



**TOURIST SATISFACTION AND INTENTION TO
REVISIT**

(With special reference to Southern Province in Sri Lanka)

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ABSTRACT

Key words: Tourist's Satisfaction, Destination Loyalty, Revisit Intention, General Satisfaction, Attribute Satisfaction, Met Expectation

Tourism is a booming sector in present Sri Lanka and attracting the same tourist to the same destination is cheaper than attracting new tourist towards particular destination. In this context, this study was investigated the relationship between tourists' satisfaction and revisit intention a destination. Moreover, the study tested the relationship between tourists' satisfaction with willingness to recommend it. Similarly, it explores the limitation of tourist satisfaction with respect to three satisfaction category with thirty attributes. The study based on the Southern province of Sri Lanka which has a major attraction for tourists throughout the year. A sample of 120 tourists' was drawn using stratify random sampling technique. Primary data were collected by using questionnaire with direct interview. Descriptive statistic, regression analyses were used to analyze the data with the support of appropriate analysis tools. ANOVA table has been used to test hypothesis of the study. Three OLS regression has been separately tested to interpret the result with respect to tourist's satisfaction and destination loyalty. The finding shows that there is a strong positive relationship between both intention to revisit and willingness to recommend with tourists' satisfaction. In the case of attribute satisfaction the results indicate that more than 86% tourists have satisfied about the average of thirty attributes. Hence all most all tourists' were satisfied regarding all thirty attributes. Furthermore this research concluded why tourist satisfaction is restricted and how strategies can improve tourists' satisfaction. Moreover traffic, cost, language and infrastructure are the most critical factors which have influence to the satisfaction of tourists in harmful manner.