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THE IMPACT OF DESTINATION SATISFACTION ON TOURISTS' INTENTIONS TO RETURN: THE CASE OF TOURISM INDUSTRY IN SRI LANKA.

By

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A thesis submitted to the University of Sri Jayewardenepura in partial fulfillment of the requirements for the Degree of Master of Business Administration/Master of Public Management/Master of Science in Management (Field of specialization) on Marketing Management.

(A) Declaration by the Candidate

The work described in this thesis/research/project was carried out by me under the supervision of Professor B.N.F. Warnakulasooriya and a report on this has not been submitted in whole or in part to any university or any other institution for another Degree/ Diploma.

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(B) Declaration by Supervisor

I certify that the above statement made by the candidate is true and that this thesis is suitable for submission to the University for the purpose of evaluation.

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ABSTRACT

Tourists' destination satisfaction on destination attributes plays an important role in marketing tourism products and services. Therefore, determinants of tourists' destination satisfaction and its consequences are ongoing debate in academic literature since destination attributes available in different destinations are heterogeneous. Thus, the objectives of this research are to provide empirical evidence on tourists' existing level of satisfaction on destination attributes and its impact on tourist revisit intention as a case of Sri Lanka. Tourists' destination satisfaction was a formula of tourists' satisfaction with destination attractions, food and beverage services, tourism pricing, hospitality and political and social factors. Judgmental sampling technique was utilized to select 251 tourists belonged to seven nationalities. Data were collected via tour guides and a researcher administrated questionnaire. A pilot survey was conducted to validate the measurement properties of the study. One sample t test and Mean score analyses were performed to determine the tourist' level of satisfaction with destination attributes. Further, hypotheses were tested using Pearson correlation analysis and bivariate regression analysis. It has been found that the most of the tourist are highly satisfied with destination attractions, food and beverage services, tourism pricing, hospitality and political and social factors. Destination attractions and tourism pricing were more significant attributes contributing for tourists' satisfaction. Further, there is a positive impact of tourist satisfaction on tourist intention to return. Moreover, it has revealed the impact of tourists' satisfaction have an influence on tourists' revisit intention by offering some novel insights into the process of redesigning tourism marketing mix according to different market segments. Further, tourist satisfaction is an essential factor to enhance the repeat visitation but it is not the only factor which determines

tourist revisit intention about Sri Lanka. Furthermore, the demographic and behavior characteristics indicated that there is a similar indication of them with other "Sun and Sand" destinations. Finally, research implications suggested that Sri Lanka should promote first time visitation and via that Sri Lanka should formulate strategies to develop a repeat visitor market.

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