

Motivational Factors that Lead to Nature Based Adventure Activities with Sustainability and Technological Approaches

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Abstract

Tourism is one of the principal economic forms Nature-based adventure parks become a sustainable source of economic, social and environmental development linked through tourism. The present study aimed to identify the motivational factors that support improving foreign tourist attraction in sustainable tourism development with the technology effect. The foreign tourists were interviewed through the questionnaire and observed data of sociodemographic and motivational factors of 82 participants on the location of the adventure parks in Sri Lanka. Most Males (76%), followed by females (24%) with visitors were between the ages of 25-30yrs (43%), 15-20yrs (19%), 20-25yrs (28%), and above 30yrs (11%). Foreign visitors were engaged in activities with 62% of their friends, 39% of their families, 15% of alone, and 14% of other individuals who were specifically visiting for tourism. The data were analyzed through Microsoft Excel and SPSS Software. From the study, it is revealed that most tourists are attracted due to the fun/adventure experience (9%), thrill (8%) and stress buster (8%). These factors were major tourist attraction factors. But improved technology has reduced risk and received the lowest average (4%). That was a negative part of the Sri Lanka adventure park availability. According to these findings, tourists seek fun/adventure, thrill, and stress release through their journey. But due to lack of technology, using reduce their motivation to attract again. So, it is better that adventure park owners/managers should consider increasing the fun/adventure, thrill, and stress buster by improving the technology for sustainable nature tourist development.

Keywords: *Adventure activities, Motivation, Sustainability, Technology, Tourism*