



AN EMPIRICAL ANALYSIS TO INVESTIGATE THE INFLUENCE OF 5A'S ON DOMESTIC TOURISTS' SATISFACTION IN HIKKADUWA, SRI LANKA

¹Samaraweera K.G., ²Upekshani T.G.Y.,

¹Department of Economics, University of Colombo, Sri Lanka

²Department of Economics, University of Sri Jayewardenepura, Sri Lanka

Abstract

Tourism is one of the enormous and emerging sectors in the world economy which contributes about 10% to global gross domestic product. As an island Sri Lanka has great opportunities to promote tourism. Hikkaduwa is one of the eye catching areas which can be mesmerized both international and domestic tourists. Sri Lankan tourism industry is in a backward position in promoting domestic tourism. Under this backdrop this study seeks to investigate the Influence of 5A's on Domestic Tourists' Satisfaction in Hikkaduwa, Sri Lanka. The general objective of this study is to identify the Western province domestic tourists' perception towards the satisfaction gained by 5A's in Hikkaduwa. Furthermore, the study attempts to identify the factors that influence the Domestic Tourists' Satisfaction in Hikkaduwa. The study adopted the convenience sampling technique to generate a sample of 485. The operational methodology for this study is a factor analysis which has three stages. First stage is the Exploratory Factor Analysis to identify the major factors that influence the domestic tourists' satisfaction in Hikkaduwa. Second stage is the Confirmatory Factor Analysis to confirm the identified major factors from the Exploratory Factor Analysis. Finally, the Structural Equation Model to identify the relationships between the identified factors in the model. The study found that Accommodation, Amenities, Attractions, Accessibility and Activities influence the domestic tourists' satisfaction in Hikkaduwa. Moreover, the study revealed that Accommodation, Amenities, Attractions, Accessibility and Activities have a significantly positive impact on domestic tourists' satisfaction in Hikkaduwa. However, the activities impact 95% on domestic tourists' satisfaction and it is the most crucial factor.

Keywords: Domestic Tourism, Tourists' Satisfaction, 5A's, Factor Analysis

1. Introduction

Tourism is an important strand in the economy of Asia and Pacific countries. Most of the countries have adopted many strategies to expand tourism in their countries (Lea, 1998). To get multiple socioeconomic benefits from tourism, all nations must introduce low cost business models which are diversified (Pierret, 2001).

“Domestic tourism comprises the activities of a resident visitor within the country of reference, either as part of a domestic tourism trip or part of an outbound tourism trip” (UNWTO, 2008). “A domestic traveler is any person residing in a country who travels to a place within the country, outside his or her usual environment for a period not exceeding 12 months and whose main purpose of visit is other than the exercise of an activity remunerated from within the place visited” (SLTDA, n.d.). Pierret (2011) reviewed that according to the UNWTO estimations the global level domestic tourism records, 73% of total overnights, 74% of arrivals and 69% of



overnights at hotels, 89% of arrivals and 75% of overnights in other (non-hotel) accommodations.

Sri Lankans also like to experience the cultural and natural richness of their own country. Hence it is very important to pay the attention to the domestic tourist satisfaction. Tourist satisfaction is one of the leading factors which assists to deal with the competitiveness of the tourism industry (Meng et al, 2008). When evaluating the tourist satisfaction a priority should be given to the factor, Accommodation. According to the capacity available in 2017 by resort regions the South coast region had 35.23% accommodations out of the total capacity and it is recorded as the highest accommodation capacity in 2017 (SLTDA, 2017). Therefore the domestic population is also mainly attracted to the South coast zone extends from Wadduwa to Tissamaharama. The finest Southern beaches are Tangalle, Beruwala, Mirissa, Bentota, Unawatuna and Hikkaduwa. The largest proportion of nights local guests spent was reported from the South coast as 31.73% (SLTDA, 2017), because of these beautiful beaches.

According to the details of domestic visitors by location in 2017, the number of local visitors arrived to Galle was 67,248 and the revenue from that area was Rs.1,810,015 (Central Cultural Fund, 2017). Hikkaduwa is one of the most famous areas in Galle in Southern region. Uysal (1998) defined that the attractiveness of the tourist destinations always draws the tourists and the reason for this attractiveness is the appealing sources in those areas. Likewise the natural attractions like corals, beach and also the cultural attractions like Seenigama Muhudu Viharaya, Tsunami Honganji Viharaya, and Naga Viharaya are some of the great diversions in Hikkaduwa for the domestic travelers. This area is very distinctive for eco-tourism which benefits for the locals as well as the environment. The sustainable tourism destination management is responsible to improve the tourist satisfaction by providing a high service quality (Liu and Yen, 2010).

Tourists normally consider the tourist satisfaction as a key element that can be used to measure a tourism service (Bowen and Clarke, 2002). Given that, it is highly prudent to answer the question of how Western province domestic tourists' perception, towards 5A's has developed.

2. Literature Review

2.1 Tourist Satisfaction

As customer satisfaction is a term which relates to marketing, it is one of the principal measures for marketers as well as for the businessmen.

There is no doubt that consumers expect to gain their satisfaction through consuming various goods and services. To maintain the consumer satisfaction any good or service must be different or unique from other products. If a particular product or service is divergent from other products or services which are in the same market, it can give satisfaction to the consumers and also maintain its market demand (Valle et al., 2006).



Customers highly repurchase products depending on the quality, expectations and satisfaction gained by them. But they lower the repurchasing when competition, differentiation and experience is high and when switching costs and difficulty of standardization is low (Anderson, 1994).

Customers usually differentiate the actual gains with the expected gains of any product. They will be well satisfied and purchase the same product again, if the actual gains are higher than the expected gains. Nevertheless, if the actual gains are lower than the expected gains, customers will be dissatisfied (Heung and Cheng et al., 2000). To magnify the customer satisfaction the quality of the product and plentifulness is important (Kotler et al., 2010).

Tourist satisfaction is identified as one of the crucial assessments that can be used to measure the tourism service. Tourists' intentions on revisiting the destinations are sharply connected with the factor, "satisfaction". Therefore it is one of the foremost elements which assists any destination to increase their profits and to capture an out spread market share.

Hence, when interpreting about the satisfaction it is very expedient to spotlight on the various definitions on satisfaction within the tourism literature. In some cases satisfaction can be defined as the consequence of customers' judgment on the service quality which they recognized (Chi and Qu, 2008). But in compliance with some other papers, satisfaction and service quality are headed towards different directions (Hui et al., 2007; Yoon and Uysal, 2005). The reason for this is, the presence of discrete elementary handling mechanisms to assess the satisfaction and service quality (Zabkar et al., 2010).

As specified by Kozak and Rimmington (2000) tourists mainly select their destinations, utilize goods and services at the destinations, and tend to revisit those destinations according to the satisfaction they gain. Therefore tourist satisfaction is very essential in promoting destinations.

According to Bowie and Chang (2005), tourist satisfaction depends on the service quality of the destination. Therefore in order to retain the competitiveness of destinations and to raise them, the tourism development authorities and tourism operators should take necessary steps to improve the satisfaction (Yoon and Uysal, 2005).

Individual satisfaction is derived by contrasting the anticipated and underwent experience of a good or service (Oliver, 1980). Yuksel and Rimmington (1998) pointed out that the competition, product differentiation, customers' consumption can be increased by the tourist satisfaction.

According to Baker and Crompton (2000), tourist satisfaction is the conceptual conclusion gained through various facilities and services in the destination as well as the standard of travelers' experience.

2.2 Factors affecting Tourist Satisfaction



Yoon and Uysal (2005) explained that tourists usually contrast their contemporary destination with other similar destinations or already visited destinations. Therefore the success of tourism industry is rooted in the factors like attractions, amenities, accessibility and networking. So it is great to define these factors one by one. If any place can attract the tourists from its natural, cultural or man-made beauty, it is an attraction. Being convenient to reach or enter to the destination is the accessibility. Amenities are the services or facilities which delight the tourists. Those amenities include accommodation, hospitality and cleanliness (Mason, 2000; Poerwanto, 2000).

Many authors declared that tourist satisfaction can be measured in reliance on the attributes in the destinations. Such attributes are accommodations, activities, accessibility, natural and cultural attractions, safety, facilities, infrastructure, hospitality etc. (Celeste and Vieira, 2011). Accordingly, in the case of traveling, tourists normally assess the customer satisfaction after using the travel products and services in the destinations (Tse and Wilton, 1988).

According to some researchers, there are two parts in tourist satisfaction as push and pull. Demand of tourists and needs of satisfaction are considered as the push factors (Ryan, 1995). When evaluating about the pull factors, they are related to the tourism destination. Some of such pull factors are local attractions, security, amenities, activities, infrastructure and accessibility (Shuaib et al., 1989; Couto et al., 2011; Thongma et al., 2011; Salleh et al., 2011).

Dann (1977) also pointed out that there are some push and pull factors which influence for the tourists to decide where to go and whether to go. As the push factors entertainment, relax and refresh, adventure and surprise, break everyday surrounding, recreational activities, experience and thrill etc. are prominent and the pull factors are geographical diversities, comfortable weather, natural beauty and history and archeology (Jayasinghe et al., 2015).

In line with Gunn (2004), tourism can be developed by paying attention to the information services, transportation, accommodations and attractions. Handszuh (1995) added that the quality of the services such as safety, infrastructure, tidiness and attractions influence the tourists to gain the satisfaction from their journeys.

According to Akama and Kieti (2003), Kenya's national parks are the central core of its tourism industry. However, the country's tourism industry has been declined due to the poor performance in the destinations. The exogenous factors such as poor security and infrastructure are responsible for this poor performance in Kenya.

As stated by Clerides and Pashourtidou (2007), due to several exogenous and endogenous factors the competitiveness of tourists' products in Cyprus have been decreased. They examined this by using the factors affecting tourist satisfaction such as accommodation, natural environment, infrastructure, activities, shopping, bus service etc.

Eraqi (2006) evaluated the tourism quality in Egypt. Accordingly the factors such as environmental conditions, internal transport quality, people awareness, safety and security etc. influence the tourist satisfaction.



The tourists' satisfaction or dissatisfaction towards any product or service depends on the quality of that product or service. They tend to repurchase any product or service only if its quality is high (Fornell, 1992).

Gnanapala (2015) pointed out that the tourists are satisfied by visiting Sri Lanka and therefore they tend to revisit and recommend Sri Lanka. Accordingly, there are nine determinants which influence for the tourist satisfaction in Sri Lanka as tourist attractions, accommodation and entertainment, food and beverages, behavior of staff, safety and security, guide services and information supply, price levels, nature of the selling products and behavior of the vendors, infrastructure and super-structure facilities.

According to the 2002 statistics of Hokkaido in Japan, Hasegawa (2010) mentioned that the tourist satisfaction greatly depends on the beautiful scenery and meals. The factors like transportation facilities, accommodation services also influence for the overall satisfaction.

Through a study regarding domestic tourist satisfaction at Cox's Bazar sea beach, Bangladesh, Hayat and Supinitis (2016) presents that accessibility, accommodations, architecture, atmosphere, arts, climate, information center, historical buildings, food etc. influence for the domestic tourist satisfaction.

Factors like people, overall convenience, price, accommodation and food, commodities, attractions, culture, climate and image are the important factors which impacts on domestic as well as the international tourists' satisfaction (Aziz et al., 2011).

As specified by Dar (2018), during his study on Gulmarg in Jammu and Kashmir in India, he identified accessibility, beauty, cleanliness and hygiene, language barrier, tourist information, friendliness of local people, sufficient shopping opportunities, safety and security etc. as the factors which affect the satisfaction of domestic tourists.

According to Reisinger (2009) tourists select their destinations by considering about the attributes such as accommodation (luxury/budget), accessibility, activities (indoor/outdoor), amenities, atmosphere, cultural attractions, historical attractions, natural attractions, service quality etc.

Hence, it should be given a higher satisfaction to the tourists while minimizing their complaints about the destinations. Then only they will intend to revisit those destinations as well as recommend it to others. At the same time their satisfaction will be diminished if they imagine the cost of their journey is greater than the service they received (Suanmali, 2014).

2.2.1 Accommodation

Accommodation services are essential in order to improve the tourist satisfaction. In tourism accommodation is considered as the second home for tourists.



Gnanapala (2015) identified that the facilities in the accommodation like room services and maintenance, quality and standards of bathrooms, night life and entertainments, shopping facilities and recreation facilities positively influence the satisfaction level of travelers. Tourists are greatly satisfied when their accommodation is pretty and attractive, modern and fashionable, having a pleasant and friendly staff, having an eye catching view etc. (Tribe and Snaith, 1998; Truong and King, 2009). The language proficiency, friendliness and efficiency of the staff in the accommodation also enhance the satisfaction level of tourists (Poon and Low, 2005).

A factor that strongly influence for the satisfaction of a customer is the price that the customer has to pay (Parasuraman et al., 1994). Accordingly, apart from the facilities, there are some other factors in the accommodations which improve the satisfaction of the tourists. Jeyamugan (2018) reveals that reasonable price for accommodation, safety of visitors and emergency preparedness positively impacts on tourists' perception which in turns derives a higher satisfaction. The food safety should be in an equal level from street food vendors to high class food restaurants (Eraqi, 2006). Consequently, the accommodations should also be clean, safe and secured (Saleh and Ryan, 1992).

2.2.2 Amenities

The amenities act as a motivational factor which make the tourists to revisit a place (Jeyamugan, 2018). Amenities include the hygiene and sanitation factors and infrastructure facilities too. These amenities should be developed in order to develop the tourism industry.

According to Jeyamugan (2018) hygienic food preparation, cleanliness of destinations, safe drinking water, availability of health services have a positive correlation with tourist satisfaction.

The infrastructure facilities like parking facilities and space, telecommunication facilities, banking services, money exchange, signs and indicators also show a positive relationship with satisfaction (Dwyer et al., 2004; Chen and Chen 2010).

Gnanapala (2015) identified the factors such as banking services, internet and IDD facilities, customs and airport services impact greatly for the tourists' perception and satisfaction.

2.2.3 Attractions

The uniqueness of a place attracts more visitors. Therefore if there is a variety of natural and cultural attractions the tourists will attach to visit that place again and again. Also the tourist satisfaction increases if the people who live in that destination are warm welcoming and if there is a variety of food and beverages.

When evaluating the natural attractions and cultural attractions Jeyamugan (2018) identified some motives which enchant the tourists such as pleasant climate, heritage ambience, being harmonious with nature, historical sights, archeological sites and monuments, natural features, convenient location etc. Among them the pleasant climate, historical sights and convenient location have a better relationship with tourist satisfaction.



Quality food and beverages also plays an enormous role to attract travelers. According to Gnanapala (2015), the tourists' perception and satisfaction has a positive correlation with the factors such as quality and taste of foods, quality and taste of beverages, variety of foods, reasonability of food prices, food serving methods and ability to eat tourists' favorite foods.

Among the factors like variety of cuisines, variety of restaurants, traditional food, availability of children foods, availability of foods for elderly people, tastiness of food served, temperature of food served, portions of food and presentation of dishes, a less interaction is shown by the variety of cuisines and variety of restaurants to the factor food and beverages (Jeyamugan, 2018).

2.2.4 Accessibility

Destinations should have accessibility. Because it is significant to attract tourists to the destination places. For that it needs some factors like good road network to reach the destination, affordable traveling cost, adequate information and documents about the destination, able to reach the destination without traffic congestions etc.

As stated by Baker and Crompton (2000) the time and cost taken to transport to the destination is one of the foremost factors that influence for travelers' satisfaction.

Jeyamugan (2018) identified some factors which affect for tourist satisfaction that directly connects to accessibility as road networks, rail networks, taxi services, ease of access, uncongested roads etc. There he has concluded that taxi services are less interactive with accessibility.

Tourists' perception and satisfaction can be measured by using the variables such as the quality, friendliness and responsiveness, communication skills, site explanations and ability to provide relevant information by tour guides (Gnanapala, 2015).

2.2.5 Activities

If any destination has much of activities to engage in, then the tourers tend to visit that place very often. Therefore tourist satisfaction depends also on activities in the destination.

Relaxing and restful, availability of leisure activities, beach would be uncrowded, comfort for sunbathing in the beach (Jeyamugan, 2018) are some special activities in a destination. Nevertheless, Jeyamugan (2018) examined that among the above factors only the relaxing and restful shows a positive relationship with the tourist satisfaction.

3. Objectives of the Study

The general objective of this research is to identify the Western province domestic tourists' perception towards the satisfaction gained by the 5A's in Hikkaduwa. Under this general objective there are some specific objectives as follow,



- To examine the relevance of 5A's in order to assess the Western province domestic tourists' satisfaction in Hikkaduwa.
- To identify the factors that influence the Western province domestic tourists' satisfaction in Hikkaduwa.

4. Methodology

This study is based on a cross-sectional design to gather primary quantitative data through a structured questionnaire. The methodology is focused on identifying the factors that influence the Western province domestic tourists' satisfaction in Hikkaduwa coastal area. The study adopts a convenience sampling technique to generate a sample of 485 domestic tourists in Western province.

The questionnaire had two main parts. Objective of the first part was to gather demographic information of the sample and in the second part, gathered the information regarding domestic tourists' intention towards the 5A's through a five point likert scale questions. Likert scale is used to measure the respondents' attitudes towards the certain statements, which the respondents are asked to agree or disagree. The Likert scale works well when measuring attitudinal information on a specific subject. The five-point Likert scale was used in the questionnaire. The five-point Likert scale was used in the questionnaire. The degree of agreement or disagreement of the respondents for each question of each variable ranged from strongly disagree to strongly agree. In this questionnaire, it has only positive questions. Therefore it has assigned the value of 1 to 5 respectively for the positive statements.

The operational methodology adopted for this study is a factor analysis which has three stages. First stage is the Exploratory Factor Analysis (EFA) to identify the major factors that influence the domestic tourists' satisfaction in Hikkaduwa. Second stage is the Confirmatory Factor Analysis (CFA) to confirm the identified major factors from the Exploratory Factor Analysis (EFA). Finally, the Structural Equation Model (SEM) to identify the relationships between the identified factors in the model. Further, the study includes the following hypothesis testing.

- Hypothesis 1 (H1): Accommodation (ACC) has a significantly positive effect on Domestic Tourists' Satisfaction (DTS).
- Hypothesis 2 (H2): Amenities (AME) have a significantly positive effect on Domestic Tourists' Satisfaction (DTS).
- Hypothesis 3 (H3): Attractions (ATT) have a significantly positive effect on Domestic Tourists' Satisfaction (DTS).
- Hypothesis 4 (H4): Accessibility (ACE) has a significantly positive effect on Domestic Tourists' Satisfaction (DTS).



- Hypothesis 5 (H5): Activities (ACT) have a significantly positive effect on Domestic Tourists' Satisfaction (DTS).

5. Results and Discussion

5.1 The demographic profile of the respondent

Districts, Gender, Ethnic Group, Marital status, Age, Economic Activity Status, Educational Level and Sector, were the demographic factors collected from respondents which were taken into the consideration for the further analysis. The demographic factors are clearly described in the subsections given below.

5.1.1 District

The table 1 depicts the districts' composition in the sample. Colombo district records the majority of the sample with 204 respondents (42.06%) while the Gampaha and Kalutara districts record 151 and 130 respectively.

Table 1. Districts

District	Frequency	Percentage
Colombo	204	42.06%
Gampaha	151	31.13%
Kalutara	130	26.80%

5.1.2 Gender

According to the study 223 were females and 262 were males. The majority was males representing 54.02% proportion of the sample and females represented 45.98%.

5.1.3 Ethnic Group

The most of domestic tourists were Sinhalese (62.27%). Other ethnic groups in the selected sample were Sri Lanka Moor (95, 19.59%) Sri Lankan Tamil (70, 14.43%), Indian Tamil (11, 2.27%) and Burgher (1.44%).

5.1.4 Age Category

As per the frequency of age group of respondents mentioned in Table 2, respondents who ranged from age 25-29 years were recorded with a frequency of 92 out of 485 (18.97%) and this age group was the most responsive to the survey. It can be identified 364 (75.05%) respondents ranged from age 20-44. It depicts that this sample is a combination of young and matured population.

Table 2. Age Group

Age Group	Frequency	Percentage
15-19	24	4.95%
20-24	81	16.70%



25-29	92	18.97%
30-34	74	15.26%
35-39	56	11.56%
40-44	61	12.58%
45-49	35	7.22%
50-54	21	4.33%
55-59	17	3.51%
60-64	11	2.27%
65-69	7	1.44%
70+	6	1.24%

5.1.5 Marital Status

Regarding the marital status of respondents, the married responses were recorded with the high frequency of 301 out of 485 (62.06%) then 152 (31.34%) responses were recorded by respondents who are never married. The respondents who are divorced is 18 out 485 (3.71%) whereas other categories of marital statuses are recorded with fewer frequencies of 9 and 5 out of 485 such as widowed and separated respectively.

6.1.6 Economic Activity Status

Regarding the economic activity of the respondents, majority of respondents (310 out of 485, 63.92%) belongs to employed category followed by 64 (13.20%) respondents were students, 47 of them were unemployers (9.69%) whereas 28 and 36 respondents out of 485 were respectively engaged with other household work and pensioners.

6.1.7 Education

The majority of the respondents' (227 out of 485, 46.80%) highest education level is G.C.E O/L's and 134 (27.63%) respondents with G.C.E A/L's qualifications. Other respondents with qualifications grade 5 & below, grade 6-10 and degree & above categories are recorded with the frequencies of 27, 11 and 86 respectively.

6.1.8 Sector

According to the table 3 majority of the sample is consist with urban population. It represents 51.75% of proportion. The second highest sector is rural. The frequency of that sector is 223.

Table 3. Sector

Sector	Frequency	Percentage
Urban	251	51.75%
Rural	223	45.98%
Estate	11	2.27%



6.1.9 Accommodation

“A visitor (domestic, inbound and outbound) is classified as a tourist (or overnight visitor), if her/his trip includes an overnight stay” (UNWTO, 2008). Therefore accommodation is an essential segment of the tourism. 103 of the sample have chosen boutique villa as their accommodation place.

Table 4. Accommodation

Type of Accommodation	Frequency	Percentage
Star Class Hotel	56	11.55%
Other Hotel	90	18.56%
Boutique Hotel	96	19.79%
Boutique Villa	103	21.24%
Guest House	102	21.03%
Home Stay	21	4.33%
Rented Home	17	3.50%

6.1.10 Prior Experience in Hikkaduwa

Most of the respondents are visiting second time to the Hikkaduwa where 27.84 percent of them are visiting the third time and 29 respondents have visited Hikkaduwa more than 5 times previously. 58 of the sample have responded this is their first visit to Hikkaduwa.

Table 5. Prior Experience on Hikkaduwa

No of times visited before	Frequency	Percentage
Never visited before	58	11.96%
1 time	169	34.86%
2 times	135	27.84%
3 times	51	10.52%
4 time	43	8.87%
5 times or more	29	5.98%

6.2 Factor Analysis

The exploratory analysis carried out in the literature review identified 24 factors that affect domestic tourists' satisfaction. This indicate that the results obtained from EFA for the 24 observed variables are reliable. CFA was conducted to verify the factor structure of the identified set of variables as shown in Figure 1.



Observed Variables	Components					
	ACC	AME	ATT	ACE	ACT	DTS
Enough accommodations around the destination (ACC 1)	0.838					
Accommodation prices are affordable (ACC 2)	0.777					
Facilities in the accommodations are in best condition (ACC 3)	0.848					
Accommodations are safe and secured (ACC 4)	0.633					
Proper sanitary facilities in destination (AME 1)		0.804				
Ample parking spaces in destination (AME 2)		0.706				
ATM facilities are available around the destination (AME 3)		0.756				
Proper medical treatments and other emergency services are available (AME 4)		0.751				
Natural attractions in destination (ATT 1)			0.823			
Cultural attractions in destination (ATT 2)			0.800			
People who live in destination are warm welcoming (ATT 3)			0.524			
Variety of food and beverages in destination (ATT 4)			0.717			
Good road network to reach the destination (ACE 1)				0.627		
Traveling cost is affordable (ACE 2)				0.716		
Adequate information and documents about the destination are available (ACE 3)				0.809		
You can reach the destination without traffic congestions (ACE 4)				0.759		
Suitable atmosphere to relax on the beach & has boat ride facilities (ACT 1)					0.724	
Destination is safe to swim and do other water sports (ACT 2)					0.818	
Purpose is to attend the cultural events at the destination (ACT 3)					0.633	
Purpose is to visit Hikkaduwa National Park (ACT 4)					0.820	
You can gain the maximum satisfaction from this destination for the amount you spend (DTS 1)						0.707
This destination is having the best facilities (DTS 2)						0.817
The most satisfied destination among the other destinations in the country (DTS 3)						0.707
You are recommending this place to any other person (DTS 4)						0.791

Fig. 1: Rotated Component Matrix of the Accepted Model

According to Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy, this study has a high sample adequacy due to the KMO value is 0.923. Therefore, Degree of common variance of KMO value is perfectly predicted; confirming acceptance of the modified model. The resulting six components explain 66.389% of total variance and were labelled as follows to explain all factors related to the underlying features of factors under each category. To measure the reliability of latent constructs, the Cronbach Alpha test was carried out, and it was more than 0.9 for each of the six components. Accordingly, it indicated that the results were highly reliable (Izquierdo, et al., 2016).

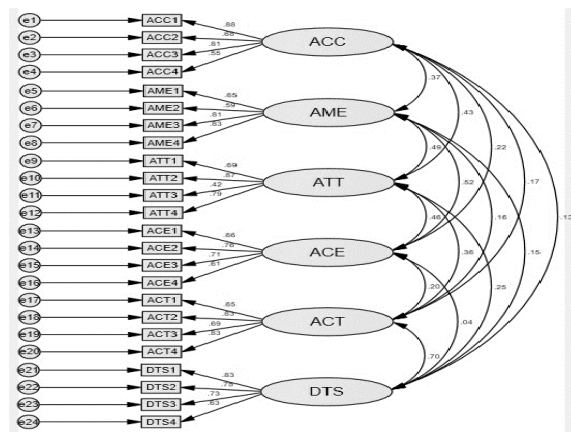


Fig. 2: Output from the Accepted Model of CFA

As shown in Figure 2, all factor loadings for the observed variables are averagely above 0.5. Higher loadings of variables suggest that tourists' perception towards satisfaction is influenced by Accommodation (ACC), Amenities (AME), Attractions (ATT), Accessibility (ACE), and Activities (ACT). For a model to be valid, the CMIN/DF value must be in the range of 1.0-3.0 (Awang, 2014). Therefore, the accepted model is considered as the best fit model extracted



from the CFA, with a CMIN/DF value of 1.838 and RMSEA value of 0.065. This indicates that the model has achieved the absolute fit. In addition, the model is identified as a valid model through achieving uni-dimensionality with factor loadings averagely greater than 0.5 for all observed variables.

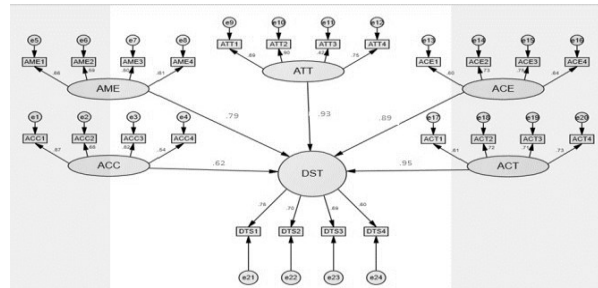


Fig. 3: Output from the Accepted model of SEM

The SEM was employed in order to identify the conceptual relationship as expressed in the aforementioned hypotheses. In the model CMIN/DF value of 2.528 and RMSEA value of 0.42. Hence the model is absolute fit because the CMIN/DF is within 1-3 and RMSEA value is less than 0.8. (Awang, 2014). As shown in Figure 3, Accommodation (ACC), Amenities (AME), Attractions (ATT), Accessibility (ACE), and Activities (ACT) have a significantly positive relationship with Domestic Tourists' Satisfaction (DTS). As per the coefficient values, Accommodation (ACC) is impacting 62% of the Domestic Tourists' Satisfaction (DTS). Amenities (AME) are impacting 79% of Domestic Tourists' Satisfaction (DTS). Attractions (ATT) are impacting 93% of Domestic Tourists' Satisfaction (DTS). Accessibility (ACC) is impacting 89% of Domestic Tourists Satisfaction and Activities (ACT) are impacting 95% of Domestic Tourists' Satisfaction. According to the SEM, activities have a comparatively higher impact towards domestic tourist' satisfaction in Western province. As shown in Figure 3, the significantly positive relationships confirm that all the developed hypotheses are acceptable.

6. Conclusion

This study mainly focuses on identifying the factors that influence Western province domestic tourists' satisfaction towards 5A's in Hikkaduwa. Literature Review identified five major variables that influence the Western province domestic tourists' perception on 5A's in Hikkaduwa. The EFA and CFA identified all five variables that influence the Western province domestic tourists' perception and satisfaction on 5A's in Hikkaduwa. The identified major latent variables are Accommodation, Amenities, Attractions, Accessibility and Activities. The study found that Accommodation, Amenities, Attractions, Accessibility and Activities have a significantly positive impact on Western province domestic tourists' satisfaction in Hikkaduwa. However, the activities impact 95% on domestic tourists' satisfaction and it is the most crucial factor.



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