



Uva Wellassa
University

**IMPACT OF SUSTAINABLE PRACTICES ON VISITOR
SATISFACTION IN HOTEL INDUSTRY**

**SPECIAL REFERENCE TO FOUR STAR TO FIVE STAR
HOTELS IN PASIKUDAH**

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

MM. Rifas

UWU/HTE/15/065

Department of tourism studies

ABSTRACT

Sustainable tourism is one of the largest and fastest growing global tourism markets and the sustainable tourism covers all aspects of adventure tourism. That provide an opportunity for visitors to learn about other adventure and life style. This study developed and tested a model to predict the determinants on Visitors satisfaction (VS) and to comparative a study of relationship between visitor's satisfaction (Special Reference to four star to five star hotels in Pasikudah) and also identified the most significant factors influence on visitor satisfaction. Data was collected from visitors. Who were visit to four star to five star hotels in Pasikudah. This research did 80 questionnaires. To collect the data from the sample researcher has used a questionnaire filled by the respondents. For the analysis purpose researcher has used the SPSS software and all the data output were taken by using this software. In this research researcher is used data to identify the demographic characteristics of tourist who engaged in sustainable practices tourism in Pasikudah. This research initially hypothesized independent (Environmental, economic, socio cultural) variables had positive and direct effect on Visitor Satisfaction. This study used regression to test the proposed Visitor satisfaction model. The result showed final Visitor satisfaction model consists of independent variables and all constructs have positive relationship and direct effect to Visitor satisfaction.

Key words: Visitor satisfaction, Determinant factors.