



A Study the Impact of Destination Attributes on Tourist
Satisfaction in Uva Province
(With Special Reference to Cave Temples)

This dissertation is submitted as a partial fulfilment of the degree of Bachelor of
Hospitality, Tourism and Events Management
August, 2018

S.U.Samarasinghe
UWU/EX/14/0324
Department of Public Administrations

ABSTRACT

Year by year, tourism is growing continuously and it is a one of the fastest growing economic segment in the world. Today, the religious tourism has been developed into a much larger and more segmented market. Uva province has a great potential for religious tourism with its cultural heritages. Measuring tourist satisfaction is important to successful destination marketing since it is directly link to destination choice, consumption of product and services, and repeat business. Destination attribute was the independent variable and under that there were five sub independent variable. It's 5A's in tourism. Tourist satisfaction was the dependent variable. It is included nine indicators. A conceptual framework has been developed based on the 5A's in tourism. The study mainly depends on the primary data that has been collected by the author. There were mainly three objectives based on this research and those are to identify the existing level of tourist satisfaction and destination attributes in Uva Province, to identify the relationship between destination attributes and tourist's satisfaction and to identifying the most significant attributes influence on satisfaction in Uva Province. By using simple random sampling technique, a sample 150 tourists were selected to conduct this survey. Primary data was collected by using questionnaire and questionnaire consist of 36 questions from six sub independent variable and two sub dependent variable. Data were analyzed by using SPSS software.

Key words: Cave temple, Destination attributes, Tourist satisfaction, Uva province