

BACKPACKERS' TRAVEL MOTIVATIONS AND REVISIT INTENTION TO SRI LANKA

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Backpackers are young and budget-minded travelers focus on meeting other cultures, organize independent and flexible itineraries, and who stay longer with focus on informal and participatory recreational activities. Backpacker Tourism is now becoming the Sri Lanka's fastest growing sector and it significantly contributes on that call the police again economy as they spend largely on local products, lodging facilities run by local community and provides direct economic benefits to the host populations. Hence, relatively few studies have addressed the relationship between travel motivation and backpackers' revisit intention to Sri Lanka, the purpose of this study was to identify the relationship between travel motivation factors and intention of backpackers to revisit Sri Lanka. Thus, this study attempted to investigate the relationship of novelty seeking, culture, adventure and relaxation with revisit intention of backpackers. A self-administered questionnaire was used to collect data and 150 respondents from top three Tourist destination according to the lonely planet (2012) named Kandy, Dambulla and Anuradhapura by using convenience sampling method during February, March, April and May 2020. These sub-samples were proportionately allocated based on tourist arrivals to the attractions. A survey design was quantitative in nature and it used empirical studies. The data was analyzed using SPSS 21 statistical software through descriptive statistics and inferential statistics applied to examine the relationship between backpackers' travel motivation factors & revisit intention. Finding of the study revealed that novelty seeking, culture, adventure, relaxation, destination attraction has significant positive relationship with backpackers' intention and social contact has positively but not significant relationship with backpacker's revisit intention. Further this study provides valuable insight into roots of the travel motivations and revisit of all foreign backpackers in Sri Lanka.

Keywords: *Backpacker; Backpacker tourist; Backpacker tourist; Travel motivation factors; Re-visit intention*
