



# **Determinants of Length of Stay of International Tourists in Uva Province**

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## ABSTRACT

In today's world context tourism is one of the rapidly growing industries that provides a major source of income to a country. Tourists are traveling to many destinations to achieve their life purposes and to get real and authentic experiences from the resources available. With the development of the favorable facilities and the conditions for tourism in the post war period in Sri Lanka, the tourism industry has become a booming industry for the economy in many perspectives. With the rapid development in the tourism industry, number of the challenges faced by the industry has also increased. The objectives of the study includes, identification of the profile of the tourists in Uva province, identification of the influencing factors on the length of stay and to identify the relationship between the socio demography and length of stay, to identify the relationship between travel characteristics and length of stay and to identify the relationship between destination attributes and length of stay. In order to achieve the objectives researcher collected the primary data using a questionnaire prepared for the tourist in different tourists destinations covering the Uva province for a sample size of 100 which used in the analysis and the data were analyzed and the hypothesis was tested using the statistical tools such as; descriptive statistics, regression analysis and correlation coefficient. It is identified that the length of stay is mostly influenced by the destination attributes and there is a relationship between the travel characteristics and length of stay and also between length of stay and destination attributes.

***Key words: Length of stay, Socio Demographic factors, Travel Characteristics, Destination Attributes***