

Potentials of Promoting Motorhome Tourism among Domestic Tourists in Sri Lanka

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Motorhome niche expand worldwide, with collaboration of the tourism industry. Motorhome is a blooming concept in Sri Lanka among eight motorhomes parks around the island, like Wilpattu, Dambulla, Passikudha, Kandy, Nuwara Eliya etc. A motorhome is a type of self-driving recreational vehicle or rental vehicle (RV) which mainly offers an accommodation facility with home feeling even when traveling. This alternative reflects how to overcome the shortage of accommodation facilities at untouched virgin tourist destinations. In consonant with these scenarios, the study is aimed to identify the level of awareness on the Motorhome Tourism concept among domestic tourists in Sri Lanka and to delineate the potentials to promote Motorhome Tourism among domestic tourists' in Sri Lanka. The study adopted qualitative research methodology align with snowball sampling method. Population is Domestic tourists in Sri Lanka and 20 domestic tourists from Downsouth and Upcountry Sri Lanka used as the sample. Data collection is done through personal interviews and analyzed using Thematic Analysis with 4 sub themes. The study conclude that, Sri Lanka has a true potential in promoting motorhome tourism at the initial stage by giving them a clear knowledge on what Motorhome tourism is. Majority of the motorhome lovers are couples. Moreover, promotion, motivation and development of infrastructural facilities will help for a better performance. To promote motorhome tourism in Sri Lanka, the relevant governmental bodies need to formulate standard and necessary guidelines for service providers.

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