

DETERMINANTS OF INTENTION TO USE ONLINE BOOKING PLATFORMS FOR ACCOMMODATION BOOKING: AN INVESTIGATION AMONG DOMESTIC TOURISTS IN SRI LANKA

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1. Introduction

Tourism is a growing economic sector contributing significantly to the global economy. Online tourism platforms (OTP) offer a bundle of benefits to the tourism industry and give convenience, extensive selection, transparency, and many other benefits to tourists. However, despite the widespread integration of technology in various aspects of modern life, domestic tourists in Sri Lanka exhibit a lower inclination to engage with these platforms than their international counterparts. Given the lack of studies on this topic this study aims to investigate the determinants of intention to use OTP for accommodation booking among domestic tourists in Sri Lanka.

2. Research Methodology

Adopting the deductive research approach, a quantitative survey was conducted among all domestic tourists above 16 years old who have not used any OTP for accommodation booking in Sri Lanka using the purposive sampling technique. Accordingly, 312 responses through a self-administered questionnaire were analysed using multiple regression analysis.

3. Findings and Discussion

The study found that perceived usefulness, ease of use, entertainment, and herd mentality significantly influence, while opinion leader has not depicted any impact on the intention to use OTP for accommodation booking, and ease of use being the most influential factor.

4. Conclusion and Implications

The paper suggests that viral marketing campaigns can boost accommodation bookings due to herd mentality, and the tourism industry should invest in digital infrastructure to meet customer demands and ensure ease of use, aiding policymakers in creating OTP laws and fostering a digital environment.

Keywords: Accommodation booking, Domestic tourists, Intention to use, Online tourism platforms.