

# Impact of service quality on level of tourist satisfaction in Pinnawala elephant orphanage, Sri Lanka

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## Abstract

Currently most of tourists are attracted to wildlife tourism. The majority of tourist who are interested in wildlife are highly willing to watch and study animals by being closer to them. According to that, main purpose of this study was to identify the association between tourist satisfaction and service quality in Pinnawala Elephant orphanage. The specific objectives of this study was; identification of association between tourist satisfaction and reliability, tourist satisfaction and assurance, tourist satisfaction and tangibility, tourist satisfaction and empathy, tourist satisfaction and responsiveness. Build up two hypothesis to achieve the above objectives. There are  $H_1$  - There was a significant relationship between the five dimensions of service quality and tourist satisfaction,  $H_0$  - There isn't a significant relationship between the five dimensions of service quality and tourist satisfaction. There was one independent variable name as tourist satisfaction and there are five independent variables such as reliability, Assurance, Tangible, Empathy and Responsiveness. Stratified sample method using for select the sample and closed – ended questionnaire were used for data collection. Questionnaire were distributed through the 320 local and foreign tourist. The data was analysis from SPSS 21.0 using cross tabulation and Pearson chi- square analysis. The findings of this study showed that each independent variable has significant positive relationship with tourist satisfaction. Accordingly, overall service quality bears a significant relationship with tourist satisfaction.

Key words: wildlife tourism, tourist satisfaction, service quality

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