

Impact of Social Networking Sites Service Quality on Travel Decision of International Tourists (Special Reference to Sri Lanka)

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It is a well-known fact that travel and tourism industries are highly inter-related, despite the concepts focus on two different aspects. According to literature, social media has been recognized as one of the main factors which greatly influenced travel decision of international tourists. The main objective of the paper is to analyse the impact of social networking sites on travel decision making behaviour of international tourists visiting Sri Lanka. Data were collected from 200 tourists who visited Colombo and Galle districts of Sri Lanka by using a structured questionnaire. Furthermore, convenient sampling technique was applied to select the sample. A regression analysis was carried out to accomplish the objectives of the study and results reveal that there is a strong positive relationship between the influence of social networking sites service quality and travel decision making behaviour of international tourists. Moreover, 'Motivation' has been identified as the most influential dimension under the independent variable which needs to be improved further to influence the travel decision making behaviour of tourists. Social media marketing campaigns, online competitions and blogging in social networking sites about destinations and attractions of Sri Lanka could be recommended to influence the decision to visit and also to act as a motivation factor in travel decision making by the international tourists.

Keywords: Service quality, Social networking sites, Travel decision, Tourism