

TOURIST SATISFACTION ON INFRASTRUCTURE FACILITIES IN AND AROUND THE YALA NATIONAL PARK AND DESTINATION LOYALTY

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ABSTRACT

Tourist satisfaction on infrastructure facilities in & around the Yala national park & Destination Loyalty

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Tourism industry has become constantly changing industry, as a tourism destination Sri Lanka is also has to promote tourism to attract more tourists to gain high foreign exchange .In this situation infrastructure is most significant to develop tourism industry in any destination . But in Sri Lankan context Sri Lankan government or responsible authorities not much consider to develop infrastructure facilities, & its sometime affect to discourage the arrivals of tourists. Past research revealed that customer satisfaction is an important theoretical as well as practical issue. For most marketers and consumer researchers, customer satisfaction is regarded as a marketing tool to attract the most variable segments of the market.

Infrastructure is highly imperative for tourism development of a tourism resource rich region, which requires plausible planning and management for the development of such infrastructure & Infrastructure provision functions as the nervous system for effective tourism development and the success of tourism destinations in world markets.

The study adopts a quantitative technique based on primary data of was the tourists who are visited for the Yala national park. In order to select the sample for the research this study used the number of tourists who are visited for Yala national park & tourists who stayed hotels situated near to the Yala national park, which are registered under the Sri-Lankan Tourism Authority. The research was conducted in order to identify the relationship of the tourist satisfaction on infrastructure facilities and destination loyalty. The primary data was collected through self designed structured questionnaires, selected sample of 70 of foreign tourists. The research was utilized the questionnaire which consist of three parts to collect data. The

questionnaire was consisting of 5 point-likert scale questions in order to achieve objectives of the research. The second part of questionnaire measure the infrastructure facilities of Yala national park & the third part measure the destination loyalty of tourists.

Analyze the data by using Pearson correlation was utilized from the SPSS software. The research was identified that there is a strong positive relationship of tourist satisfaction on infrastructure and the destination loyalty. Further this research suggest the suggestions to improve infrastructure facilities in & around the Yala national park

Key words – Infrastructure facilities, Satisfaction, Destination Loyalty, Intention to Revisit, Intention to Recommend