

# **The Effects of Motivation, Satisfaction and Revisit Intention of Tourists on Ayurvedic Tourist Hotels (With Special Reference to Galle District)**

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## **Introduction**

Present era of 21st century has become globalized and changing rapidly. In the hotel industry, satisfaction of guests has regarded as an important indicator of revisit intention. All the hotels engage in providing quality service are expecting revisit intention of guests. In the composite world to have a change for the busy life, people motivate to travel different destinations to get relaxation and escape from usual environment. Health and Wellness Tourism is popular among tourists those who are seeking treatments for their body and mind. They are tending to Ayurvedic Tourism which is providing by the Ayurvedic Tourist Hotels where all the Ayurvedic Treatments and medicines available to the guests.

Motivation and satisfaction are two concepts widely studied in tourism literature, the relevance of these constructs being derived from their impact on tourist behavior but which focus at tourism in general (Mohammad, T et al, 2011). Different people are having different motives for buying product or a service. By identifying their motivation factors hotels can design their products which can attract more customers. Satisfaction of tourists, especially of seeking to create loyal customers and develop their markets is very important. The important point is satisfaction comes from the comparison from their expectations with the services they receive and this comparison is based their understanding which in many cases not with reality. (Mohammad, T et al, 2011).

According to Bindu T and, C. Kanagaraj, (2013) enhancing tourist satisfaction should be one of the main aims of destination marketers as it is a prerequisite for developing strategies to enhance the destination's attractiveness and its competitive positioning. Satisfaction may also relate directly to the consumer's needs and motives, they should also be included. By including travel motives and perception of attributes at the destination it is possible to have a better understanding about why people intended to recommend and revisit.

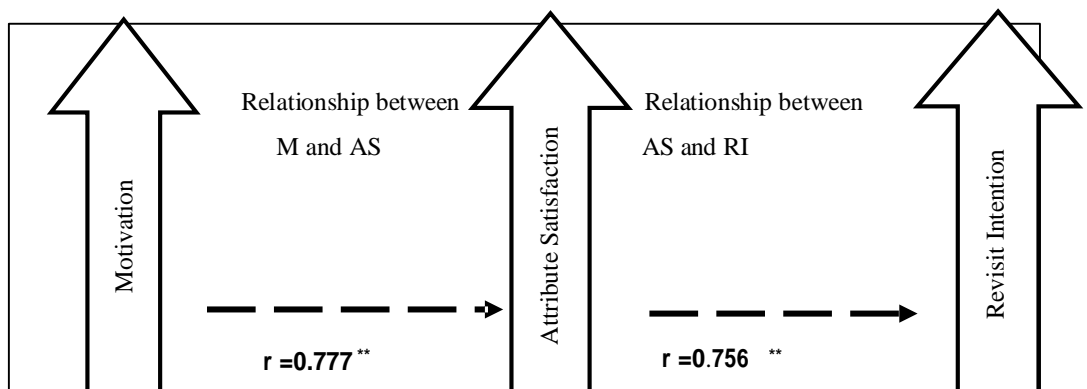
Thereby the motivation, satisfaction and revisit intention greatly influence on each. As such hotels often consider on maintain the hotel attributes to satisfy and building a long term relationship with customers while understanding their motivation factors lying on the journey. The growth in tourism is well anticipated as evident in the researches and analyses conducted by experts and relevant organizations in this industry. Therefore subject of concurrent studies on motivation, satisfaction and revisit intention in the hotel industry. Therefore, this research was conducted to examine the relationship between motivation, satisfaction, and revisit intention of tourists on Ayurvedic Tourist Hotels in Galle District.

## Methodology

This study has been done by using quantitative techniques. In order to that, primary data was collected from 80 tourists who have visited Ayurvedic Tourist Hotels which have registered under the SLTDA in Galle area with the purpose of getting Ayurvedic treatments. Data are collected through the questionnaires. There are 04 registered Ayurvedic Tourist Hotels in Galle District which facilitates highest number of Ayurvedic tourists hotels was selected as the sample and from each hotel 20 tourists were selected random manner and 100% respondent rate has been achieved. Pearson rank correlation and multiple regression analysis have used for data analyzing by using SPSS version 21 software.

## Results and Discussion

Results revealed that there is a high positive relationship between motivation and attribute satisfaction and correlation coefficient is  $r = 0.777$ . It says that when the Motivation of tourists increasing their attribute satisfaction on Ayurvedic Tourist Hotel is increasing. Further, it indicates that if they are highly motivate on getting Ayurvedic treatments, their satisfaction on hotel attributes such as Health Program, Staff Service Quality, Room Quality, Security, Value and General Amenities are increasing. Also it was identified that there is a strong positive correlation between Attribute Satisfaction and Revisit Intention which has been calculated  $r = 0.756$  value and it says that when Attribute Satisfaction increases Revisit Intention of tourists have been increased. It implies that Ayurvedic Tourist Hotel attributes highly affected on get revisit intention of tourists to the hotel.



Tourists who have visited Ayurvedic Tourist Hotels in Galle district have been motivated to get Ayurvedic treatment because of their push motivation factors. Such as, escape from normal environment, to get relaxation and enjoy. They have been highly satisfied on Staff Service Quality of the hotel. Further Security and Value for money that they have paid for getting treatments are other satisfied factors. Tourists are not much satisfied on Health Program of the hotels. It may be because

of the low level of professional's contribution, availability of health assessment and counseling. Most of the tourists have word of mouth behavior intention on Ayurvedic Tourists Hotels in Galle District.

## **Conclusion**

It can be concluded that there is a strong positive relationship between motivation and satisfaction correspondingly between satisfaction and revisit intention. The recognition and experience as the most considerable motivation factors on Ayurvedic Tourist Hotels. Tourists are highly expecting Safety, Staff Service Quality and Value of the service of hotel than other attributes. Most of the tourists have word of mouth behavior intention on Ayurvedic Tourists Hotels in Galle District. In addition Staff Service Quality as most critical factor which influence on revisit intention. Further it has identified that push motivation has most influence on motivation and recognition and experience as highest mean ranks on motivation.

Finally it can be concluded that Ayurvedic Hotels needs to keep their staff service quality to satisfy and get revisit of tourists since they mostly consider on that factor and need to enhance the health program of the hotel because the visitors not satisfy on that. For that hotels can pay attention on increase the qualified health professionals service, health assessment and counseling for tourists. Further hence word of mouth intention is highly affected on tourists tend to visit Ayurvedic Hotels it need to be satisfied the guests desires.

## **References**

Bindu. T. and C. Kanagaraj 2013 A Study on International Tourist's Satisfaction with Tourism Services in Kerala, *Life Science Journal*, 10, pp. 183.

Mohammad, T et al 2011 'The Role of Health Tourism in Development Process, Concepts and Applications, *Australian Journal of Basic and Applied Sciences*, 5(10), pp. 544-550.

Sri Lanka Tourism Development Authority (n.d.) *Guidelines: Ayurvedic Tourist Health Resorts / Centers and Ayurvedic Tourist Health Resorts / Ayurvedic Health Centers In Tourist Hotels/ Guest Houses Registration.*