

Impact of Hotel Attributes on Hotel Selection of Millennial Tourists with Special Reference to Supplementary Lodging Establishments in Dambulla

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Millennials, also known as the Generation Y are expected to represent 50% of the travel revenue by 2020 in Sri Lanka. The behaviours, perceptions, motives and expectations of these travellers are different compared to other travellers. Accordingly, the hotel selection of Millennials depends on various factors. This study focuses on the impact of hotel attributes on the hotel selection of the millennial tourists with special reference to supplementary lodging establishments in Dambulla UNESCO World Heritage City. According to the previous research statistics on accommodation choice of the millennial tourists in the Sri Lankan context, the supplementary lodging establishments had received a significant density. The study aims to identify profile of millennial tourists who select supplementary lodging establishments, to examine the relationship between hotel attributes and hotel selection of millennial tourists, and to identify the most and least influential hotel attributes that impact on hotel selection of millennial tourists. Primary data for the study was collected through the self-administered questionnaire. A total of 191 millennial tourists who stayed at supplementary lodging establishments in Dambulla were surveyed. Descriptive analysis, Pearson correlation analysis, and multiple regression analysis were used to analyse data. The analysis exposed that there was a positive relationship between all the hotel attributes and hotel selection decision of millennial tourists. Highly influencing factors were price, and the location respectively with a strong positive relationship to the hotel selection of millennial tourists. The least influencing factors were staff service quality and room quality respectively. Based on the results, the researcher recommends for the initiations done towards implementing pricing strategies and location attributes in particular accommodation units, if to influence the demand of the hotel selection of millennial tourists in Sri Lanka.

Keywords: Millennials, Hotel attributes, Supplementary lodging establishments, Tourism