the segment.

Keywords: Female, Travelling, Travel satisfaction, Mental well-being.