



IMPACT OF DESTINATION ATTRIBUTES AND TRAVEL MOTIVES ON DESTINATION CHOICE

**(With Special Reference to Free Independent
Travellers in Southern province)**

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ABSTRACT

The number of international tourists are worldwide grew. Free Independent travellers classify as an important travel segment. They are traveling independently and it can generally considered as leisure travellers. They are considered to be a growth segment and engage with different ways of life styles. Although, tourism arrivals and leisure tourists are increasing tourism growth change has been decreasing. It is important to understand about the impact of destination attributes and travel motives when select the destinations as a holiday choice. The purpose of this study was to identify the profile of destination attributes and travel motives on destination choice of FITs, to identify the relationship between destination attributes and destination choice of FITs, to identify the relationship between travel motives and destination choice of FITs and to identify the most and least destination attributes and travel motive factors influence on destination choice of FITs select their destinations in Southern province. Information about FITs was collected through questionnaires at Southern province in Sri Lanka. A conceptual framework has been developed based on previous researches. Purposive sampling method used to collected data from 160 FITs and quantitative data analysis method was used in analysing the data using Descriptive statistics, Pearson correlation coefficient and multiple leaner regression analysis. Results of the study indicate that, demographic and profile of the FITs significantly associated with an independent travel styles. Also, destination attributes and travel motives are play a positive significant association on destination choice. Further it reveals that, other than Activities other destination attributes and travel motives significantly influence on destination choice of FITs and Attraction and pull motives are mostly influence on destination choice of FITs in Southern province.

Key words: Free Independent Travellers (FITs), Destination attributes, Travel motives, Destination choice