



**THE EFFECTS OF MOTIVATION, SATISFACTION AND REVISIT
INTENTION OF TOURISTS ON AYURVEDIC TOURIST HOTELS**

(WITH SPECIAL REFERENCE TO GALLE DISTRICT)

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ABSTRACT

The Effects of Motivation, Satisfaction and Revisit Intention of tourists on Ayurvedic Tourist Hotels

(With special reference to Galle District)

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Present era of 21st century has become globalized and changing rapidly. The hotel industry satisfaction of guests has regarded as important indicator of revisit intention. All the hotels engage in providing quality service are expecting revisit intention of guests. In the composite world people motivate to travel different destinations to get relaxation and escape from usual environment. There they are tending to Ayurvedic Tourism which is providing by the Ayurvedic Tourist Hotels where all the Ayurvedic Treatments and medicines available to the guests. Thereby the motivation, satisfaction and revisit intention greatly influence on each. As such hotels often consider on maintain the hotel attributes to satisfy and building a long term relationship with customers while understanding their motivation factors lying on the journey. The growth in tourism is well anticipated as evident in the researches and analyses conducted by experts and relevant organizations in this industry. Therefore subject of concurrent studies on motivation, satisfaction and revisit intention in the hotel industry.

Therefore, this research was conducted to examine the relationship between motivation, satisfaction, and revisit intention of tourists on Ayurvedic Tourist Hotels in Galle District. In order to that, primary data was collected from 80 tourists who have visited Ayurvedic Tourist Hotels in Galle through the questionnaire. The sample was selected randomly and 100% respondent rate has been achieved and Pearson rank correlation and multiple regression analysis have used for data analyzing by using SPSS software.

The result revealed that there is a strong positive relationship between motivation and satisfaction correspondingly between satisfaction and revisit intention. In addition Staff Service Quality as most critical factor which influence on revisit intention. Further it has identified push motivation has most influence on motivation and recognition and experience as highest mean ranks on motivation.

Key words – *Motivation, Satisfaction, Revisit Intention, Ayurvedic Tourism, Ayurvedic Tourist Hotel*