

**PRODUCT ATTRIBUTES AND INTERNATIONAL  
TOURIST ATTRACTION (EMPIRICAL EVIDENCE  
FROM HAMBANTOTA DISTRICT)**

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Faculty of Management

Uva-Wellassa University

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## ABSTRACT

Tourism is booming industry. It makes the international tourism market significantly more competitive than ever. The identification of Hambantota District important attributes and a comparative evaluation of these attributes in terms of tourist satisfaction and their effectiveness in impacting on international tourist in their decision when choosing their prospective destination would be of great value to tourism planners and marketers of this area. And it will help to formulate appropriate marketing strategies. This study examine thirty five (35) of tourism attributes of Hambantota district under five (5) categories. Such as Nature based Attributes, Heritage, Cultural and Historical Attributes, Activities based Attributes; Services based Attributes and Other Attributes.

The main purpose at this study was to identify Hambantota district's important Hospitality and Tourism destination attributes. Secondly, needs to examine how and to what extent those attributes impact on international tourists' satisfaction as their destination. Thirdly, to identify the tourist re-visit intention to the Hambantota and their recommendation for other tourists. The Sample population for this research was tourists who visited the Hambantota district as their tourist destination. The sample size was consisted with the ninety (90) tourists who are randomly selected within their journey to the Hambantota district within one week time period. Convenient sampling method was used for this study. The research was utilized though the questionnaire.

Most of the mean scores of the thirty five attributes in terms of their importance level are in the value of moderate importance level. There are four attributes categories represents the Weak positive correlation with the Overall Satisfaction. Hambantota as still developing tourism destination it is fair enough to having moderate level importance with the satisfaction of tourist. But it is not good for having low importance level with these attributes. Theirfor it should have proper and sustainable planning, marketing and maintaining procedure for the important hospitality and tourism destination attributes to develop Hambantota district as major tourism destination.

Future studies are recommended to deepen their findings by focusing destination attributes with analyzing relationships with other competitive destinations and identify the marketing perspective for these attributes.

***Key words*** –Product Attributes, International Tourists, Destination Selection Decision