



**A Comparative study on tourist satisfaction with attributes of  
Cultural, Heritage sites**

**(With special reference to select Sigiriya and Golden Temple)**

*This dissertation is submitted as a partial fulfillment of the degree of Bachelor of  
Business Management in Hospitality, Tourism and Events Management*

M.H.F. Hasna

Index number: UWU/EX/13/0273

Hospitality, Tourism and Events Management

Department of Public Administration

Faculty of Management

Uva Wellassa University

## **ABSTRACT**

Cultural, Heritage tourism is one of the largest and fastest growing global tourism markets and the Cultural, Heritage tourism covers all aspects of travel that provide an opportunity for visitors to learn about other areas' history and life style.

This study developed and tested a model to predict the determinants on tourists' satisfaction (TS) and to a comparative study of relationship between tourists' satisfaction with destination attributes in Cultural Heritage sites special reference in Ancient heritage of Sigiriya and Golden Temple of Dambulla. and also identified the most significant attribute influence on tourists' satisfaction in both destinations.

Data was collected from foreigners who were visit to Sigiriya and Golden temple. This research did 100 questionnaires from 50 questionnaires in Sigiriya and 50 questionnaires in Golden Temple. This research initially hypothesized 6 independent variables; Attractiveness, Accessibility, Amenities, Ancillary service, Activities and Available package had positive and direct effect on TS. This study used regression to test the proposed TS model. The result showed final TS model consists of 6 independent variables and all constructs have positive relationship and direct effect to tourist satisfaction.

**Key words; Determinant factors, Tourist satisfaction**