

**F-15 : ANALYSIS OF THE FACTORS INFLUENCING DOMESTIC
TOURISM HABITS IN SRI LANKA**

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The purpose of the study is to investigate the tourism habits of Sri Lankans with special reference to socio-cultural and economic factors and to identify the places most attractive to domestic tourists and other places of secondary attraction.

The sample survey method was adopted for data collection for the study where 475 sample households from different regions were surveyed using a structured questionnaire. Kandy, Galle, Negombo and Colombo were selected as the 4 major sample regions.

In general, a majority of the households undertake pilgrimage tours. The other main purposes of most of the trips are holidaying, picnic and study/sightseeing. During most of the trips, people stay 2 to 3 nights away from home. There are a significant percentage of day-trips and overnight-trips. A majority of domestic tourists hire buses to go on trips.

In general, family trips are the most popular form of most of the tours. There is also a significant percentage going on tours with friends. A significant percentage have obtained accommodation facilities in rest houses, houses of relations and pilgrim rests. Most people prefer to go on trips during the month of April; next in order of preference comes August and December. A majority of the people go on trips yearly.

Anuradhapura has been chosen as the most attractive place out of all the attractive places in Sri Lanka. Kataragama, Nuwara Eliya and Kandy are chosen as equally important attractive places.