

## A TOURIST SATISFACTION ANALYSIS OF EASTERN PROVINCE, SRI LANKA

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Tourism is a major source of income in Sri Lanka. Tourism is defined as marketing of enjoyable and other features of an attractive location including the services for the happiness of tourists. The eastern province is one of the popular tourist destination of Sri Lanka. The eastern province attracts many tourists annually, as it consists of many beautiful beaches, wildlife safaris and some historical, cultural fossils. This study planned to observe the factors which has a significant effect on tourist satisfaction to improve the eastern tourism sector. Further, the study adopted an optimization approach for statistical analysis. There are 76 motives under eight factors were used to measure the tourist satisfaction according to the popular literature. The primary data collected through a structured questionnaire from 370 respondents. There were 20 incorrect and partial responses which has been removed from the dataset. The data analysis was performed for the filtered dataset using the benchmarked statistical tools. Standards methods like Reliability Test, Multiple Correspondence Analysis (MCA), Chi-Square test and Ordinal Regression Analysis were used for this approach. All the analysis was done until it reaches the optimum value. The Ordinal Regression Analysis is used to find the significant factor which affects most the tourist satisfaction in eastern province of Sri Lanka. The results confirm promising implication in each factor and all the motives and which are applicable to the tourism operators. The findings of the study help to improve the service quality and provision of facilities of the tourism industry especially in the eastern province and also it helps to uplift the socio-economic status of the region and the nation.

**Keywords:** *Tourism, Tourist satisfaction, Statistical analysis.*