



Impact of Eco Tourism practices on customer satisfaction

(With special reference to Hotels in Uva Province)

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ABSTRACT

Today, tourism industry is a rapidly growing industry in the world as well as in Sri Lanka. According to the World Tourism Organization, ecotourism is recorded as the highest growing market in the tourism industry with an annual growth rate of 5 per cent worldwide and representing six per cent of the world's GDP and 11.4 per cent of all consumers spending. Sri Lanka has tremendous ecotourism. This study aimed at filling in the knowledge gap and therefore the study aimed to identifying the impact of eco-tourism practices on customer satisfaction. Thus, the study based on the three objectives; first, to identify the existing situation of eco-tourism practices, second, study aims to identify the relationship between eco-tourism practices and customer satisfaction. Finally, to examine the impact of eco-tourism practices on customer satisfaction. Research Data was collected using self-administered questionnaire as this was relatively easier and cheaper to use. Questionnaires were distributed by using simple random sampling method to collect primary data from 100 tourists who are accommodating in hotels in Uva province. The data were analyzed using Descriptive statistics, correlation coefficient, and regression analysis method. The results of the study indicated that there is a positive relationship between Eco tourism practices and customer satisfaction. In addition to that multiple linear regression analysis has confirmed the positive impact of eco-tourism practices on customer satisfaction. Since the study implied that the customer satisfaction is a key player in eco-tourism, this study provides recommendations and suggestions for practical implementation for tourism related bodies based on the research findings.

Key words-Eco tourism practices, customer satisfaction