



**A STUDY OF TOURIST SATISFACTION AND  
BEHAVIOR INTENTION WITH SIGIRIYA  
ARCHEOLOGICAL MUSEUM IN SRI LANKA**

This dissertation is submitted as a partial fulfilment of the degree of  
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## ABSTRACT

Tourism is one of the fastest growing sector in global scenario. The tourist arrivals almost reaching 2.2 million within first three quarters of this year and industry being expanded to encompass Entire Sri Lanka. Cultural and heritage tourism is the fastest growing segment of the tourism industry because there is a trend toward an increased specialization among tourists. This trend is evident in the rise in the volume of tourists who seek adventure, culture, history, archaeology and interaction with local people. Especially, tourists who visit in Sri Lanka interest in traveling to cultural and heritage destinations has increased recently and is expected to continue. The recent studies about cultural and heritage tourism focused on the attribute satisfaction of tourists who visited cultural and heritage sites. The study attempts to investigate the relationship between tourist satisfaction and behavior intention with Sigiriya archeological museum to terms of selected tourists' demographic characteristics and behavior intention. The main purpose of this study to study of tourist satisfaction and behavior intention with Sigiriya archeological museum in Sri Lanka. 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. The convenience sampling method was used to collect the data from the 100 foreign tourists who visited Sigiriya archeological museum. Descriptive statistics, Pearson correlation analysis and the multiple linear regression analysis were used to analyze the data. The results revealed that attractions, amenities and activities are directly impact on the behavior intention of the tourists.

***Key words:*** Culture and Heritage Tourism, Behavior, Sigiriya, Tourism