



**Impact of Social Media attributes on destination
selection (with a special reference to Backpack
tourists in Ella, Sri Lanka)**

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ABSTRACT

Sri Lanka is well-known destinations which have located in the Indian Ocean. Many travelers arrive to Sri Lanka to spend their vacation leisurely. Before planning their holidays, they spend lot of time to gather information about the destinations where they are planning to visit. For that they use magazines, Internet and opinions of friends and relatives. With the emergence of the web 2.0, tourists travel behaviors have changed dramatically. Many travelers tend to see photos and videos about particular destination via internet. People travel and they publish photos and videos in social media to show that they have visited those places and they have got the experience. Other travellers who haven't visit that places get inspirations and ideas from the shared photos and videos. This research is conduct to identify the impact of social media attributes in destination selection by backpacker tourists. There were main three objectives achieve by conducting this research. Identify the existing situation of social media, identify the relationship between social media attributes and destination selection, identify the impact of social media attributes in destination selection are those three objectives. Data was collected using self-administered questionnaires which filled by 100 backpackers who arrive to Ella area. Sample was selected using convenience sampling method. Descriptive analyze, Correlation coefficient and multiple linear regression analyze methods were used to achieve the objectives. Credibility and promotion attributes have strong positive relationship as well as high impact toward destination selection. Through this research, the researcher has given suggestions to attract more backpackers by promoting destinations through social media.

Key words: Social media attributes, Destination selection, Backpackers