The Impact of Heritage Attributes on the Satisfaction of Tourism in Sri Lanka

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Abstract
This study intends to focus on the heritage attributes and its role in the satisfaction of tourist in Sri Lanka. Generally, heritage includes tangible and intangible attributes. For this study, heritage attributes are evaluated through the variables of tourist package, style, historical building, cultural village, and entertainment. Tourist satisfaction was assessed by quality service, accessibility, reliability and responsiveness. The results revealed that 85% heritage attributes impact on tourist satisfaction. The study further points out that keen attention should be disbursed on build the tourist satisfaction and maintain the heritage attributes.
Keywords: Heritage, Satisfaction, Tourist Package.

1.0 Introduction

Heritage means something that has been inherited from the past and which can be passed on to future generations. Heritage is different from history. History is about celebrating the past (Lowenthal. 1982). Cultural heritage is the creative expression of a people's existence in the past, near past and present that has been passed on to present generation by the past generations. It tells as of the traditions, the beliefs and the achievements of a country and its people. Cultural heritage contributes to humankind in many different ways. Some ways are easy to identify, while other ways are not. Economic contributions are the easiest to identity. Cultural heritage attracts tourists and tourism can bring economic benefits to a country. However, there are also the important contributions towards human knowledge by telling about our past, cultural heritage, such as, archaeological sites, historic town centre, religion, structures, rituals, festivals, etc, provides knowledge about our history, our values and our technological and artistic excellence. Cultural heritage is not just about something that happiness in past. It like our past with our present by showing as what we have achieves in the past and how we have become what we are today. Many authors defined tourism in various aspects. Tourism is leisure activity, a distinctive contrast with work (Jon urry,1990), Post- modern theorist Kevin meeting in " Tourism in global society". Following typology of fifteen leisure based tourist roles. Such as sun lover, action seeker, anthropologist, archaeologist, organizes mass tourist, thrill seeker, explorer, jetsetter, seeker, independent mass tourist, high-class tourist, escapist, drifter, sport tourist, and educational tourist. Sri Lanka, comprised of one large teardrop shapes island and several smaller islands in the Indian ocean, situated about 80 km east of the southern tip of India. Silence is endowed with an abundance of tourism resources of considerable diversity, including beaches along its 1585 km coastline, natural/ ecological and wildlife affrications, indigenous culture, Buddhist heritage, Hindu heritage, remnants lefty Arabs, Portuguese, Dutch and British seafarers. Tourism sector is very important sector on Sri Lanka economic growth; in also, 5759 foreign exchange earned by tourism, and also 38% of tourists were arrived from Waster Europe. Second highest rate is 37% of tourists were arrived from Asian country.

2.0 Research Problem

In globalized world, tourism sector become more valuable sectors. Many researchers like Andersen, Prentice and Guerin (1990); Kiler, (2004), Tsung-Wei Lai expressed essentials of tourism in different ways. Some researchers expressed that heritage attributes is one of the aspects to determine the sustainability of tourism market (Wilson, 1994; Ravald and Groonroos, 1996). Some researches pointed out that heritage attributes is not a big issued to determine the sustainability of tourism market (Devit, 2001; Lasifer, 1995). Therefore the present study is initiated to find out that to what extent the Heritage attributes impact on tourist satisfaction?

3.0 Objectives of study

The following objective are taken for the present study

1. To find of the relationship between   heritage attributes and satisfaction of tourist:
2. To find out the factors that determine the heritage attributes and satisfaction of tourist:
3. To identify the impact of   heritage attributes and satisfaction of tourist:
4. To suggest to increase customer satisfaction

4.0 Review of Literature

Prentice (1993) defined the term "heritage" as not only landscapes, natural history, buildings, artifacts, cultural traditions and the like that are literally or metaphorically passed on from one generation to the other, but those among these which can be promoted as tourism products. He also suggested that heritage sites should be differentiated in terms of types of heritage: built, natural, and cultural heritage. Furthermore, Hall and Zeppel (1990) supply definitions for cultural tourism and heritage tourism. The former is tied with visual attractions, performing arts, and festivals, whereas the latter involves visits to historical sites, buildings, and monuments. Heritage tourism is referred to as experiential tourism because visitors often wish to immerse themselves in the historical environment and experience. In her study of the connection between heritage and tourism, Peterson (1994) reveals three major reasons for visiting historic sites: to experience a different time or place, to learn to enjoy a cerebral experience, and to share with others or teach children the history of the site. Heritage tourism is also described as a segment of travelers who are highly motivated by performing and visual arts, cultural exhibitions, and other related attractions. **Andersen, Prentice and Guerin (1997)** researched the cultural tourism of Denmark. They choose several attributes, such as historical buildings, museums, galleries, theaters, festivals and events, shopping, food, palaces, famous people (writer…), castles, sports, and old towns. They identified the important attributes as being castles, gardens, museums, and historical buildings, when tourists made a decision to visit Denmark. **Richards (1996) focused** on the marketing and development of European cultural tourism. He chose several attributes related to cultural/heritage destinations in order to analyze European cultural tourism. Especially, through analyzing these attributes, this article indicated a rapid increase in both the production and consumption of heritage attractions. **Glasson (1994)** explained the impacts of cultural/heritage tourism and management responses through an overview of the characteristics of tourists to Oxford. This article highlighted the varying perspectives and dimensions of impacts on and tourist capacity of the city. **Peleggi (1996) examined** the relevance of Thailand's heritage attractions to both international and domestic tourism, including an analysis of the state tourism agency's promotion of heritage and the ideological implications of heritage sightseeing in relation to the official historical narrative. This research provided several attributes, such as traditional villages, monuments, museums, and temples. **Sofield & Li (1998)** studied the cultural tourism of China by selecting history, culture, and traditional festivals, historical events, beautiful scenic heritage, historical sites, architecture, folk arts (music, dancing, craft work) and folk culture villages as the attributes of significance. Tourist satisfaction is important to successful destination marketing because it influences the choice of destination, the consumption of products and services, and the decision to return (Kozak & Rimmington, 2000). Several researchers have studied customer satisfaction and provided theories about tourism (Bramwell, 1998; Bowen, 2001). For example, Parasiraman, Zeithaml, and Berry's (1985) expectation-perception gap model, Oliver's expectancy–disconfirmation theory (Pizam and Milman, 1993), Sirgy's congruity model (Sirgy, 1984; Chon and Olsen, 1991), and the performance – only model. (Pizam, Neumann, and Reichel, 1978) have been used to used to measure tourist satisfaction with specific tourism destinations. In particular, expectancy-disconfirmation has received the widest acceptance among these theories because it is broadly applicable. Pizam and Milman (1993) utilized Oliver's (1980) expectancy-disconfirmation model to improve the predictive power of travelers' satisfaction. They introduced the basic dynamic nature of the disconfirmation model into hospitality research, while testing part of the original model in a modified form.

5.0 Conceptualization
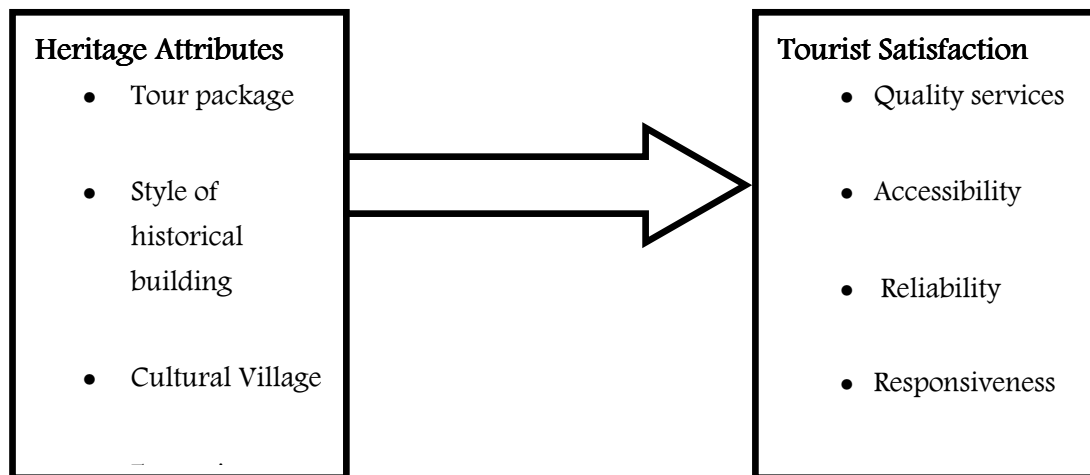
6.0 Hypotheses

H1: Heritage attributes has a positive impact on tourist satisfaction

$H1_a$: Tourist package has positive influence on tourist satisfaction

$H1_b$: Style of historical building has a positive influence on tourist satisfaction

$H1_c$: Cultural village has a positive influence on tourist satisfaction

$H1_d$: Entertainments has a positive influence on tourist satisfaction

7.0 Data collection

The primary and secondary data were collected for the survey. Primary data were collected through questionnaire and secondary data were collected from relevant texts, journals, magazines, etc.

7.0a Sampling

The sample was taken from both national and international tourist. Data was collected through a stratified sample by distributing 150 questionnaires in the island but 142 tourists were responded to questionnaires.

Table 01: Details of Sampling

Characteristics		Frequency	Percentage (%)
Gender	Male	64	45
	Female	78	55
Age	Below – 25	23	16
	25 – 35	59	42
	36 – 45	39	27
	Above 50	21	15
Civil Status	Married	80	56
	Unmarried	62	44
Country	Asian countries	20	14
	Euro countries	56	40
	American	20	14
	Middle – East	21	15
	Australia	25	17

8.0 Data analysis
Validity and reliability

Testing of the reliability of the scale is very significant before applying statistical tools. The internal reliability of the items was verified by computing the Cronbach's alpha (Nunnally, 1978) suggested that a minimum alpha of 0.6 sufficed for early stage of research. Reliability value of the heritage attributes is estimated to be 0.845 and

also reliability value of the tourist satisfaction is estimated to 0.798. As the Cronbach's alpha in this study were all much higher than 0.6, the constructs were therefore deemed to have adequate reliability.

In order to validation the questionnaire related to quality questions, measuring variables are extracted from theoretical background and localized employing the experts' viewpoints (Hult & Ferrel,1997).

Factor analysis

In the next step the factor analysis was done for both the dependent and the independent variables as shown in the Table 02. Cronbach's alpha was used to identify the internal consistency of each variable used in the study. If the Cronbach's alpha is 0.3 than internal consistency is low and it's not at the acceptable level where as if it's value is between 0.5 and 0.6 than its internal consistency is at the acceptable level and if its value is greater than 0.7 than it has a strong reliability (Robinson & Shaver,1979). In this study there is a high level of internal consistency as the value is above 0.7 in the case of each variable. KMO value was also greater than 0.5. Bartley significance test was also performed and its value for the each variable is also less than 0.5. Test of total variance extracted was also greater than 60%.

Table 02: Factor Analysis

Variables	No of Items	Cron Bach's Alpha	Determinant	KMO	Bartleys Sign	No 0f Components extracted	Value of extracted component
Tourist satisfaction	12	0.87	0.252	0.632	0.000	1	0.602
Tour package	03	0.766	0.426	0.657	0.000	1	0.707
Style of historical building	03	0.774	0.446	0.698	0.000	1	0.846
Cultural Village	03	0.888	0.378	0.704	0.000	1	0.870
Entertainment	03	0.823	0.328	0.728	0.000	1	0.845

In the final step the simple correlation and the regression test was applied. The correlation test was performed for the analysis for the strength and direction of the relationship as shown in the table 3 which shows a very strong positive relationship between Tourist satisfaction and tourist package (.904), a relatively weak positive relationship was found in tourist satisfaction and style of historical building (.440) and also a weak relationship with cultural village (.344), and a moderately strong positive relationship between tourist satisfaction and entertainment (.632). The values are statistically significant at 0.01.

Table 03: Correlation between Independent and Dependent Variables

	Tourist satisfaction	Tour package	Style of historical building	Cultural village	Entertainment
Tourist satisfaction	1				
Tour package	.904** (.000)	1			
Style of historical building	.440** (.097)	.42** (.000)	1		
Cultural village	.344** (.150)	.326** (.255)	.468** (.931)	1	
Entertainment	.632** (.508)	.518** (.434)	.0407 (.829)	.376** (.844)	1

** Correlation is significant at the 0.01 level (2-tailed).

Regression analysis

The sample correlation coefficient between response variable and the predictor variables shown in table 4 is 0.924. For this model the amount of variation in the response variable (tourist satisfaction) is 85.4% which is explained by predictor variables (tour package, style of historical building, cultural village, and entertainment). If the model had been derived from the population from which sample was taken the value of R square adj would have been 85%. So, we are able to come to the conclusion tourist satisfaction is influenced by heritage attributes by 85%. Remaining 15% of tourist satisfaction is determined by the other factors.

Table 04: Regression (Model Summary)

Model	R	R^2	Adjusted R^2	Std. error of estimate
1	.924	.854	.850	.79432

9.0 Conclusion and Discussion

From correlation matrix, strong positive correlations are available between tourist satisfaction and tour package and also other heritage attributes such style of historical building, cultural village and entertainment are positively correlated with tourist satisfaction. The study is justified on the basis that the growth in the heritage tourism market may provide several benefits to heritage attributes. If the heritage tourism market can be segmented so that planners can easily understand market niches, the contribution to the field is three-fold. First, comprehending what tourists seek at heritage attractions may help tourism marketers better understand their customers. Second, identifying which attributes satisfy tourists who visit cultural/heritage destinations could help tourism planners develop strategies to attract customers. Third, knowing who the satisfied tourists are may reduce marketing costs and maintain the cultural/heritage destination's sustainability. Furthermore, this study contributes to the body of knowledge in satisfaction research. The findings should strengthen knowledge about the relationship between the factors that satisfy tourists and tourists' behaviors after purchasing heritage tourism products. In Sri Lanka, some years ago ethnic war is over. Most of tourists are arriving euro countries. Sri Lankan tourist board has to implement different package to attract and also satisfy their tourist.

10.0 Direction for Future Study

Several suggestions that fruitful for future research emerged from this present study. In order to validate the findings of this study, case study is another interesting approach that can be done by future research.

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