

Factors Influencing on Intention to Selections of Sustainable Tourism Destination: Empirical Evidence from Young Local Tourists Visits Anuradhapura

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Tourism is a significant sector for the development of any country's economy. The understanding of visitor's behaviours, such as motivation and attitudinal factors, are necessary for the preparation of tourist destination products. It is important for tourism destinations such as Anuradhapura to attract more visitors. According to SLTDA report data in 2017 review that no visitors visited to Anuradhapura compared with Kandy and less than the Polonnaruwa and Dambulla. Tourists travel for various motives and it is important to identify the factors that may further enhance their attractiveness to tourist destinations. Therefore, the objective of this study is to identifying the factors influencing on intention to select Anuradhapura as a sustainable tourism destination. The population of this study was young local tourists who had visited Anuradapura. Data were collected from two hundred young local tourists through a convenience sampling method, using structured questionnaire and analysed by using SPSS. Researchers developed a model through literature review containing environment attitude, motivation, destination image, word of mouth and perceived service quality. Result shows that environmental attitude, motivation, WOM and perceived service quality are significant and positively influenced to the tourists' intention to select sustainable tourism destination. Tourism related organizations need to concern about above significant factors and giving special attention on perceived service quality and motivation factors due to higher coefficient was reported. This research contributes to extending knowledge in sustainable tourism destination in the context of emerging markets. By fully understanding the relationship between future behavioural intention and visitors while taking into consideration the determinants of behavioural intention, destination tourism managers would better know how to develop an attractive image that improves and sustains tourist patronage.

Keywords: Tourist intention, Tourist destination, Sustainable, Local tourists