



IMPACT OF HERITAGE ATTRIBUTES ON TOURIST SATISFACTION

(Special reference to Yapahuwa)

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ABSTRACT

In Sri Lanka tourism industry became one of the rapid and wide growing sector of the economy. Heritage tourism is one of the most important segment coming under the tourism. "Heritage tourism is the fastest growing niche segment of the tourism industry, because there is a trend toward an increased specialization among tourists" (Huh, 2002). Tourist satisfaction is always link with the heritage attributes. Therefore, vital to understand the impact of heritage attributes on tourist satisfaction. to upgrade the tourism in Yapahuwa heritage site. In this context the research aim is to find the impact of heritage attributes on tourist satisfaction, special reference to Yapahuwa. The study gathered data from 60 sample units by using convenient sampling technique, the data collection was done by using a self-administered questionnaire which consists with heritage attributes and tourist satisfaction as independent and dependent variable. Descriptive statistics, correlation and regression analysis were used to analyze the data with the support of EXCEL and SPSS 21 version. Descriptive statistics has implied existing tourist satisfaction on heritage attributes. Correlation analysis has shown the weak positive relationship between heritage attributes and tourist satisfaction. In addition multiple linear regression analysis has confirmed that, three heritage attributes, Attractions, Amenities and Activities were highly significant for the model. Among these three variables, tourist satisfaction was highly impacted by Attractions. In conclusion can be said that heritage attributes are very important to determine tourist satisfaction. Because thorough the findings can ability to understanding about the existing satisfaction level of tourists. According to the output can develop strategies to increase the level of satisfaction. Then Yapahuwa can attract more tourists and if the tourists satisfied with the heritage attributes, it may be help to successful destination marketing.

Key words: Niche segment, Tourist satisfaction, Heritage attributes