



**PROMOTE SRI LANKA AS A REMARKABLE TOURISM
DESTINATION AMONG CHINESE TOURISTS**

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Name of the candidate: G.K.M.Fernando

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ABSTRACT

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Tourist satisfaction is the exceeding the expectation level of the customer, relevant to features of certain product or service. This study sought to analyze customer satisfaction with destination attribute with regarding Chinese tourist who visits to Sri Lanka. This study empirically evaluated five destination attribute dimensions (Attraction, Awareness, accommodation, Amenities, Accessibility) and their impact on Chinese tourist overall satisfaction. The sample consisted of fifty Chinese tourists who visit to Sri Lanka. Primary data were gathered through a questionnaire.

The research findings revealed that destination attributes positively associated to Chinese tourists overall satisfaction and Accommodation is the most influenced factor to Chinese tourist to visit Sri Lanka.

Keywords: Destination attribute, Customer Satisfaction, Accommodation