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## **Appendix A: Questionnaire**

### **Tourist Satisfaction Survey**

#### **Eastern Province of Sri Lanka**

I am a postgraduate student in the Department of Mathematics at University of Moratuwa. I am researching Perception and Satisfaction of Tourist in Eastern Province.

I am inviting your participation, which will involve filling out a questionnaire and watching a short marketing commercial. This should take about 10-15 minutes to complete. You have the right not to answer any question, and to stop participation at any time.

Your participation in this study is voluntary. You must be 18 years or older to participate in the study. Responses to the questionnaire will be used to determine how international destinations can improve their image and determine what characteristics are the most influential to potential tourists. There are no foreseeable risks or discomforts to your participation. Your name will not be used or collected during the survey.

Your responses will be anonymous. The results of this study may be used in reports, presentations, or publications.

If you have any questions about your rights as a subject/participant in this research, or if you feel you have been placed at risk, you can contact the researcher. Please let me know if you wish to be part of the study by completing the online questionnaire.

Contact Info:

07738441062

[jeeyamugan@gmail.com](mailto:jeeyamugan@gmail.com)

**Thank You**

# SURVEY INSTRUMENT

## Tourist

### PART A

1. In which country do you live?

.....

2. What is your Gender?

Male		Female	
------	--	--------	--

3. What is your age group?

18-27 years		48-57 years	
28-37 years		58-67 years	
38-47 years		68+	

4. What is your Marital Status?

Married		Separated	
Living common		Divorced	
Widowed		Single	

5. What is your Highest Level of Educational?

Above PG		Secondary school	
Post Graduate		Primary school or below	
College/university		Other .....	

**6. What is your Current Occupation?**

Public Sector Employee		Tourism Travel Agent / Guide	
Entrepreneur		Other.....	
Student			

**PART B**

**1. How did you get the information about Eastern Province?**

Been here before		A Travel Agent	
Friends or Relatives		The Internet	
Tourist Office/Visitor Information Centre		Advertising/travel articles or documentaries (TV, radio or print)	
Travel Books, Guide or Brochure		None	

Other:

.....

**2. How many times have you visited Eastern Province before now?**

None	1 time	2 times	3 times	4 times	5 times	More than 5 times

## PART C

Few statements measure each of these aspects that you rate on a scale of one to five reflecting how well they describe the region. **A score of five indicates that you mean the motive is “very important”, and a score of one indicates that you mean the motive is “Not at all important”.**

5	4	3	2	1
Very Important	Important	Neutral	Slightly Important	Not at all important

Motive	5	4	3	2	1
1. Pleasant Climate					
2. Heritage Ambience					
3. Being harmonious with nature					
4. Relaxing & Restful					
5. Historical sights					
6. Archaeological sites and monuments					
7. Natural features					
8. Availability of leisure activities					
9. Beach would be uncrowded					
10. Convenient Location					
11. Natural monuments					
12. Comfort for sunbathe in beach					
13. Resort would be pretty					
14. Resort would be fashionable					
15. Room would have a good view					
16. Staff would be courteous					
17. Staff would be friendly					
18. Dry weather facilities					
19. Wet weather facilities					
20. Opportunity for rest & relaxation					
21. Comfort of the room					
22. Adequacy of space					
23. Adequacy of water and electricity supply					
24. Laundry service					
25. Quality of furnishings					
26. Nearby noise sources					
27. Facilities for physical activities					
28. Convenient opening hours					
29. Variety of cuisines					



30. Variety of restaurants					
31. Traditional food					
32. Availability of Children foods					
33. Availability of foods for elderly people					
34. Tastiness of food served					
35. Temperature of food served					
36. Portions of food					
37. Presentation of dishes					
38. Waiting time for Public transport					
39. Road networks					
40. Rail networks					
41. Taxi services					
42. Speed of Check in & Check out					
43. Availability of Public transport					
44. Efficiency of Public transport					
45. Ease of Access					
46. Uncongested Roads					
47. Time scheduled public transport					
48. Comfortable seating					
49. Wild safari facilities					
50. Guides					
51. Signs & indicators					
52. Parking facilities and space					
53. Telecommunication facilities					
54. Money Exchange					
55. Road conditions					
56. Tourist Information Centre					
57. Shopping Facilities					
58. Reasonable price for accommodation					
59. Level of public transport prices					
60. Level of cost for luxury transport prices					
61. Restaurants would be cheap					
62. Shops would be cheap					
63. Price of gifts & Souvenirs					
64. Safety of visitors					
65. Safety of valuables					
66. Safe destinations					
67. Safety during transportation					
68. Friendly locals					
69. Emergency Preparedness					
70. Hygienic Food preparation					
71. Cleanliness of destinations					
72. Cleanliness of living rooms/accommodation					
73. Safe drinking water					
74. Availability of Health services					

75. Environmental quality					
76. Protection from Insects/Mosquitoes/Pests					

#### PART D

**1. How do you rate Eastern Province as a destination compared with similar places?**

5	4	3	2	1
much better	a little better	about the same	a little worse	much worse

**2. What is your overall satisfaction level as a tourist experiencing Eastern Province?**

5	4	3	2	1
very satisfied	satisfied	not satisfied nor unsatisfied	unsatisfied	very unsatisfied

What changes would you like to see on your next visit to Eastern Province?

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**Thank You**

