

# **FACTORS AFFECTING ON TOURISTS' SATISFACTION ON HOTELS IN KEGALLE**



By

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## ABSTRACT

During the early years of independence, successive governments placed greater emphasis on service sector development in Sri Lanka. The improvement in the hotel industry basically depends on tourists satisfaction and their complacence. However, the development of this sector mainly depends on the arrivals of the tourists. Hotel and restaurant sector directly compel to the overall economic growth in Sri Lanka. This study mainly focuses about the factors that affecting the tourists' satisfaction on selected hotels around Pinnawala Elephant Orphanage in Kegalle district. Study used primary data and 250 tourists were selected out of 3 hotels in the Pinnwala divisional secretariat area through convenience sampling method, using a structured questionnaire.

The data were analyzed by using descriptive, correlation analysis and multiple regression analysis. The results show that hospitality, attraction, accessibility, cost of staying, environment, infrastructure and tourists satisfaction are in higher level. The study reveals that there is a moderate relationship between hospitality and tourists satisfaction, attraction and tourists satisfaction and accessibility and tourists satisfaction and also there is a strong positive relationship between cost of staying and tourists satisfaction, environment and tourists satisfaction, and infrastructure and tourists satisfaction. There is a significant and positive impact of selected factors on tourists satisfaction. Hence, it can be concluded that accessibility, cost of staying and infrastructure are some of the factors that enhance tourists satisfaction on hotels.

Personal and behavioural factors were not significantly associated with the tourists satisfaction on hotels. Therefore, significant factors were most important and critical to increase tourists satisfaction on hotels than other factors. It is better to suggest this study to it is more efficiency if buffet services would supply daily. So it is important to provide best services applicable for all customers and hotel premises should be established with in high quality and modernization.

***Key words: Hotel industry, Tourists satisfaction, Hospitality, Attraction, Accessibility, Cost of staying, Environment, Infrastructure***

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