

AB148

## **Tourists' Satisfaction and intention to revisit of International Tourists (With special reference to Galle)**

Dilushi Kodithuwakku<sup>1</sup>,Manjula Gunarathna<sup>2</sup>

This study aims to investigate the international tourists' satisfaction and intention to revisit in Galle tourism destination, in Sri Lanka. Satisfaction is one of the most relevant variable when analyzing tourists' behavior. Because it influence the choice of destination, the consumption of product and services and the decision to return. Tourists' satisfaction is based on the comparison of visitors' pre travel expectations and images about the destination and their post-travel experiences at the destination. Consumer satisfaction can be seen as a relationship between the costs of what the consumers spend and the benefit they expected. Price, benefits, time, and effort are major factors in determining satisfaction.

Since accurate data about the population in these international tourists revisit is not available, the sample of this study was collected via on-site surveys. With the intention of collecting a representative sample of tourists, the on-site survey was conducted on both weekdays and weekends. In addition, in order to survey a maximum number of diverse visitors over a relatively small period of time, questionnaire was distribute to participants who are systematically select from the study area. Furthermore, a systematic sampling procedure is use for data collection of this study and the sample size is 200.

Findings show that international tourists have different levels and areas of satisfaction with Galle tourism destination, where have higher satisfaction with cultural heritage experience, hotel services, Shopping Prices and friendly attitude and hospitality of local people toward international tourists.

**Key words:** *Satisfaction, revisit intention, International tourists'*

---

<sup>1</sup> Department of Economics, University of Kelaniya, Sri Lanka

<sup>2</sup> Department of Economics, University of Kelaniya, Sri Lanka