



**IDENTIFICATION OF DESTINATION  
ATTRIBUTES ON TOURIST SATISFACTION  
AND RE-VISITS INTENTION OF NATURAL  
HERITAGE SITE IN SRI LANKA  
(WITH SPECIAL REFERENCE TO YALA  
NATIONAL PARK)**

This dissertation is submitted as a partial fulfilment of the degree of  
Bachelor of Business Management in Hospitality, Tourism and Events  
Management.

June, 2017

Name of the Candidate: A.G.A.C.R.Chandrasiri

Index Number: UWU/EX/13/0264

Department Of Public Administration

## ABSTRACT

In Sri Lanka tourism industry became one of the rapid and wide growing sectors of the economy. Heritage tourism is one of the most important segments coming under the tourism. "Natural heritage tourism is the fastest growing niche segment of the tourism industry, because there is a trend toward an increased specialization among tourists" (Huh, 2002). Tourist satisfaction is always link with the natural heritage attributes. And also tourism satisfaction has been impacted on tourist revisit intention; therefore, vital to understand the impact of heritage destination attributes satisfaction on tourists revisit intention to upgrade the tourism in Yala National park as a natural heritage site. In this context the research aim is to find the impact of heritage site destination attribute satisfaction and tourist revisit intention, special reference to Yala. The study gathered data from 200 sample units by using convenient sampling technique, the data collection was done by using a self-administered questionnaire which consists with attributes satisfaction as independent variables and revisit intention as dependent variable. Descriptive statistics, correlation and regression analysis were used to analyze the data with the support of EXCEL and SPSS 21 version. Descriptive statistics has implied existing tourist satisfaction on heritage attributes. Correlation analysis has shown the strong positive relationship between heritage site destination attribute satisfaction and tourist revisit intention. In addition multiple linear regression analysis has confirmed that, three satisfaction attribute, Attractions, available packages and Activities were highly significant for the model. Among these three variables, tourist revisit intention was highly impacted by Attractions. In conclusion can be said; that natural heritage satisfaction attribute are very important to determine tourist revisit intention. Because thorough the findings can ability to understanding about the existing revisit intention level of tourists. According to the output can develop strategies to increase the level of tourist revisit intention. It may be help to successful destination marketing.

**Key words:** natural heritage, destination attribute, attributes satisfaction, revisit intention, Yala national park