



**ASSESSING TOURIST'S SATISFACTION TOWARDS THE
BATIK AND HANDICRAFT SHOPS IN SRI LANKA**

(Special reference to Kandy District)

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ABSTRACT

Tourism is service base industry. So the satisfaction is critical importance factor. Tourists who visit the destination have intention to shopping. So it is a virtual to have the satisfaction towards the shopping activities as well as the shop attributes. When it takes the Batik and Handicrafts, it shows the culture of Sri Lanka. With this in mind this research aim to find the overall satisfaction of tourists who visit the batik and handicraft shops in Kandy district, existing tourist's satisfaction towards the batik and handicraft shops attributes, relationship between the tourist satisfaction and batik and handicraft shops attributes.

The study gathered data from 100 sample units by using convenient sampling technique. The data collection done by using self-administered questioner with consists with shop attributes and tourist's overall satisfaction as independent and dependent variables. Descriptive analysis and correlation coefficient analysis were used to analyze the data with the support of SPSS 23.0 version.

The study found that tourist's overall satisfaction is in the satisfactory level and except the rewards all the other shops attributes are in satisfactory level. Correlation coefficient use to determine the relationship between the tourist satisfaction and batik and handicraft shops attributes. It exposed that weak positive relationship between overall satisfaction and Quality of retailers, Convenience. Also strong positive relationship between overall satisfaction and Environment, Customer service and there is no relationship between overall satisfaction and Rewards.

Since the study founded that the tourists are almost satisfied with the shops and shops attributes also there are some weaknesses. So there are some suggestions to have significant communication method to communicate the tourists within limited time period. Quality of the product and the cleanliness of the shop environment with safety conditions.

In addition shops should engage with the global market and trends to reach the potential market.

Key words: Batik and Handicrafts shops, Tourist's satisfaction, Shops attributes