

**INFLUENCE OF SOCIAL NETWORKS ON DESTINATION
SELECTION OF MILLENNIAL TOURISTS VISITING SRI LANKA**
(WITH SPECIAL REFERENCE TO TOURISTS VISITING COLOMBO DISTRICTS)

*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/12/0295

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Year 2016

ABSTRACT

INFLUENCE OF SOCIAL NETWORKS ON DESTINATION SELECTION OF MILLENNIAL TOURISTS VISITING SRI LANKA

The sudden supremacy of social networks every industry, including Tourism and Travel industry has drastically evolved adopting the social networks in communication, branding and promotion of destinations and Tourism products. The tech-savvy millennial generation is the target market of using social networks in Tourism industry. Therefore this study explored the influence of social networks in tourism on destination selection of millennial tourists. One hundred millennial tourists responded to a questionnaire used as the data collecting instrument. The analysis exposes that there is a strong positive relationship between tourism social networks and destination selection of millennial tourists. With further analysis it was revealed that five dimensions used to analyze the independent variable are the factors that should be improved to increase visitation of millennial tourists to Sri Lanka through social networks. Descriptive statistics, correlation analysis and perception analysis were used to analyze the data.

Key words: Social networks, millennial tourists, destination selection