



Travel Motives and Destination Choice
(With Special Reference to Backpacker Tourism in Ella)

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ABSTRACT

Sri Lanka is well-known destinations which is located in the Indian Ocean. Many travelers arrive to Sri Lanka to spend their vacation leisurely. According to statistics of Sri Lankan Tourism Development Authority, 2017 Sri Lanka reached the best of its tourist arrivals and it was above two million tourists. These evidence confirmed that Sri Lankan tourism is booming now. There is a trend of increasing backpacker tourists coming to country. This research is conduct to identifying the profile of backpacker tourist who visit Ella area, ascertain the relationship between Travel motive and destination choice by Backpacker tourists, identifying the push and pull factors of motivation associated with Ella backpacker tourism and identifying the key motivational factors that is significant on destination choice. By using Ella as selected sample location, this study was completed with quantitative data analysis of a total sample of 150 backpackers. The research conceptualized on push and pull motives and the destination choice of backpacker tourists. Structural questioner was used in order to collect information from the backpackers. Descriptive statistics, Pearson correlation analysis, factor analysis and the multiple linear regression analysis were used to analyze the data. The results revealed that pull factors are the key motivational factor on destination choice and most influencing push factor of motivation is Novel experience and Facilities and attraction is the most influencing pull factor. The findings of the research lead to the proposal that backpacker are a potentially valuable niche market with specific and complementary advantages over other more general form of tourism which Sri Lanka should be seeking to develop.