

Visitor Satisfaction on Minneriya National Park: The Role of Park Attributes

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Tourist satisfaction has been a central focus of scholars specifically to explain the marketing and management of issues of tourist destinations. The increased demand for visitors is creating increasing pressure on visitor satisfaction particularly in protected areas such as national parks. Yet, only a few studies have been carried out to evaluate visitor satisfaction in Sri Lanka's national parks. Thus, the investigator sets out to explore and recognize visitor satisfaction in Minneriya national park. Further, it uncovers the role of park attributes in shaping visitor satisfaction at Minneriya national park. Accordingly, the study was conducted based on four key objectives: to identify the park attributes influence on visitor satisfaction at Minneriya national park, to identify the intermediating role of travel motivation in shaping visitor satisfaction at Minneriya national park, to identify the intermediating role of destination image in shaping visitor satisfaction at Minneriya national park, and to identify the most significant attributes affecting visitor satisfaction at Minneriya national park. Sample of 160 tourists was drawn using purposive sampling. Data were collected by using a structured questionnaire and analysed by SPSS and SmartPLS software to achieve research objectives. Descriptive statistics, Sobel test, SEM model were used to analyse the data. The findings showed that the positive relationships between park attributes and visitor satisfaction at Minneriya National Park. This study suggests that the tourists who visit Minneriya National Park are satisfied, willing to behave positively and revisit. Tourist information supplied through printed media and the website should be given in other languages, including Chinese, Japanese, Russian, French, Italian to improve and diversify the visitors' markets. The government must attempt to maintain the destination as pure as possible given its setting renowned.

Keywords: Park attributes, Visitor satisfaction, Travel motivation, Destination image