

Impact of Destination Attributes on Tourists Destination Selection: With Special Reference to Cultural Triangle of Sri Lanka

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Abstract

Sri Lanka is one of the fastest growing tourist destinations in the world. Amongst attractions, "Cultural Triangle", a region of cultural heritage of the country has become an important venue generating top contribution to income from tourists. However, when compared with the other regions of the country, it records a lower rate of tourists' arrival. Considering the importance of this region as a top contributor to income generation but not in terms of number of tourists visits, this study problematizes the impacts of destination attributes on tourist's destination selection. Accordingly, the objective of this study is to identify the relationship between destination attributes and tourists' decision on destination selection to enable identifying their impact on destination selection decisions.

The study adopts a quantitative methodology and collected data through primary sources through questionnaire from a sample of 222 foreign tourists. Amenities, Destination Attractions, Accessibility, Ancillary Services, Destination Environment and Service Quality were studied as independent variables while Tourists Destination Selection was studied as dependent variable. Analysis of data reveals except service quality all other attributes have moderate positive relationship while service quality has weak positive relationship with tourist's destination selection. Further destination attraction was identified as the most influential factor which affects tourists' destination selection. Findings of this study can be used by the policy makers in deciding what/ how things be changed to improve the sector.

Key words: *Cultural Triangle, Destination Attributes, Tourism, Tourists Destination Selection*

1. Introduction

Tourism industry is considered a one of the largest industries in the global economy in terms of capital investments and the earnings of revenues from