

TRAVEL EXPERIENCES AND BEHAVIOURAL INTENTIONS OF THE TOURISTS: A STUDY ON EASTERN PROVINCE OF SRI LANKA

Isuru A. Ekanayake

Lecturer (Probationary)

Department of Business Management, Sabaragamuwa University of Sri Lanka

Belihuloya, Sri Lanka

achinthaeka@gmail.com

Athula C. Gnanapala

Senior Lecturer

Department of Tourism Management, Sabaragamuwa University of Sri Lanka

Belihuloya, Sri Lanka

athulatmsusl@gmail.com

Abstract

Tourism is one of the fastest growing industries in the world and has become the fourth largest income earner of the Sri Lankan economy. After ending the thirty years old terrorism problem in 2009 the tourist arrival is increasing gradually and exceeded 1.5 million of tourist arrival in 2014. Also, the country has identified tourism as one of its economic development strategy and targeted to attract 2.5 millions of tourists by 2016. Since the tourist arrival is increasing gradually and also expecting more arrivals, it is necessary to pay attention to understand the behavioural and psychological aspects of the tourists precisely and accurately. The North and East parts of the country which were highly affected by the terrorism problem presently has become as popular tourism destinations. Therefore, it is important and necessary to identify the travel determinants, satisfaction and behavioural intentions of the tourists. This study attempts to recognize the travel experiences and behavioural intentions of the tourists who visit Eastern province of Sri Lanka. The study is conducted as a questionnaire survey using 384 respondents according to Krejcie and Morgan (1970). Data analysis was done using descriptive statistics, Pearson's correlation analysis, Kruskal Wallis test, and regression analysis. The results indicate that all the determinants of travel experiences were positively correlated with the behavioural intention. And it is noticed that the tourists' behavioural intention varies according to their occupation, where trade persons have higher positive behavioural intentions over other professions. The study also concludes that there is a linear relationship between the determinants of travel experiences and the behavioural intentions of the tourists; among them the highest impact is from the quality of tourist attractions. Hence in order to attract more tourists, the government should prioritize on improving quality levels of tourist attractions.

Key words: Tourism, Travel Experiences, Behavioural Intentions, Tourists Satisfaction, Sri Lanka

Introduction

Tourism has become an important source of income for Sri Lanka creating direct and indirect employments, foreign exchange and foreign direct investments. According to Theobald (2005), the word tourism is derived from the Greek and Latin words meaning to turn or to circle, and in the context of a journey means a trip that ends in the same place that it began, a round trip. Presently, the tourism has become a part of life and a popular recreational activity. There are many technical definitions on tourism, for example, Mathieson & Wall (1982) define tourism as a temporary movement of people to destinations outside their normal places of works and residence, the activities undertaken during their stay in those destinations, and the facilities created to cater to their needs.

Therefore, the tourists travel in different destinations to meet their travel expectations and this also known as the travel motives. Diverse studies has been carried out by many different researchers with employing different approaches to understand the travel motives, decision-making and destination selection behaviour the tourists (Cha, McCleary & Uysal, 1995; Jang & Cai, 2002; Gnanapala, 2012). The buying decision process of tourists start after the identification of travel motives or expectations. The term motivation is derived from the Latin verb *movere*, meaning to move. Basically, motivation refers to the processes that move a person to behave in certain ways. According to Murray (1964) a motive is an internal factor that aroused, directed, and integrated a person's behaviour. He stresses that a motive is not observed directly but inferred from his behaviour or simply assumed to exist in order to explain his behaviour. Similarly, Devesa, Laguna & Palacios (2010) define motivation as a meta concept that persuade the travel behaviour and determines different aspects of the travel behaviour such as the reason for travelling, the selection of a specific destination and the outcomes or the overall satisfaction during the holiday. When consider about the travel motivation of the tourists who visit Sri Lanka in 2013, 71.8 percent of the tourists have arrived to Sri Lanka for pleasures purpose such as holiday, recreation and sightseeing etc. The other travel motives are business (5.3 percent) visiting friends and relations (12.9 percent) religious and cultural (5.1 percent) and other purposes (2.8 percent) (SLTDA, 2013).

Tourists have different expectations and based on that they select and arrive to different destinations realize those dreams. Since, the tourism is highly service oriented industry it consists of few unique characteristics when compare with the tangible products such as intangible, inseparable, perishable and variable (Kotler, Bowen, & Makens, 2010; Gnanapala, 2014). These factors may bring limitations for both tourists as well as the business organizations to meet their expectations. Therefore, the tourists may not be in a position to get the expected knowledge and experience about the destination in which they are going to have the holiday. During the stay at the destination the tourists consume different products and services and the tourists may develop different perceptions and attitudes about them, finally, about the entire holiday. If the tourists are developed positive perceptions about the destination products and services they will be satisfied. Conversely, if they have evaluated the holiday stay negatively, definitely they will be dissatisfied. Therefore, the tourists' expectations, perceptions, attitudes, and satisfactions are interconnected and the ultimate result, the post purchasing behaviour or behavioural intention depend on the total effect of those factors (Gnanapala, 2015).

According to (Robbins & Coulter, 2012) perception is a process by which individuals give meaning to their environment by organizing and interpreting their sensory impressions. Similarly, Solomon (2002) defines perception as the process by which physical sensations such as sights, sounds and smells are selected, organized, and interpreted. The eventual interpretation of a stimulus allows it to give a meaning. The tourists who come to a destination and consume the same products and services but the tourists may perceive them differently.

Researchers have highlighted that there is a close relationship between the tourists' perception and satisfaction (Crompton, 1979; Iso-Ahola, 1982; Krippendorf, 1987; Gnanapala, 2014). Customer satisfaction is an important and valuable concept in tourism marketing and it helps to create, to develop and to maintain a favourable publicity and goodwill of a tourist destination. According to Hayes (1997) understanding of the customer expectations are important, first, to identify how customer defines the quality and second, to facilitate the development for customer satisfaction. Satisfaction is a measure of how products and services supplied by a destination to meet or surpass the customer expectations. Further, customer satisfaction is considered as a main and important performance indicator of business operations. Results of the study of Su (2004) identified that a growing number of companies recognized the importance of effective customer satisfaction surveys

to their competitive performance. Similarly in the competitive tourism business customer satisfaction has become a key element of business strategy and can be used to differentiate from the competitors. Tourists come to destinations to satisfy the needs through the holiday consumption. On the hand, it can be defined as to get a psychological relief for the motivators that have aroused and influenced the pre decision making stage of the holiday. The findings of the study of Alegre & Cladera (2009) reveals that the main determinant of intention to return is the overall satisfaction; highly satisfied customers have high level of repeat visitation intentions. Hence identification of the determinants of behavioural intention is essential for tourism industry in order to increase the number of repeat visitations.

Objectives:

The main objective of this study is to explore the relationship between the travel experiences of the tourists and their behavioural intentions. In addition to that the study will discuss the behavioural characteristics of tourists who visit Eastern Province of Sri Lanka.

Literature Survey

Travel Experience

Tourism and hospitality industry is highly concerned with service quality since a major portion of the tourism products are service oriented and intangible. Kotler & Armstrong (2013) defines services as any activity or benefit that one party can offer to another that is essentially intangible and does not result in the ownership of anything. He, further, explains that services should have four main characteristics as: intangibility; perishability; inseparability; and variability. According to Edvardsson (1998), the concept of service should be approached from the customer's perspective. It is the customer's total perception of the outcome which forms the perception of quality and determines whether he is satisfied or not. Therefore, the main essence of service quality is that services should be matched with customer's expectations and need to satisfy the customer requirements. Typically the interaction between the customer and service providing employee is the main element of measuring the quality of a services.

In the field of tourism service experience is highly attached with travel experience where they define experience quality as the psychological outcome resulting from participation in tourism activities. Service experience can be defines as "the subjective personal reactions and feelings that are felt by consumers when consuming or using a service" (Chen & Chen, 2010, p. 29). A consumer is considered satisfied when his weighted sum total of experiences shows a feeling of gratification when compared with his expectations. On the other hand, a consumer is considered dissatisfied when his actual experience shows a feeling of displeasure when compared with his expectation (Choi & Chu, 2001, p. 280).

The scenic beauty of a country matters for the travel experience. The study of Hasegawa (2010) presents that the satisfaction derived from the scenic beauty has an influence on overall satisfaction. A study conducted on tourists perception and satisfaction on destination management identified that it is necessary to provide the adequate infrastructures and other facilities within and outside of the attractions (Gnanapala, 2015). A study conducted by (Liu & Jang, 2009) in respect to Chinese restaurants reveals that food quality, service quality, atmospherics, authenticity and price were all found to be important contributors to customer satisfaction and behavioral intentions. And it further concludes that on the importance of quality of service in influencing customer satisfaction and behavioral intention. The study also revealed that atmospheric attributes do affect on customer satisfaction and behavioral intention.

Customer Satisfaction

Customer satisfaction has been studied by many scholars for decades due to the validity of the concept for marketers and other professionals for organizational development and quality improvements. According to the customer satisfaction concept developed by Hartman, it consists with three construct as: cognitive; affective; and systematic. The cognitive dimension refers to service experience, the affective dimension describes the customer's psychological reaction toward the performance of the service and the systemic dimension refers to the difference between the desired and the actual service received (Hartman as cited in Larry & Goulden, 2006). As a service industry, customer satisfaction is highly affected by many factors. The factors affecting tourists' satisfaction and/or dissatisfaction at the hotels has been categorized under 15 headings, and the availability and adequacy or lack and shortages of these factors promote/demote the tourists' satisfaction (Gnanapala, 2014), and tourist satisfaction is affected by the behavior of the staff and quality services offered by the hoteliers (Gnanapala, 2015).

Behavioural Intention

Behavioral intention can be defined as "the degree to which a person has formulated conscious plans to perform or not perform some specified future behavior" (Ajzen & Fishbein as cited in Liu & Jang, 2009, p. 339). Therefore behavioral intention would be a reasonable dimension to predict the future behavior. Thus understanding of the determinants of behavioral intention can provide information to the service providers on their intentions to say positive things and recommend Sri Lanka for the service quality.

Oliver as cited in Liu & Jang (2009) present that customer satisfaction is regarded as one of the key antecedents of post-purchase behavioral intentions because customer satisfaction has a positive effect on the customer's attitude towards the product or service and can reinforce the customer's conscious effort to purchase the product or service again in the future. The study of González, Comesaña, & Brea (2007) indicates that customer's future behavioral intentions are influenced by the incidents he or she experienced in the past when receiving the service, and the survey further reveals that more than 50 percent of the buying intention is depend on satisfaction and quality. "Quality, perceived value, and satisfaction all have been shown to be good predictors of behavioral intentions" (Petrick as cited in Chen & Chen, 2010, p. 31). Positive behavioural intention of tourists is an important goal in the tourism industry as it directly relates with their satisfaction and repeat visitation. A study conducted in relation to Hong Kong hotels demonstrate that the service encounter is a major determinant affecting travelers' perceptions in relation to service quality which resulting in their overall satisfaction/dissatisfaction with, and their likelihood of returning to the same hotels (Choi & Chu, 2001). In today's increasing competitive tourism market, countries and destinations with high repeat visitations can gain a competitive advantage over other countries. According to Alegre & Cladera (2009) the decision to revisit a destination is complex which involves numerous factors as prior experience, tourist motivations, and satisfaction of stay. The findings in this study of Choi & Chu (2001) shows that, there is a positive high correlation between travelers' overall satisfaction levels and the likelihood of their returning. Hence the identification of the determinants of repeat visitation is important to manage the service quality.

Methodology

The study has been carried out using the questionnaire method. The primary data was collected through a survey using a structured questionnaire with personal interview. The questionnaire consisted of three sections. The first section was to examine respondents' demographic and travel motive characteristics. The second section was to measure respondents' travel experience and the third section measured their behavioural intention. The second and third section consists with 22 five-point Likert scale questions. Respondents were asked to state their level of importance for each item

in the scale using a five-point Likert scale rating 1= Strongly disagree, 2= Disagree, 3= Neither agree nor disagree, 4= agree and 5= Strongly disagree. Three dimensions were developed to measure the travel experience of the tourists such as: quality of tourism infrastructure; quality of services; and quality of tourist attractions. Quality of tourism infrastructure in this study means the quality levels of infrastructure provided to support and maintain the attraction levels. Quality of service is the level of necessary services obtained/provided in reaching their desired attraction levels and; quality of tourist attractions denotes the quality of tourist attraction sites and the scenic beauty. Behavioural intention measures the customer satisfaction level and their intention for repeat visitations.

The survey was conducted in popular beach tourism destinations such as Nilaweli, Trincomalee, Passikudha and Kalkudah. The target population of the study was the tourists who visited Eastern Province in December 2014 and January 2015. The sample size was 384 tourists and selected through convenience sampling technique based on the sample size table proposed by Krejcie & Morgan (1970). Though the response rate was above 90 percent due to the errors in responding, only 324 questionnaires were filtered for analysis.

The statistical analysis of the study was conducted using SPSS 21.0 computer package. Descriptive statistics, correlation technique, Kruskal-Wallis test, and regression analysis techniques were used to analyse the data. Descriptive statistical methods employed to analyze the traveller's demographic variables and travel motives. To identify the linear relationship of the two variables (tourists' travelling experience and behavioural intention) Pearson's Correlation Co-efficient was used. "*r*" is a measure of the strength and direction of the linear relationship between two variables.

The data for tourists' occupation was not normally distributed; hence a non-parametric test was employed. Kruskal Wallis test was used to identify the relationship between tourists' occupations and their behavioural intention. A regression analysis was conducted to identify the linear relationship between tourists' experiences and behavioural intention.

Results and discussion

Demographic and travelling characteristics of the tourists

Demographic and travelling characteristics of the respondents are summarized in table 1. The number of respondents of the study was accounted to 334 (N=334) where 53percent were females and the 47 percent were males. Almost 45 percent of the respondents were between 20-29 years of age and only 1.5 percent was below 19 years, 29 percent and 11 percent were aged between 30-39 and 40-49 respectively. More than 55 percent of the respondents were bachelors, while 38 percent were married and 6 percent were divorced.

More than 55 percent (N=185) of the tourists spend less than \$50 daily while 34 percent spend \$51-\$100. There are only 0.6 percent respondents who spend more than \$250 a day. Around 25 percent of the respondents were professionals while 15.9 percent were workers. The categories of labourers and home duties represent the smallest percentages where those accounted for 2.4 percent and 1.8 percent respectively. Most of the respondents travel with their families and that accounted for 31.1 percent and another 23.7 percent travel with a travelling partner. Only 13.8 percent of the respondents travel alone.

Table 1: Demographic and Travelling characteristics

	N	%			N	%
Gender				Occupation		
Male	156	46.7		Manager/Administrator	32	9.6
Female	178	53.3		Professional	82	24.6
Age				Tradesperson	11	3.3
<19	5	1.5		Sales & Personal services	37	11.1
20-29	149	44.6		Labourer	8	2.4
30-39	98	29.3		Unemployed	12	3.6
40-49	35	10.5		Student	53	15.9
50-59	22	6.6		Home duties	6	1.8
60<	25	7.5		Pensioner	14	4.2
Status				Other	79	23.7
Bachelor	187	56		Travel Partner		
Married	127	38		Alone	46	13.8
Divorced	20	6		With your family	104	31.1
Daily Spend				With travelling partner	79	23.7
<\$50	185	55.4		With an organized group	44	13.2
\$51-\$100	113	33.8		Other	61	18.3
\$101-\$150	17	5.1		Information		
\$151-\$200	14	4.2		Via the internet	205	61.4
\$201-\$250	3	0.9		Marketing material	11	3.3
\$250<	2	0.6		Word of mouth	79	23.7
			Other	39	11.6	

Source: author's field observations.

Identification of the source of information received by the respondents to visit Sri Lanka is important for the services providers as well as to Sri Lankan government. From the sample respondents, 61.4 percent (N=205) have got information about Sri Lanka via the internet and it was interesting to note that 23.7 percent have got information through word of mouth. Therefore, satisfying and creating a positive behavioural intention among tourists should be a key goal of service providers since those customers are more likely to recommend Sri Lanka as a tourist destination. Only 3.3 percent of the respondents have received information through marketing materials.

Correlation measures the association and relationship between two variables. To find the correlation between tourists' experience and tourists' behavioural intention, Pearson Correlation technique was employed. The analysis of the results proves that there is a positive strong correlation between tourists' experience and their behavioural intention($r=0.646$) and ($p=0.000$) at 99 percent significant level (table 2). The results of the correlation analysis express a precious meaning to the tourist service providers. It implies that if tourist service providers take actions to improve their experience, tourists' behavioural intention will be improved.

Table 2: Correlation between Travelling experience and Behavioral intention

Correlations			
		Trv_Exp	Beh_Int
Trv_Exp	Pearson Correlation	1	.646**
	Sig. (2-tailed)		.000
	N	334	334
Beh_Int	Pearson Correlation	.646**	1
	Sig. (2-tailed)	.000	
	N	334	334
**. Correlation is significant at the 0.01 level (2-tailed).			

Source: author's field observations.

Tourists' Behaviour

Since the data was not normally distributed for the analysis conducted to establish the impact of tourists' occupation on their behavioural intention, Kruskal Wallis test was employed. The Kruskal-wallis test depicted that there was a significant mean difference ($p=0.015$) between tourists' experience and their behavioural intention (table 4). Table 3 presents that tourists who are employed as trade persons showed the highest satisfaction (Mean Rank=238.68). Tourists who do home duties showed the second satisfaction of mean rank of 223.75. Least satisfaction with a mean rank of 72.56 was shown by labourer category. Managers and professionals showed quite similar mean ranks with 172.13 and 179.14 respectively. It is assume that labores spend less money and staying in budget accommodation and taking other services from the cheapest places therefore the quality of those products and services may be low quality however it will affect for the ultimate satisfaction of the tourists since they expect high quality services. On the other hand the professionals like to spend more money and consume quality products and services, therefore, their satisfaction exist at a higher level.

Table 3: Kruskal Wallis test results

Ranks			
	Occupation	N	Mean Rank
Beh_Int	Manager/Administrator	32	172.13
	Professional	82	179.14
	Tradesperson	11	238.68
	Sales & Personal services	37	154.28
	Labourer	8	72.56
	Unemployed	12	143.38
	Student	53	159.78
	Home duties	6	223.75
	Pensioner	14	185.04
	Other	79	160.90
	Total	334	

Source: author's field observations.

Table 4: Test Statistics of Kruskal Wallis test

Test Statistics ^{a,b}	
	Beh_Int
Chi-Square	20.466
df	9
Asymp. Sig.	.015
a. Kruskal Wallis Test	
b. Grouping Variable: Occupation	

Source: author's field observations.

Before regression analysis this study checked for reliability of the questionnaire in dimension wise and all the dimensions had Cronbach's alpha values over 7.0. A regression analysis presents the linear relationship between the independent variables and dependent variable. The model developed by the multiple regression analysis is significant at 95 percent confidence level hence can be used in the study ($p=0.000$) (table 6).

The regression model according to the coefficient table (table 7) would be;

$$Y = 0.363 + 0.673 \text{ Qlt_Trsm} + 0.164 \text{ Qlt_Ser} + 0.151 \text{ Qlt_Infr}$$

Where, Y= Behavioral intention, Qlt_Trsm = Quality of tourist attractions, Qlt_Ser = Quality of Service, and Qlt_Infr = Quality of infrastructure

The model explains that quality of tourist attractions positively support in behavioural intention with a beta value of 0.673. Quality of service and quality of infrastructure have beta values of 0.164 and 0.151 respectively. It denotes that one unit of increase in quality of tourism supports to a 0.673 increase in the behavioural intention, one unit increase in the quality of service would increase 0.164 increase in behavioural intention and one unit increase in quality of infrastructure would increase 0.151 increase in behavioural intention. The constant value of the model is 0.363 which shows a positive behavioural intention among tourist even without the identified independent variables.

R^2 is the overall measure of the strength of association of independent variables. Regression analysis of the study depicts a R^2 value of 0.462. That explains how well does the model work, where in this study the model represent 46 percent of tourists' behavioural intention (table 5); the independent variables of the study (quality of attractions; quality of service; and quality of infrastructure) explain 46 percent of the dependent variable (behavioural intention). The model's standard error value 0.45 at 95 percent confidence level. The standard error of estimate is around 45 percent (table 5), that denotes the standard deviation of the residuals.

Table 5: Model Summary of Regression analysis

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.679 ^a	.462	.457	.4461155
a. Predictors: (Constant), Qlt_Infr, Qlt_Trsm, Qlt_Ser				

Source: author's field observations.

Table 6: ANOVA Table

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	56.288	3	18.763	94.276	.000 ^b
	Residual	65.676	330	.199		
	Total	121.964	333			
a. Dependent Variable: Beh_Int						
b. Predictors: (Constant), Qlt_Infr, Qlt_Trsm, Qlt_Ser						

Source: author's field observations.

Table 7: Coefficients Table

Coefficients^a								
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	.363	.236		1.537	.125	-.102	.828
	Qlt_Trsm	.673	.071	.489	9.435	.000	.533	.814
	Qlt_Ser	.164	.061	.144	2.709	.007	.045	.283
	Qlt_Infr	.151	.040	.173	3.825	.000	.073	.229
a. Dependent Variable: Beh_Int								

Source: author's field observations.

The results of the regression analysis explain that the highest impact for behavioural intention is by quality of attractions. Tourists in the Eastern province are mostly satisfied with the quality and beauty of beaches and other tourist attractions. Therefore the service providers and responsible authorities should concern more on the quality of those aspects than the infrastructure facilities and other services.

Conclusion

Tourism is a highly service oriented industry hence needs a high level of service quality. The purpose of measuring behavioural intention and travel experience is to assess the quality of current practices and to identify the directions to improve. A positive behavioural intention of tourists is evident by high satisfaction and intention for repeat visitations. The study found that there is a strong positive relationship between travel experience and behavioural intention. Therefore increasing the travel experience is necessary to create a positive behavioural intention. The travel experience was measured in this study by three constructs as quality of tourist attractions; quality of service; and quality of infrastructure. In the process of increasing the satisfaction among tourists, all three constructs have impacts, but the major concern should be on the quality of attractions. Since tradespersons have the highest positive behavioural intentions among other professions, identifying their trading needs is important. The average daily spending of tourists in Eastern province is below \$50 for more than 55 percent. Thus challenge is to increase profits by attracting customers with higher spending. As for considerable number of tourist the major information source is internet, the usage

of more internet based technology to promote Sri Lanka is vital. On the other hand tourists may share their experiences in Sri Lanka through web based social media. This might be a reason to increase the internet as a source of information. Findings of the study are useful to the government, responsible authorities and to service providers as they provide the means to satisfy and attract more profitable customers in the future. Sri Lankan tourism industry is at a growing stage at present, therefore they should identify most desirable ways and means to maintain the momentum by increasing tourist satisfaction levels, as existing customers bring value by both sharing information and do repeat visitations.

References

- Alegre, J., & Cladera, M. (2009). Analysing the effect of satisfaction and previous visits on tourist intentions to return. *European Journal of Marketing*, 43(5/6), 670–685.
<http://doi.org/10.1108/03090560910946990>
- Cha, S., McCleary, M., & Uysal, M. (1995). Travel Motivation of Japanese Overseas Travelers: A Factor-cluster Approach. *Journal of Travel Research*, 34(2), 33–39.
- Chen, C., & Chen, F. (2010). Experience quality , perceived value , satisfaction and behavioral intentions for heritage tourists. *Tourism Management*, 31(1), 29–35.
<http://doi.org/10.1016/j.tourman.2009.02.008>
- Choi, T. Y., & Chu, R. (2001). Determinants of hotel guests' satisfaction and repeat patronage in the Hong Kong hotel industry. *International Journal of Hospitality Management*, 20(3), 277–297.
[http://doi.org/10.1016/S0278-4319\(01\)00006-8](http://doi.org/10.1016/S0278-4319(01)00006-8)
- Crompton, J. I. (1979). Motivations for Pleasure Vacations. *Annals of Tourism Research*, 6(4), 408–424.
- Devesa, M., Laguna, M., & Palacios, A. (2010). The Role of Motivation in Visitor Satisfaction: Empirical Evidence in Rural Tourism. *Tourism Management*, 31, 547–552.
- Edvardsson, B. (1998). Service quality improvement. *Managing Service Quality*, 8(2), 142–149.
<http://doi.org/10.1108/09604529810206972>
- Gnanapala, A. C. (2014). Factors Affecting Customer Satisfaction Related to the Tourist Hotel Industry in Sri Lanka. *Journal of Tourism and Hospitality Management*, 2(7), 265–278.
<http://doi.org/10.17265/2328-2169/2014.07.001>
- Gnanapala, W. K. A. (2015). Tourists Perception and Satisfaction : Implications for Destination Management. *American Journal of Marketing Research*, 1(1), 7–19. Retrieved from
<http://www.aiscience.org/journal/ajmr>
- Gnanapala, W. K. A. C. (2012). Travel Motivations and Destination Selection: A Critique. *International Journal of Research in Computer Application & Management*, 2(1), 49–53.
- González, M. E. A., Comesaña, L. R., & Brea, J. A. F. (2007). Assessing tourist behavioral intentions through perceived service quality and customer satisfaction. *Journal of Business Research*, 60, 153–160. <http://doi.org/10.1016/j.jbusres.2006.10.014>

- Hasegawa, H. (2010). Analyzing tourists' satisfaction : A multivariate ordered probit approach. *Tourism Management*, 31(1), 86–97. <http://doi.org/10.1016/j.tourman.2009.01.008>
- Hayes, B. E. (1997). *Measuring Customer Satisfaction: Survey Design, Use, and Statistical Analysis Methods* (2nd ed.). Milwaukee, WI: ASQ Quality Press.
- Iso-Ahola, S. E. (1982). Toward Social Psychology Theory of Tourism Motivation: A Rejoinder. *Annals of Tourism Research*, 9(2), 256–262.
- Jang, S., & Cai, L. (2002). Travel Motivations and Destination Choice: A Study of British Outbound Market. *Journal of Travel & Tourism Marketing*, 13(3), 111–133.
- Kotler, P., & Armstrong, G. (2013). *Principles of Marketing* (15th ed.).
- Kotler, P., Bowen, J. T., & Makens, J. C. (2010). *Marketing for Hospitality and Tourism* (5th ed.). New Jersey: Pearson Education.
- Krejcie, R. V, & Morgan, D. W. (1970). Determining sample size for research activities. *Education and Psychological Measurement*, 30, 607–610. <http://doi.org/10.1177/001316447003000308>
- Krippendorff, J. (1987). *The Holiday Markers: Understanding the Impact of Leisure and Travel*. Oxford: Butterworth-Heinemann.
- Larry, Y., & Goulden, M. (2006). A comparative analysis of international tourists' satisfaction in Mongolia. *Tourism Management*, 27, 1331–1342. <http://doi.org/10.1016/j.tourman.2005.06.003>
- Liu, Y., & Jang, S. S. (2009). International Journal of Hospitality Management Perceptions of Chinese restaurants in the U . S .: What affects customer satisfaction and behavioral intentions ? *International Journal of Hospitality Management*, 28, 338–348. <http://doi.org/10.1016/j.ijhm.2008.10.008>
- Mathieson, A., & Wall, G. (1982). *Tourism Economics, Physical and Social Impacts*. Harlow: Longman.
- Murray, E. J. (1964). *Motivation and Emotion*. Englewood Cliffs, NJ: Prentice Hall.
- Robbins, C. C., & Coulter, M. (2012). *Management* (11th ed.). New Jersey: Prentice Hall.
- SLTDA. (2013). *Annual Statistical Report 2013*. Colombo.
- Solomon, M. R. (2002). *Consumer Behavior: Buying, Having, and Being* (5th ed.). Upper Saddle River, NJ: Prentice Hall.
- Su, A. Y. (2004). Customer satisfaction measurement practice in Taiwan hotels. *International Journal of Hospitality Management*, 23, 397–408. <http://doi.org/10.1016/j.ijhm.2004.02.002>
- Theobald, W. F. (2005). The Meaning, Scope, and Measurement of Travel and Tourism. In W. F. Theobald, ed. 2005. In *Global Tourism* (3rd ed., pp. 5–24). Burlington: Elsevier.

Biographical Notes

Isuru A. Ekanayake is a lecturer in the Department of Business Management, Sabaragamuwa University of Sri Lanka, Belihuloya, Sri Lanka where he teaches courses related to Strategic Management and Marketing . His research interest lies on service operations.

Athula Gnanapala is a Senior Lecturer/HOD attached to the Dept. of Tourism Management, Sabaragamuwa University of Sri Lanka. He obtained his doctoral degree in Tourism Management at the Xiamen University, P.R. China. His research interests include consumer behavior in tourism, sustainable tourism planning & development, tourism and green marketing and Dr. Gnanapala has published his research findings in national and international reputed publications.