



**Uva Wellassa
University**

**Role of Tourists' Motivation in Shaping Destination Loyalty:
Study on Asian Tourists in Sri Lanka
(Special Reference to the Colombo Region)**

This dissertation is submitted as a partial fulfillment of the degree of
Bachelor of Business Management in Hospitality, Tourism and Events
Management
August, 2018

P.P Dulanjalee
UWU/EX/14/0293
Department of Public Administration

ABSTRACT

Asian travel market generates a large portion of profits and it constitutes a large market segment inside the entire tourism industry in Sri Lanka. This study focuses on how Asian traveller Motivation influences in shaping the destination loyalty in Sri Lanka. The model describes that the examination of the effects of motivation and satisfaction on destination loyalty and the theoretical and empirical evidence on the causal relationship among the variables. Proposed model investigate that the traveller motivation is the independent variable and under that there were two sub independent variables namely, push motivation and pull motivation. Destination Loyalty Depends on the prior variables and the traveller's satisfaction acts as the mediator variable. Research is mostly based on Primary data and researcher used convenience sampling to collect data from 200 Asian tourists visit Colombo region by using self-administrated questionnaire with consisted of 40 questions. Causal relationships investigate by using the SPSS and Smart PLS. The finding reveals that Majority of the Asian tourists were from the China, India and Japan. As push motivation Fulfilling prestige or achievements was significantly impacted for Destination Loyalty. From the pull motivational factors Interesting town and village are significantly impact on the destination loyalty. The Structural Equation Model, identify the relationship between travel motivation and traveller satisfaction and relationship between the traveller satisfaction and destination loyalty. Maximize the Asian tourist's awareness about the Sri Lankan culture, traditions, Historical attraction places and lifestyles via travel webs, increased focusing more on novel cultural experiences, make sure to ensure the safety and security of the tourists' without ethical harassments, implement the new policies and publish those among the Sri Lankan community are the basic findings of this research.

Key Words: Asian tourists, Traveller Motivations, Traveller Satisfaction, Destination Loyalty