

## **Determinants of Tourism Industry Attractiveness: Evidence from Tourism and Hospitality Undergraduates of Public Universities in Sri Lanka**

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A person's perception on his vacation is of vital to be effective in any specific circumstance. Tourism industry employment being of extraordinary noteworthy at this intersection in Sri Lanka, the work potential and the genuine emotions on this of its future pioneers is of basic for the accomplishment of quickly developing tourism industry of the nation. Sri Lankan tourism industry needs considerably more manpower to convey great administration for individuals who visit the country. For that the government universities provide degrees identified with hospitality and tourism. Key objectives are, to identify the current status and trends in the tourism industry, examine the factors affect to the perception tourism undergraduates towards the tourism industry and identify the most influencing factors to the attraction of tourism industry. Data was collected utilizing surveys which filled by 60 undergraduates contemplating tourism degrees in government universities. Sample was selected using stratified sampling method. Questionnaire designed by using six dimensions. As indicated by illustrative measurements undergraduates concurred with social, cultural, economic and personal factors and decently conceded to environmental and industry factors. While considering on affection of these factors to the dependent variable; social factors are the most influencing factor and cultural factors are the slightest influencing factor. Despite the fact that early researchers discovered negative perception among tourism graduates towards their career, as per the discoveries of the present examination, they have thought of positive recognitions than negative discernments. It is recommended to improve the understanding of undergraduates on tourism industry and working conditions and attitudes to maintain positive ideas towards tourism industry. Future researches should be focused to take undergraduates from private universities, select students from different groups such as fresher, junior and senior and also implement qualitative approach to analyze data.

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