

**THE FACTORS INFLUENCING THE OUTBOUND TOURIST'S
DESTINATION CHOICE IN SRI LANKA**

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Key words:- Destination, Choice, Outbound, Tourist,

Abstract

Tourism is travelling abroad for leisure or recreational purpose. According to the world trade organization, tourism is defined as people who "travel to and stay in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited" . The United Nations classified three forms of tourism in 1994 in its Recommendations on Tourism Statistics: Domestic tourism, which involves residents of the given country traveling only within this country; Inbound tourism, involving non-residents traveling in the given country; and Outbound tourism, involving residents traveling in another country.

Now the tourism industry is very booming industry. When consider the Sri Lanka after the thirty years of war now Sri Lanka's tourism industry is very develop. But there is no any tourism related research in Sri Lanka. Therefore, the purpose of this study was to examine the factors influencing the outbound tourist's destination choice in Sri Lanka.

The descriptive function of SPSS 17.0 was applied to analyze the agreement level or importance of the four sets of tourist motivation factors, namely socio-psychological variables, destination attributes, destination images, and tourist behavioral mode. Thus the Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) should be calculated. It is suggested that a general rule of thumb is that a KMO value should be larger than 0.5 for a satisfactory analysis (Hinton, et al., 2004). Bartlett's Test of Sphericity, which makes it clear that if there is a relationship between the variables, is the other alternative.