An Empirical Study of Tourists' Expectations and Tourists' Perceptions with Reference to Heritages Attributes of Sri Lanka

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Abstract
Heritage tourism is the faster growing segment in the modern business environment. This trend is evident in the rise in the volume of tourist who searches journey, historical place, culture and interaction with local people. The present study evaluates tourist perception of service quality. Data was collected from one hundred and twenty tourists using a structured questionnaire. A 25 item questionnaire measuring satisfaction of tourist with references to the heritage attributes in Sri Lanka. Sample of 120 tourists, Tourist were randomly selected. Gap anlaysis was used to analysise the data the result shows that the dimension of the service quality such Indore facilities has a greater gap, as the customer expectations are high in their perceived service.
Keywords: tourist, satisfaction, service Gap

1.0 Introduction
In the modern world, tourism industry plays vital role in the world economic growth and development as well as Sri Lankan economic growth and development. Sri Lanka is a small and beautiful island, which is situated in Indian Ocean. There are nine provinces, comprising twenty five districts and one hundred and thirty four towns in the country. The total area of Sri Lanka covers 65610 km^2. Small, with mountain in the center where tea plantation are situated and a coast – line fringed with sandy breaches that attract tourists from all over the world. In Sri Lanka, tourism performs role not only within the economic sphere but also in the social and cultural sphere.

Tourism is one of the fastest growing industries globally, including in the developing world (Tosum, 2001). Many developing countries identified the contribution of tourism industry which can make to economic development (Sharpley, 2000). Employment generation, foreign exchange earnings and community welfare are aspects of tourism induced development considered in most of the relevant literature (Andriotis, 2002). However, the possible contribution of the tourism industry is heavily influenced by the international economic and political stability, as well as by terrorist threats and civil unrest in the tourist destination in question (World Travel and Tourism Council, 2003).

In 2011, the Sri Lanka economy recorded an impressive growth of 8.3 per cent, the highest in Sri Lanka's post independence history, sustaining a growth momentum of over 8 per cent for the first time in two consecutive years. The services sectors grew by 8.6 per cent in 2011. The hotels and restaurants sub sector grew sharply by about 26.4 per cent underpinned by the strong performance in tourism. Investors and consumer's confidence are continuously arising from the peace dividend, favourable macro economic conditions, increased capacity utilization and expansion of infrastructure facilities. Tourism has become a large industry in Sri Lanka as well as world. Nowadays, culture and heritage tourism is the faster growing segment of the industry. This study helps to reduce the gap between theories of cultural tourism and practice of cultural tourism.

This study expresses the relationship between features of heritage tourism and customer satisfaction. Furthermore, this study identifies which attributes satisfy tourist who visit cultural or heritage destinations could help tourism planners develop strategies to attract customers. This study tries to disclose the effect of attributes of heritage tourism on tourist satisfaction. Many national and international entrepreneurs and investor are searching new opportunities to establish their business in the global economic arena. After a Thirty (30) years civil war, Sri Lanka economy has shown significant changes in several sectors. In Sri Lanka, nowadays, many infrastructures development projects are ongoing in successful manner. The country is in search of foreign direct investments to expand the national economy rapidly, as the existing capital structure proves inadequate to meet such a huge expansion. The return from the economic which are in rapid recovery and expansion trends to be comparatively higher than well – established economies. So, innovative entrepreneurs definitely will contribute to emerging Sri Lankan economy. This study investigates to determinant factors on tourist feasibility of investment environment on tourism in Sri Lanka.

2.0 Objective of this study
Main objective of this study was to find out gap between tourist expectation and tourist perception. Following two objectives are

1. To evaluate the satisfaction of tourist
2. **To suggest the government to improve the tourist satisfaction:**

3.0 Literature Review

The word heritage is generally associates with the word "inheritance", that is, something transferred from one generation to another. Heritage tourism is a board field of specialty travel, based on nostalgia for the past and desire to experience diverse cultural landscapes and forms. It includes travel to festivals and other cultural events, visit to sites and monuments travel to study nature, folklore or art or pilgrimages. (Eppel, and hall, 1992). Most of the researchers clearly said that hostel area people have favorable attitude towards tourism as long as industry constitutes an important source of economic development for the regin(Andereck 2005; Gilbert &clarrk 1997) satisfaction can be defined as "a judgment that a product or service itself, provides a pleasurable level of consumption related fulfillment"(Oliver, 1997)

Janghyeon Nam, YukselEkinci and Georgina (2011) find out that mediating effect of customer satisfaction on the relationship between consumer based brand equity and brand loyalty. Consumer satiseaction generally is essential to long term business success, and one of the most frequently researched topics in marketing (jones &Suh, 2000, pappu&Questev, 2006).Most of the business organizations wish to maintain higher level customer satisfaction. Tourism contributes to sustainability if it is integrated into a greater sustainable development context with in a community (Ioannides, 2001). There are some empirical studies that how residents' degree of interaction with tourists can affect residents' attitude towards the development of tourism (Belisle& Hoy, 1980; Gursoy 2002).

Heritage tourism is defined by the national trust for historic preservation (NTHP) as "traveling to experience the places, artifacts, and activities that authentically represent the stories and people of the past and present. It includes cultural, historical and natural resources" (National Trustfor Historic preservation, 2008). These resources can encompass a wide variety of artifacts, events, ways of life, and historical themes, including art and music, architecture, dress, education, themed festivals and events gastronomy, handicrafts, historical sites, language, religion, sense of place, and the work environment and technology. The following hypotheses have been taken for this study which is crafted based on the literature review.

H1:- There is gap between the expectation of tourist and perception of tourist regarding to heritage attributes.

H2:- There is no gap between the expectation of tourist and perception of tourist regarding to heritage attributes.

5.1 Data collection

The primary and secondary data were collected for the survey. Primary data were collected through questionnaires and secondary data were collected from books, journals, magazine etc.

5.2 Sampling

Researcher used the scarify random sampling method to collect the data from domestic tourist as well as international tourist. One hundred and sixty questionnaires have been administrated but one hundred and twenty questionnaires received. Following table clearly shows details of the demographic variables of respondent.

Table No -01 Demographic Characteristic of the Respondents

Variable		Frequency	Percentage
Gender	Male	73	60%
	Female	47	40%
Age	18 -30	12	10%
	31 - 40	32	27%
	41 - 50	29	24%
	51 - 60	18	15%
	61+	29	24%
Country	India	49	41%
	USA	18	15%
	Europ	26	21%
	other Country	27	23%
House Holder Annual Income	19,999 Less	11	9%
	20,000 - 39,999	19	16%
	40,000 - 59,999	26	22%
	60,000 - 79,999	33	27%
	80,000 Above	31	26%

The gender distribution of the respondents was quite even, with 40% female respondents and 60% male respondents.

The dominant age group of the respondents was 31 to 40 years (27%), followed by 41 to 50 years (24%), 51 to 60 years (15%), and 61 years and older (24%), whereas 18 to 30 years (10%) made up the smallest group, representing 10% of the respondents. Most of the respondents (49%) came from India, and 23 % of the respondents live in Europe Countries.

With regard to respondents' annual household income, the largest group included those with an annual household income of US $60,000 - 79,000 (27%), followed by US $20,000 to US $39,999 (16%), and only 9% of the respondents had an annual household income of US $19,999 or below.

5.3 Data collection Instruments

Data were collected through the questionnaire, which is prepared with seven point Likert scale ranging from excellent to poor. Then data were converted into quantitative manner and then the analyses were made. Using the above information the following model was formulated.

This questionnaire consists of two parts. Part – I age, gender, origin, and total household incomes. Other part comprise twenty three indicators to evaluate the toursit of satisfaction namely, art and music, architecture, dress, education, themed festivals and events gastronomy, handicrafts, historical sites, language, religion, sense of place, and the work environment and technology.

6.0 Result and Discussion

6.1 Results between Tourists' Expectations and perception with Attributes

Table No -02 Expectation-Satisfaction Analyses

S.No	Factors Name	Perception	Expectation	Gap
1	Historical building	5.603	4.894	0.709
2	cultural Village	5.043	4.946	0.097
3	Museums	4.986	5.764	-0.778
4	Mountain	5.245	4.643	0.602
5	Galleries	5.053	4.987	0.066
6	Traditional Scenery	5.504	5.094	0.410
7	Arts	4.6	5.05	-0.450
8	Architecture	5.1	5.208	-0.108
9	Festivals Events	5.416	4.983	0.433
10	Historical people	5.525	4.716	0.809
11	Religious people	5.108	5.242	-0.133
12	Food	5.317	5.458	-0.142
13	shopping place	5.150	5.283	-0.133
14	Information Centers	5.567	5.294	0.273
15	Atmoshere	5.517	5.158	0.358
16	Indore facilities	4.975	5.791	-0.816
17	Accessibility	5.294	5.725	-0.431
18	Expensiveness	5.725	5.9	-0.175
19	Climate	5.883	5.808	0.075
20	Accommodation	5.825	4.508	1.317
21	Tour packages	4.966	5.725	-0.759
22	Guides	5.516	5.158	0.358
23	souvenirs	5.294	5.517	-0.223
24	Theme parks	5.294	4.975	0.319
25	Theater	5.108	5.294	-0.186
26	Handicraft	5.317	5.725	-0.408

Above table represents the gap score for tourist in Sri Lanka. The difference between expectation and perception of tourist is the gap score, which is then averaged for each dimension. The average levels of satisfaction with various attributes of heritage tourism were calculated for overall sample. Tourists have high expectaion compare the perception regarding to the following variable namely, indorefacilities, museum, tour package, arts, acceessability, handicraft, souvenirs, theater, food, religious people, architecture and expensiveness. Tourists were satisfied with following variable like galleries, climate, cultural village, information centers, theme parks,

guides, atmoshere, traditional scenery, festivals events, mountain, historical building, historical people, and accommodation.

6.2 Tourist's overall Level of Satisfaction with the heritage attributes in Sri Lanka
Table No -03 Tourists' Overall Level of Satisfaction with the heritage attributes of Sri Lanka

Variable	Frequent	Percentage (%)
Extremely dissatisfied	1	0.83%
Very dissatified	2	1.66%
Dissatisfied	8	6.66%
Neutral	31	25.83%
Satisfied	40	33.33%
Very satisfied	28	23.33%
Extremely satisfied	10	8.33%
Total	120	100%

Above table clearly shows that 64.99% of the respondents indicated that they were satisfied, very satisfied and extremely satisfied with heritage attributes of Sri Lanka. 25.83% were neutral in their opinions and 25.83%, and 9.156% of the respondents were dissatisfied, very satisfied and extremely dissatisfied.. The mean value of respondents' overall perceived level of satisfaction was 5.454, which tended toward the high end of the satisfaction scale.

7.0 Conclusion and Implication
Gap analysis show that indore facility shows a bigger gap between tourists' expectation and perception. The government has to reduce this gap giving attention to improve the indore facilities. Next highest gap was observed in the tour package. Most of tourist are expecting better tourist package. Tourists have bigger satisfaction with accommodation facilities. Based on the result of this study, several recommendations can be suggested to improve the satisfaction of tourist with the heritage attributes.

Sri Lankan tourist board should focus more on maintaining or improving factors that contribute to the overall satisfaction of tourists. For example, the content of brochures and Web-sites about the heritage attributes attractions should reflect such features as handicrafts, architectures, traditional scenery, and arts as part of the Heritage Attractions, and museums, galleries, cultural villages, historical buildings, and monuments as part of Culture Attractions.

Museums and other historical places like Sigiriya Galviharaya polonnaruwa should be maintained in proper ways. These kinds of place are very important to attract the tourist. Government or Sri Lankan Tourist Board need to concentrate on development of international airport as well as highway and railway tracks. Ayurvedic treatment centres, spa & massage treatments resort have to be developed attached to the tourist hotels. Most of the tourist have dissatisfaction with cost living. So, government needs to takes the action to reduce the expensiveness.

Furthermore, the study classified high-satisfaction and high expectation attributes, high-satisfaction and low expectation attributes, low-satisfaction and high expectation attributes, and low-satisfaction and low-expectation attributes through expectation-satisfaction analysis. This classification will help tourism marketers and planners to maintain or enhance their strengths and improve their weaknesses. marketers should make presentations and interpretations of the cultural/heritage destination by using multimedia in order to improve low-expectation attributes (weaknesses).

To conclude, in order to create effective marketing strategies for products and services in the cultural/heritage tourism market, a better understanding of tourists who visit to the cultural/heritage destinations is necessary.

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