



**THE IMPACT OF TOURIST MOTIVATION AND DESTINATION
ATTRIBUTES ON TOURIST SATISFACTION OF HOMESTAYS
(WITH REFERENCE TO GALLE DISTRICT)**

*This dissertation is submitted as a partial fulfillment of the degree of Bachelor of Business
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Name of the candidate: G.I.Waruni

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ABSTRACT

The Impact of Tourist Motivation and Destination Attributes on Tourist Satisfaction of Homestays

(With Reference to Galle District)

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Hospitality, Tourism and Events Management

Sri Lanka has perceived remarkable economic growth since the end of its three-decade long civil conflict in May 2009. The tourism sector has emerged as a front runner in Sri Lanka's economic activities. Country needs well over double the available accommodation to cater to the targets tourists arrivals 2.5 million in 2016 with several measures being taken. There was an enthusiastic response from the Sri Lankan citizens from all over the country to the promotional program for Home Stays initiated by Sri Lanka Tourism. This concept provides an opportunity for tourists to experience Sri Lankan customs, traditions, authentic cuisine and other attractions of the location, while staying with the local host, thus giving them a memorable experience during their holiday.

This research determines destination attributes tourists' motivation and tourists' demographic characteristics on tourists' overall satisfaction of homestays in Galle district. It hypothesized that tourists' overall satisfaction of a homestay is a function of destination attributes and motivation. The data of this study was collected from homestays in Galle district (Unawatuna, Arround the Galle fort, Hikkaduwa and Bentota) during the December to January. Descriptive analysis, correlation analysis and multiple regression analysis were used to achieve objectives of this study. The results shown that destination attributes and tourists' motivation were correlated with the tourists' overall satisfaction. Destination attributes and tourists' motivation on satisfaction of tourists who visited homestays in Galle district were key indicators of tourists' overall satisfaction.

Key words: destination attributes tourists' motivation and homestay