



**A Study of the Responsible Behavior Amongst  
Backpackers in Sri Lanka With Special Reference to  
Sigiriya and Ella**

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## ABSTRACT

Tourism is one of the fastest-growing and top revenue generation industries in the world. With the development of education, technology, transportation, communication, sociopolitical and economic trends tourism have risen as particular largest income generators in the world. Backpacking is a most attractive subsector of the global tourism industry. There are many academic works of literature at international level. When considering about Sri Lankan backpacking sector, there is limited academic literature. It is more different from the global context. Hence, authorities still do not have adequate updates and accurate information about backpacker's behavior. Therefore, it is very necessary to find out if there is a gap between intention to behave responsibly and actually responsible behavior among backpacker tourist. Research objectives as, To understand the relationship between behavioral factors and attitude on responsible behavior of backpackers. and the second objective to understand the service supplier's perspective regarding backpackers responsible behavior. For this research, the researcher selected Ella and Sigiriya tourist destination as the sample location. This study completed with both quantitative and qualitative data analysis (mixed method) based on a structured questionnaire survey and semi-structured personal interviews with backpacker tourism service providers. The respondents consist of 100 backpackers and 10 service providers in the industry. The convenience sampling method is taken to the sample framework of the research. To analysis the correlation analysis method and thematic analysis method. The hypothesis was tested by using correlation analysis. Results showed that behavioral characteristic dimensions have a significant positive relationship on Attitude on responsible behavior of backpackers tourist while Backpackers behavior in environmental aspect has the highest impact on Attitude on responsible behavior of backpackers tourist. Finally, the researcher has suggested improving Responsible behavior by more focusing on Environment factors while improving Economic factors and Social Culture factors.

**Keywords:** *Responsible behavior, Backpackers, Relationship, Responsible tourism*