



**STUDY THE IMPACT OF DESTINATION
ATTRIBUTES ON INTERNATIONAL TOURIST
SATISFACTION IN UVA PROVINCE AS A
TOURIST DESTINATION**

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

Tourism play an important role as one of the core source of foreign earner in overall economy in a country. Year by year, tourism is growing continuously and it is a one of the fastest growing economic segment in the world. Tourist satisfaction has been identified as a key performance indicator in tourism industry. This study focused on the evaluation of the relationship between destination attributes and tourist satisfaction with special reference to the Uva province. Destination attributes are the independent variable and under that there were six sub independent variables. Tourist satisfaction was the dependent variable and below that there were two sub dependent variable. There were mainly three objectives based on this research and those to identify the existing level of tourist satisfaction and destination attributes in Uva province, to identify the relationship between destination attributes and tourist's satisfaction and to recognize most significant attributes influence on satisfaction of tourists in Uva province. A sample 150 tourist was drawn using judgmental sampling. Primary data were collected by using self-administrated questionnaire and questionnaire consist 28 questions from six sub dependent variable. Data were collected through questionnaire filled by respondents. Data were analyzed by using SPPSS. Descriptive statistics, correlation and regression were used to analysis the data to achieve objective of the study. Finding revealed that there is a strong positive relationship with destination attributes and tourist satisfaction. Further finding reveal that destination attraction, accessibility, amenities and ancillary services are significantly influence on tourist satisfaction while available packages and activities are not significantly influence.

Key words: Destination Attributes, Tourist satisfaction.