FACTORS INFLUENCING TOURISTS' SATISFACTION IN EASTERN PROVINCE, SRI LANKA

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Degree of Master of Science

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Thesis submitted in partial fulfilment of the requirements for the degree
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Declaration

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Abstract

Factors Influencing Tourists' Satisfaction in Eastern Province, Sri Lanka

Tourism is defined as the marketing of the enjoyable and other features of a travel destination and provision of facilities with services for the pleasure of travellers (tourists). In Sri Lankan context it has been experienced and appreciated as the way of generating the income and socio-economic status of the country in the past and present. In this research, overall satisfaction of tourists of Eastern Province of Sri Lanka was measured by seventy-six motives belongs to eight factors namely, accommodation services, transport services, nature and culture, food and beverages, public infrastructure facilities, price levels, safety and security and hygiene and sanitation. Primary data collection was done using structured questionnaire survey from 370 respondents. Data analysis was done using benchmark statistical tools. Reliability Test, Multiple Correspondence Analysis (MCA), Chi-Square Test and Ordinal Regression Analysis are the statistical analysis entailed in this study. While the obtained responses of each motive encompassed for each factor subjected to the reliability test few of them were eliminated until it reaches the optimum value for Cronbach's alpha. Further Multiple Correspondence Analysis was used to reduce the number of variables belongs to eight major factors. Moreover, based on the results obtained from Ordinal Regression Analysis revealed that all other factors showed a significant relationship with overall satisfaction of tourists except the food and beverages. The results obtained from the data collected is providing a valuable implication on each factor and each motive applicable to the tourism operators. Further, the study helps to incorporate the findings in improving the service quality of tourism industry towards uplifting the socio-economic status of the region and the nation.

Keywords: T*ourism, Tourists' satisfaction, Multiple Correspondence Analysis, Ordinal Regression Analysis, Chi-Square test*

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List of abbreviations

ACSI   - American Customer Satisfaction Index

CA   - Correspondence analysis

MCA   - Multiple correspondence analysis

MICE   - Meeting, Incentives, Conferences and Events

SEM   - Statistical Equation Model