



The study of pilgrim tourists' perception of Jaffna as a Tourist destination

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ABSTRACT

Tourists' perception on a destination is playing a vital role to make it as a remarkable tourist destination in the world. The pilgrimage is a journey undertaken for betterment of the spiritual knowledge and peace. The flow of people to places of religious importance in Sri Lanka has increased after the war with the availability of means of travel like road transport, railways, increase in accommodation facilities, growth of information and communication technology that provides vast information about the places, and the like. The tourism in Jaffna is mostly considered as pilgrimage and heritage tourist destination. The present study consisted sample size of 50 foreign pilgrim tourists to Jaffna, carried to capture their perception, preferences and satisfaction with various services and facilities available in Jaffna and to measure the overall satisfaction with respect to accommodation, travel services, food and beverage, relaxation, price of services. The results indicate respondents' satisfaction towards accommodation, transportation, accessibility, food and beverage, relaxation and price of value; few concerns were found over cleanliness and language constraints. Finally conclusions and recommendations will be made on the basis of research findings, as how Jaffna can overcome its long term negative perceptions, bringing benefits of the industry to Jaffna and Sri Lanka as a whole.

Key words: Pilgrim tourism, Tourist destination, Satisfaction