

## **Impact of role of tourist guides and physical facilities on tourist satisfaction in whale watching**

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### **Abstract**

The objective of this study is to determine the relationship between service quality and tourist satisfaction on Whale watching activity. Satisfaction is considered to be the most important factor whether it is meant for a product or a service. When tourism industry offering various services, it should be more vigilant because there is a special attitude that plays an important role attracting and retaining the tourists. Keeping this in view, the researcher intended to observe the relationship between service quality and tourist satisfaction on Whale watching activity in Mirissa and to identify few service quality variables that required to be improved in this area. A convenient sample of 80 local and foreign tourists was selected and data collection tool for all the variables (Guide role, Physical facilities and tourist satisfaction) was used from the body of knowledge to check how they feel about this service. According to this study it is used to identify the relationship between service quality and tourist satisfaction. This indicates that there is that there is positive relationship between the service quality and tourist satisfaction. Correlation analysis, descriptive analysis and regression analysis were used to analyze the data. The outcomes of those analysis proved that there was a strong positive relationship between service quality and tourist satisfaction in Whale watching activity with respect to Mirissa and there are few variables identified as service quality variables that want to be improved in Mirissa. When it comes to the overall tourist satisfaction, most of tourists in the sample are satisfied about the service that provide by service providers. Though they agree with the service quality they have to use this service.

**Keywords:** Service Quality, Guide Role, Physical Facilities, Tourist Satisfaction, Whale watching activity