

A Comparative Study on Tourists' Satisfaction with Attributes of Cultural Heritage Sites (with special reference to select Ancient Heritage of Sigiriya and Golden Temple of Dambulla)

M.H.F. Hasna^{*c} and T.M.P.S.I. Tennakoon

Department of Public Administration, Uva Wellassa University, Badulla, Sri Lanka

Tourism is an important driving force of regional economic development of the country. Identifying the determinants of tourist satisfaction is an essential aspect in the tourism industry. Therefore, the purpose of the study is to predict and compare the determinants of tourists' satisfaction (TS) in ancient heritage site of *Sigiriya* and Golden Temple of *Dambulla*. Buhalis 6A's framework was used as the main theoretical tool where the impact of six destination attributes such as; Attractiveness, Accessibility, Amenities, Ancillary services, Activities and Available packages on tourist satisfaction was identified. The study employed convenience sampling method to collect data from 50 tourists from each site. Descriptive statistics, correlation analysis and regression analysis were used to obtain the results. The results concluded that all the six destination attributes have positive relationships with the tourist satisfaction in both destinations. Besides available packages have the most significant impact on tourist satisfaction in *Sigiriya* while attractiveness has most significant impact on TS in Golden Temple. Thus these findings could be used to increase the tourist satisfaction in both destinations.

Keywords: Determinants of Tourists' Satisfaction, Cultural Tourism, Heritage Tourism