



**“Identifying the Determinants of Length of Stay of Beach**

**Tourists in Sri Lanka”**

**(With Special Reference to Galle District)**

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

Index Number: UWU/EX/14/0317

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## ABSTRACT

The expanding significance of tourism industry has given numerous investigations of this specific segment of business. Tourists' length of stay is a variable of key importance for any tourism destination due to its crucial effect on overall tourism. When tourists plan a vacation wide variety of components are there to be concerned. The length of stay is a vital fact for the management of tourism travels, since longer lengths of stay bring about higher hotel occupancy price and hotel income. Consequently, the identification of the length of stay control policy is of paramount importance in any tourism coverage. The objectives of the study includes, identification determinants of length of stay of beach tourists in Galle district. Identification of the profile of the beach tourists in Galle district and to identify the significance differences of length of stay with travel characteristics wise. Moreover researcher test the relationship between Destination image and Travel motives with length of stay. A sample 200 tourists was drawn using convenience sampling technique. In order to achieve the objectives researcher collected primary data using questionnaire. Descriptive analysis, Factor analysis and Correlation were used to analyze the data with the support of SPSS 21 version software. According to the results seven significant factors were identified which are affecting length of stay. Moreover results indicated that there is a relationship between Destination image and the length of stay and there is a relationship between Travel motives and the length of stay as well.

Key words: Length of stay, Destination image, Travel motives, Travel characteristics