

Visitors' Satisfaction of Passive Recreation in the Colombo District reference to Seethawaka Wet Zone Botanical Garden

C S W Gunasekara ^a, K G P K Weerakoon^b

^a Undergraduate, Department Estate Management and Valuation, University of Sri Jayewardenepura, Sri Lanka
chiranshashika@gmail.com

^b Professor, Department of Estate Management and Valuation, University of Sri Jayewardenepura, Sri Lanka
kgpk@sjp.ac.lk

Abstract

With the urbanization people were gathered to industrialized areas with the higher population density of the areas lead to a decrease of common amenities such natural beauty, pure air, clear water and other amenities of those areas. With the industrialization and urbanization cities and town were established. Planning mechanism was also introducing to enhance the quality of life of human being through that urban planning principles were also introduced, and natural and recreational values were also considered for designing the cities and towns. Colombo district also acts as an industrialized area with high population density areas. For the well being of the society open and recreational spaces were created for fulfilling the recreational needs of the society. When considering the Seethawaka Wet Zone Botanical garden which is one of the recreational and open spaces located in Colombo district. But currently, most of the public projects have less focus on the feedback process and improvement based on the feedback process. Therefore, it is important to focus on visitors' satisfaction to measure the recreational attraction on those recreational spaces and address the deficiencies of the creational spaces. The main objective of this study was to examine the level of visitors' satisfaction regarding to the Seethawaka wet zone botanical garden and identify the factors affecting the satisfaction of the visitors of to the Seethawaka wet zone botanical garden and improve the efficiency of Seethawaka wet zone botanical garden to provide more satisfaction to the visitors on recreational land use perception were specific objectives of this study. A structured questionnaire, interviews, and Google Maps reviews were considered as the data collection methods and 106 printed questionnaires were collected for the visitors about the perception of the botanical garden. Partial Least Squares-Structural Equation Modeling was applied to identify the factor affecting to visitors' satisfaction, smart PLS 3.0 software was used for factor analysis and SPSS statistics 23 version software was also used for describing nature of samples and nature of the visitors. G*power tool was also used for calculation of the sample. Base on the literature survey, Botanical garden as a source of knowledge, Infrastructure facilities, botanical garden as a park for visiting and natural beauty were identified main attributes that were affected to the visitors' overall satisfaction. The results were revealed that infrastructure facilities of roads towards to the botanical garden, roads inside in the botanical garden and parking facilities and botanical garden as a park for visiting sub-factors of place to spend leisure time, meet your need expectations and meet your need expectations have a positive relationship with the overall satisfaction of the visitors. But however, there were no enough evidence to prove that source of knowledge and natural beauty affect the visitors' overall satisfaction.

Keywords: Visitors' Satisfaction, Recreation, Recreational and Open Spaces, Determinants of Visitors' Satisfaction