

Drivers of Destination Loyalty in Eco-Tourism: Evidence from International Millennial Tourists in Sri Lanka

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The primary objective of this study is to identify the drivers of destination loyalty in eco-tourism. Non-probability sampling technique was used for this study to collect data from 150 international millennial tourists visiting Ella and Horton Plains regions in Sri Lanka. A structured questionnaire was used to collect data. Descriptive analysis and multiple regression analysis were used to analyze the data. Findings revealed that most of the millennial tourists do not favor Sri Lanka as the preferred eco-tourism destination and they highlighted that resources of the eco-tourism destination is one of the most influential factors which tend to attract tourists to the destination. Under the recommendations, maintain proper waste disposal system, effective promotional method, convergence of facilities, implement the rules and regulations of the country could be proposed. Further, sustainable tourism practices need to be adopted by the eco-tourism destinations to enhance the destination loyalty towards Sri Lanka.

Keywords: *Destination Loyalty, Eco-tourism, Millennial Tourist*

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