



**TOURIST SATISFACTION WITH ATTRIBUTES OF CULTURAL / HERITAGE SITES  
(WITH REFERENCE TO SIGIRIYA CULTURAL/HERITAGE SITE)**

*This dissertation is submitted as a partial fulfillment of the degree of Bachelor of Business  
Management in Hospitality Tourism and Events Management*

UWU/HTE/10/0037

M.A.Sampath

2014

## ABSTRACT

Tourism is booming sector in present Sri Lanka. Cultural heritage is a vital part of the tourism product and is one of the energetic factors that can develop the competitiveness of a tourism destination. Tourist satisfaction is important to successful destination marketing because it influences the choice of destination, the consumption of products and services, and the decision to return. In this context, this study was investigated what are the cultural heritage destination attributes determinants of the tourist satisfaction. Moreover the research tested the relationship between each determinant of cultural heritage destination attributes and the tourists' satisfaction. The study based on the Sigiriya cultural heritage site of Sri Lanka which has a major attraction of tourists throughout the year. A sample of 100 tourists was drawn using convenience sampling technique. Primary data was collected by using questionnaire. Descriptive statistics, correlation and multiple regression were used to analyze the data with the support of appropriate tool. Minitab 15 version statistical software is used for analyzed the data. In this study have investigated 31 cultural heritage destination attributes under four main categories. The findings show that there is a strong positive relationship between cultural heritage destination attributes and tourists' satisfaction. Therefore tourism planners should pay their higher attention to develop the destination attributes which tourists are most concerning.

***Keywords: Tourist Satisfaction, Destination Attributes***