

Motivations of Undergraduates for traveling as Domestic Tourists Special reference with undergraduates

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Young generation have different motivations for traveling as domestic tourists and visitors. This study will discuss how undergraduates are motivated for traveling. Research problem was 'What are the primitive and minor travel motivations of undergraduates for domestic travelling?' Major objective was to identify undergraduates' domestic destinations for traveling and to identify how far their tourist satisfaction is fulfilled during the visits. The study discusses the differences and similarities of travel motivations of the undergraduates according to their sex, age group, and educational field. Research was based on survey methodology. The survey sample was consisted of 100 undergraduates from 05 governmental universities in Sri Lanka. 20 undergraduates from each universities were given structured questionnaires to collect both quantitative and qualitative data. Undergraduate's travel motivations are basically different according to their sex, age group, educational field and personal interests. They are focused on natural, adventurous attractions rather than cultural and historical attractions. Their visitor satisfaction is varied according to the attraction, accommodation, accessibilities, activities, and amenities. Undergraduates should be motivated for academic purposeful traveling rather than leisure and pleasure based travels in order to enhance the academic knowledge. Young generations' visitor satisfaction should be concerned by the site managers for a successful experience.

Key words: Domestic tourism, Young generation, Undergraduate, Travel motivation, Visitor satisfaction

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