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THE FACTORS INFLUENCING TOURISTS' SATISFACTION AND THEIR IMPACTS ON DESTINATION LOYALTY IN DOMESTIC TOURISM IN SRI LANKA

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Abstract: The objective of this study was to determine the factors that influence tourists' satisfaction and their impact on loyalty in domestic tourism in the Unnichai Pond of the Batticaloa district. Studies on tourism destination in that place were rarely available. The current study closes this research gap, which is critical for the development of sustainable tourism. The mixed research approach was used, and data were collected from 261 respondents. AMOS and SPSS were used for the data analysis. The findings of the study are discussed below. The attractiveness of a destination played a significant role in tourists' satisfaction and loyalty. Significantly, the surrounding environment, the water scene, and cleanliness were important components of the attraction. The accessibility of the destination was a wonderful feature that impacts tourists' devotion. Furthermore, a well-protected road and accessibility for food, beverages, and necessities enhanced the trustworthiness of the destination. Entertainment had a favorable impact on the loyalty of travelers, and fishing, boating, and festival celebrations, which were important components of the entertainment. Safety was one of the key factors that creates trustful tourists, which included an atmosphere that is free from fear of people, animals, and natural disasters. Additionally, travelers were pleased with their money spent on the trip. The cost of transportation and consumables were the key determinants of travelers' perception, which encouraged destination loyalty. However, there were unsatisfactory aspects, including lifeguard facilities, relaxation, kids entertainment, photo shoot risks, internet connection, service conditions, and urban transportation, that affected the destination loyalty. The current study is crucial for further research and a useful reference for policymakers in domestic tourism.

Keywords: Domestic Tourism, Destination Loyalty, Unnichchai Pond.