



The Impact of Perceived Contemporary Marketing Mix Elements on Tourists' Satisfaction

(A study on Foreign Tourists of Five Star Hotels in Sri Lanka)

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ABSTRACT

The purpose of this research is to explore the impact of perceived contemporary marketing mix elements on tourists' satisfaction of foreign tourists of five star hotels in Colombo district.

It was used Convenience sampling method. Samples of 90 tourists who stay at five star hotels were selected; with 15 each from 6 five star hotels in Colombo district.

This research showed that adoption marketing mix product, place, promotion, people, physical evidence, package, partnership and program have a significant relationship with tourists' satisfaction of five star hotels in Colombo district. Price has no significant relationship with tourists' satisfaction of five star hotels in Colombo district.

The results of the study present a very good sign for the growth of Sri Lanka's hotel industry, making the industry valued for further investment. The research dissertation contributes to previous research by adding to existing knowledge regarding what constitutes marketing mix. The research makes key recommendations towards enhancing tourists' satisfaction of hotel industry.

Keywords: *Marketing Mix, Tourists' Satisfaction*