

Impact of Adventure Tourism Activities on Tourists' Destination Selection

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Abstract

This study examines how adventure tourism activities, destination attributes, and favourable imagery influence tourists' destination choices within Sri Lanka's Cultural Triangle. Additionally, the study investigates the moderating effects of tourism websites and social media on these factors. Using a quantitative approach, primary data were collected from 384 tourists visiting the Cultural Triangle through simple random sampling. The study treats tourists' opinions on destination attributes, the influence of visual imagery, and the use of digital as independent variables, with the dependent variable being the destination choice. Descriptive statistics and multiple regression analysis were used to analyze the data collected through structured questionnaires. Cronbach's alpha values ranging from 0.833 to 0.889 confirmed the reliability of the constructs, indicating high internal consistency. Correlation analysis revealed strong positive relationships among the independent variables and destination selection, with coefficients of 0.789, 0.782, 0.806, 0.769, and 0.842, respectively. The model explains 75% of the variance in destination choice. Based on the significance values from the multiple regression analysis, all hypotheses were accepted ($p < .05$). The findings suggest that adventure tourism activities, along with well-managed destination attributes, positive imagery, and effective use of digital promotional platforms, significantly influence tourists' destination choices within the Cultural Triangle. The study focuses on a single region, and the cross-sectional design limits generalisability and causal inference. The results recommend enhancing the region's attractiveness by improving its adventure tourism offerings, visual imagery, and digital marketing strategies, while incorporating tourist feedback into promotional efforts.

Keywords: destination attributes, role of beneficial images, social media usage, tourists' opinions, tourism websites