

A Study of the Impact of Visitor Facilities on Visitors' Satisfaction in Pinnawala Open Air Zoological Garden (Special Reference to Domestic Visitors)

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Tourism has grown as one of the largest industries and sources of income generation in recent years among the countries in Asia. Sri Lanka has proved to be one of the fastest growing tourist destinations. Pinnawala Open Zoo is a zoological garden which is situated closer to the Pinnawala Elephant Orphanage and is the first open air zoo in Sri Lanka. Tourism scholars have concentrated on visitor satisfaction as an antecedent of the facilities available in the zoological garden (Snijder, 2013). According to sustainable development target of 2020, zoo should be as self-sustainable organization and it ensures the income of the zoo increased through increment of visitor popularity. Hence, the purpose of the study was to identify the existing level of visitors' satisfaction on visitor facilities, to identify the relationship between visitor facilities and visitor's satisfaction and to investigate the significant factors impact on visitor satisfaction in Pinnawala zoological garden. The primary data was collected by the author from 150 domestic tourists using convenience sampling technique and tested 12 hypotheses. Quantitative data analytical method was employed in analyzing the data using descriptive statistics, correlation coefficient and multiple linear regression analysis. The finding reflects that there is a strong positive relationship with visitor facilities on visitor satisfaction of the domestic tourists of zoological garden.

Keyword: Destination, Visitor facilities, Domestic, Visitor satisfaction, Zoo logical garden