

Factors affecting Tourists' Satisfaction in Badulla District, Sri Lanka

Dissanayaka D.M.C.J., and Sivanenthira, S.

Department of Marketing Management, Faculty of Business Studies, University of Vavuniya.

Abstract

Tourists' satisfaction is a complex phenomenon that has been widely researched in the field of tourism. The study results indicate that all five independent variables; accommodation quality, tourist attractions, service quality, safety and security, and infrastructure and accessibility play an important role in determining tourists' satisfaction. Employing a quantitative research design, information was gathered from 267 tourists via a questionnaire, and relationships between variables were examined. The study found that accommodation quality is the most significant factor, suggesting that comfort, cleanliness and the overall accommodation experience are important to tourists. The findings also suggest that tourists perceive all the factors positively, with the mean values hovering around the "agree" category, suggesting a relatively high level of satisfaction among tourists visiting the Badulla District. Yet, differences in service provision and infrastructure indicate that improvements can be made to increase the satisfaction of tourists. In conclusion, the study finds that tourists' satisfaction in the Badulla District is a result of various experiential, service and infrastructural factors. In particular, accommodation quality and tourist attractions are the most influential factors, whereas improvements in service quality, safety and security, and infrastructure and accessibility can further enhance destination satisfaction and competitiveness.

Keywords: *Accommodation Quality, Infrastructure and Accessibility, Safety and Security, Service Quality, Tourist Attractions, Tourists' Satisfaction.*