



STUDY ON THE RELATIONSHIP BETWEEN DESTINATION ATTRIBUTES AND TOURIST SATISFACTION

**(WITH THE SPECIAL REFERENCE TO THE TOURIST IN
KANDY CITY)**

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ABSTRACT

Tourism industry became one of the fastest growing and most profitable industries in the world economy now-a-days and generates more income and employment as well as foreign exchange. Tourist satisfaction has been identified as a key performance indicator in tourism industry. This study focused on the evaluation of relationship between destination attributes and tourist satisfaction with special reference to the Kandy city. Destination attributes was the independent variable and under that there were six sub independent variables. Tourist satisfaction was the dependent variable and below that there were two sub dependent variables. There were mainly three objectives based on this research and those are to identify the existing level of tourist satisfaction and destination attributes in Kandy, to identify the relationship between destination attributes and tourist's satisfaction and to recognize the most significant attribute influence on satisfaction of tourists in Kandy district. A sample of 100 tourists was drawn using convenience sampling technique. Primary data were collected by using self administrated questionnaire and questionnaire consist 26 questions from six sub independent variables and two sub dependent variables. Data were collected through questionnaires filled by respondents. Data were analyzed by using Minitab version 15 and Microsoft Office Excel version. Descriptive statistics, correlation and regression were used to analyze the data to achieve objectives of the study. Findings revealed that there is a strong positive relationship with the destination attributes and tourist satisfaction. Further findings revealed that destination attraction, accessibility, amenities and ancillary services are significantly influence on tourist satisfaction while activities and available packages are not significantly influence.

Key words: Destination Attributes, Tourist Satisfaction