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An analysis of foreign travellers' satisfaction with guided tour packages in Sri Lanka

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ABSTRACT

An analysis of foreign travellers' satisfaction with guided tour packages in

Sri Lanka

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The guided tour package is a special tourism product that is composed of many components that are organized and offered by a tour operator. The literature shows that many travellers prefer guided tour package because they are a convenient way of organizing a holiday. Studies of traveller satisfaction with guided tour package are often conducted in developed economies, on coach tours in cities, and therefore less is known about guided tour package in developing economies where the principle attraction is wildlife and nature. This research investigates visitor satisfaction with guided tour package that feature in the Sri Lanka.

Quantitative research method is used in this study and this research explores the traveller satisfaction with guided tour package, and the relationship between traveller satisfactions with the different components of the guided tour package.

Package tours are a type of tour where all important services are organized or provided by a tour operating company. In the guided tour package setting, determine the elements of the tour such as the pre-arrival service, accommodation, food, transportation, attraction, guiding and information.

Also, visitors in the guided tour package are accompanied by a tour guide who leads the tour, interacts with visitors and links visitors with different service providers. One of the main objectives of tour package companies is to offer a satisfying guided tour package experience. Traveller satisfaction with guided tour package is shaped by a range of services offered during the tour.

The findings show that all dimensions of the guided tour package are very important to traveller satisfaction. Interestingly, the findings show that travellers are very satisfied with

the all dimensions of the guided tour package. Attractions, tour guiding and information rate more highly important to other components. furthermore, most important and most satisfied dimension of the guided tour package is attraction.

Keywords: Guided tour package, traveller satisfaction, guiding and information