

Study the Impact of Destination Attributes on International Tourist Satisfaction in Uva Province as a Tourist Destination

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Tourist satisfaction has been identified as a key performance indicator in the tourism industry. Uva province is not attracted by many tourists as their tourist destination even with a vast collection of tourist voluminous collection of tourism possibilities. Therefore, it's very critical to investigate the current level of tourist satisfaction and the relationship between destination attributes and tourists perspective in order to gain in-depth understanding of tourist's satisfaction in the Uva province. This study focused on the evaluation of the relationship between destination attributes and tourist satisfaction with special reference to the Uva province. Destination attributes are the independent variable and under that, there were six sub independent variables. Tourist satisfaction was the dependent variable and below that there were two sub dependent variable. There were mainly three objectives based on this research and those to identify the existing level of tourist satisfaction and destination attributes in Uva province, to identify the relationship between destination attributes and tourist's satisfaction and to recognize most significant attributes influence on the satisfaction of tourists in Uva province. A sample 150 tourist was drawn using judgmental sampling. Primary data were collected using self-administrated questionnaire. Data were analyzed by using SPSS. Descriptive statistics, correlation and regression were used to analysis the data to achieve objective of the study. Finding revealed that there is a strong positive relationship with destination attributes and tourist satisfaction. Further finding reveal that destination attraction, accessibility, amenities and ancillary services are significantly influence on tourist satisfaction while available packages and activities are not significantly influence.

Keywords: Destination Attributes, Tourist satisfaction.