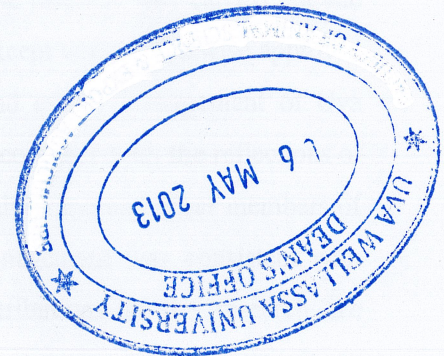


# URBAN, HERITAGE TOURISM FEATURES AND TOURIST SATISFACTION

(A CASE STUDY OF KANDY)

*This dissertation is submitted as a partial fulfillment of the degree of Bachelor of Business  
Management in Hospitality Tourism and Events Management*



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## ABSTRACT

Urban Heritage Tourism and Tourist Satisfaction - (A Case Study of Kandy)

***Key words – Tourist satisfaction, Return intention, Expectancy-disconfirmation theory, Heritage tourism features, urban tourism***

Cultural/heritage tourism is the fastest growing segment of the tourism industry because there is a trend toward an increased specialization among tourists. Especially, Americans, European tourists are interest in traveling to cultural/ heritage destinations has increased recently and is expected to continue. (Virginia Department of Historic Resources, 1998)

The recent studies about cultural/heritage tourism focused on the characteristics of tourists who visited cultural/heritage destinations. The study attempts to investigate the relationship between cultural/heritage destination attributes and tourist satisfaction, and to identify the relationship between tourist satisfaction and re visit to the destination.

The expectancy-disconfirmation theory provided a conceptual framework for this study. The expectancy-disconfirmation theory holds that consumers first form expectations of products or service performance prior to purchasing or use. The study area for this study was Kandy heritage destination. Because Kandy known as a cultural capital in a Sri Lanka. Because of those heritage attraction most of the tourist are visiting to the Kandy.

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