

**A STUDY ON THE SATISFACTION OF TOURISTS ON
THE SERVICES PROVIDED BY THE TOURISTS HOTELS
IN THE DISTRICT OF GALLE**



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ABSTRACT

Legend as well As history record that Sri Lanka has always delighted visitors to its shores for countless centuries. The Sri Lanka offers a wide variety by way of accommodation which ranges from international chain hotels to informal guest houses. The seaside town of Galle is 116km from Colombo by road or rail down the southwest coast. The researcher find out this research tourist satisfaction level regard the hotel services. In this case researcher find out they achieve there target of tourist satisfaction fully or not? The conceptual scope based on the research number of variables. In this research study identify the five main variables as rooms, meals, tariff, security, and other facilities.

The researcher takes the 100 sample tourist's randomly selected from Galle district. The cross sectional study design used for this research. The researcher data collected used ordinal scale questionnaire. Personal information, variable questions included the questionnaire questions. The researcher data presented data summarized and categorized analysis used tables, graphs, then a used code book was prepared for transferred from questionnaire to survey analysed descriptively using tables, charts, frequencies and percentages, ms excel soft ware package.

In this research the four main variables are high satisfaction level and one of the lower satisfaction levels. The rooms, meals, security, other facilities are higher satisfaction and tariff are lower satisfaction level. The satisfaction levels of tourist are different that is different tourists expect different types of services like quick service, room conditions on highly facilities, taste of the meals, taste of the drinks behave with kind manner and so on but the hotel is unable to provide service to the different tourists satisfaction levels because limited resources they have tourist also expect some over capacity from hotel. However researcher find out the study good satisfaction level regard the hotel services in Galle district.

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