

AN ANALYSIS OF THE RELATIONSHIP BETWEEN THE 5AS AND DOMESTIC TOURISTS' SATISFACTION AT THE ANURADHAPURA CULTURAL HERITAGE SITE.

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Abstract

Domestic tourism plays a vital role in the tourism industry. Still, domestic tourism is not developing at an acceptable level. Anuradhapura is a cultural heritage destination popular among domestic tourists, including religious tourists. The 5As are the main facts about the destination. Accommodation, Amenities, Attractions, Accessibility, Activities are the main destination attributes. Therefore, the study was conducted to find out the factors that influenced domestic tourists' satisfaction in Anuradhapura cultural heritage site and to identify the relationship between 5A's and domestic tourists' satisfaction in Anuradhapura cultural heritage site. The research site was the Anuradhapura cultural heritage site, and 100 domestic respondents were selected as the study sample. The simple random sample method was used by the researchers. Both primary and secondary data were used, and a five-point Likert scale questioner was used by the researchers which consisting of 5As as independent variables and domestic tourist satisfaction as the dependent variable. According to the findings, attractions, accommodations and activities affect domestic tourists' satisfaction in Anuradhapura cultural heritage site. Also, those three variables created only a weak positive relationship with domestic tourists' satisfaction.

Key words: *5As, Tourist attractions, Cultural heritage, Cultural triangle, Tourists satisfaction*

1.0 Introduction

Activities are done by people who stay outside of their habitats with the purpose of doing business or leisure activities, in a period that does not exceed one year. In the global scenario, it has been recorded that the arrival of international tourists all around the world increased by 4 percent in the year 2019 (United Nations World Tourism Organization, 2020). In the present day, there is a shift in tourism practice from conventional mass tourism to alternative and sustainable forms such as nature-based or ecotourism. Generally, tourist needs and demands are defined in terms of the 5As: attractions, activities, access, accommodation, and amenities (Tourism Western Australia, 2009). Sri Lanka is a tropical island surrounded by the Indian

Ocean that has rich tourism resources and has been considered as one of the most attractive tourist destinations in the world.

Due to three decades of ethnic conflict, Sri Lankan tourism sector had been badly hit until 2009. After the ethnic conflict, the voices of Sri Lanka were broadcasted all over the world by relevant public and private organizations. Anuradhapura, one of the Cultural Triangle's UNESCO World Heritage Sites, is a premier tourism destination located in the archeological site in North Central Sri Lanka. Also, it is a well-known cultural heritage site among both local and foreign tourists. According to the 2019 tourism industry survey report, the popularity of attractions in Sri Lanka can be shown as follows.

Table 1. 1: Popularity of Attraction

Name of the attraction	Popularity of Attraction
1 Colombo city	41%
2 Kandy	37.6%
3 Galle	30%
4 Sigiriya	25%
5 Nuwara Eliya	24.7%
6 Dambulla	22.1%
7 Negambo	21.8%
8 Unawatuna	15.2%
9 Pinnawala	13.9%
10 Polonnaruwa	13.7%
11 Anuradhapura	13.6%

Source: (Sri Lanka Tourism Development Authority, 2019)

According to Sri Lanka Tourism Development Authority data, the Anuradhapura area achieved 13.65% popularity of the attraction. In addition, when it comes to the annual occupancy rate in the cultural triangle area, hotels in the area have rates of 54.14%.

Table 1.2: Annual Occupancy Rate among Ancient Cities in Sri Lanka - 2019

Ancient Cities	Annual occupancy Rate
Kandy Area	60.39
Habarana /Sigiriya/ Dambulla	59.46
Anuradhapura Area	54.14
Polonnaruwa / Giritale	53.85

Source: Sri Lanka Tourism Development Authority, 2019)

Also, according to the SLTDA 2019, more than seventy thousand foreign tourists and more than thirty-two thousand domestic tourists visited the Anuradhapura cultural heritage site in 2019. Anuradhapura is an ancient remarkable destination that is well-known in Sri Lanka's historical and cultural tourism sectors. Also, the area includes exquisite scenery, religious monuments, tanks, and monasteries. The area is highlighted as a fast-growing niche tourism area that deviates from mass tourism. Historical value creates an attraction for the area (Senarathna, 2016). Based on the SLTDA data, Anuradhapura had a lower popularity and

annual occupancy rate than other destinations therefore domestic tourism is operating because of the cultural heritage and religious facts in the area. In Sri Lanka, the domestic tourism industry is still poorly positioned and promoted.

The researchers conducted this study to determine how the Accommodation, Amenities, Attractions, Accessibility and Activities available in Anuradhapura cultural heritage site affect domestic tourists' satisfaction.

Considering to Anuradhapura cultural site, annually a huge number of domestic tourists visits Anuradhapura having different purposes. There, majority of domestic tourists are arriving with religious, cultural and heritage purposes. Also, the satisfaction towards the Anuradhapura is always determined the availability and the satisfaction level of the accommodation, amenities, attractions, accessibility and activities at the identified cultural site. The study intended to identify factors that influenced domestic tourists' satisfaction at Anuradhapura cultural heritage site and to determine the relationship between 5A and domestic tourist satisfaction with the Anuradhapura cultural heritage site

2.0 Literature review

Tourism can be defined as a short, temporary movement of people. They move to destinations outside their normal places of work and residence. Also, new activities were undertaken during their stay outside. The facilities were created to cater to tourists' needs (Wall, 1982). The destination plays a significant role in the tourism process. The physical and administrative boundaries of a destination directly affect its management. Management of tourism products generates destination. On the other hand, a destination can be defined as a place that is central to a decision about taking a trip (World Tourism Organization, 2014).

Moreover, Cooper et al. (1998) (as cited in Buhalis) describe the destination as aiming to deliver services and facilities accordingly to visitors' expectations. At a destination, six-components can be observed, namely:

Table 2.1 : Six component of destination

Attraction – (Nature, Man-made, Heritage)
Accessibilities- (entire transportation system)
Amenities-(accommodation and other tourist related activities)
Available of packages-(pre arrange packages by intermediaries and principles)
Activities-(all the activities available at the destination and what consumers do during their visit)
Ancillary Services-(services used by tourist ex: bank, post)

Source: (Buhalis, 2000)

As a result, a study found that domestic tourism has a significant impact on accommodations, amenities, attractions, accessibility, and activities in the Hikkaduwa area, with a focus on western provincial tourists. Also, it is significant for domestic tourists' perceptions regarding the destination

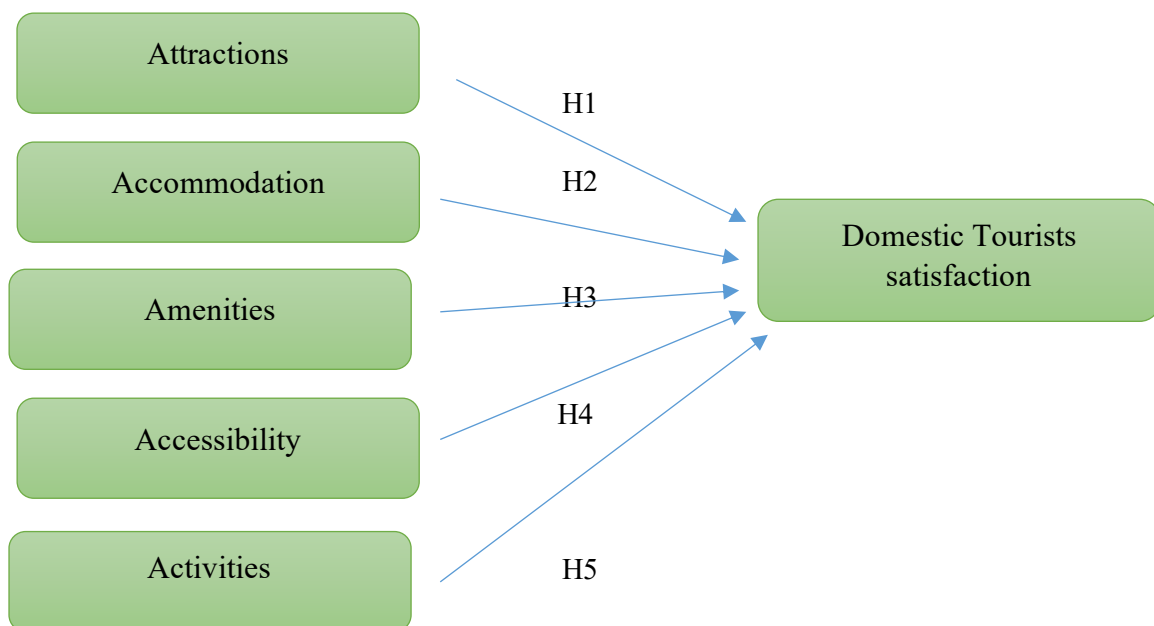
(Samaraweera & Upekshani, 2019). The accommodation and its services, attractions, and infrastructure are significantly influenced by the tourists' satisfaction. However, other important factors that affect sustainability are creating tourist dissatisfaction on the East coast of Sri Lanka (Gnapala et al. 2016).

Identifying the attributes of the destination helps to create the facilities for regional tourism. Also helps to increase the length of stay and revenue in the area. Further, destination attributes influence the development of religious tourism in the Anuradhapura area. Attributes regarding attraction, amenities, activities, and ancillary services are significantly affected by tourism development (Gamage & Ranasinghe, 2019). It affects customer satisfaction. According to Gunderson et al. (1996), customer satisfaction is typically defined as a post-purchase evaluation, which is a judgment about a specific product or service provided by the provider.

3.0 Methodology

This study is conducted to identify how the Accommodation, Amenities, Attractions, Accessibility, and Activities available in Anuradhapura cultural heritage site affect on domestic tourists' satisfaction. The researchers used a quantitative approach to the study. The research site is the Anuradhapura cultural heritage site. The study population was domestic tourists who visited Anuradhapura Cultural heritage site. A simple random sampling technique was used for the study. Both primary and secondary data were used for the study. For the primary data, a five-point Likert scale questioner was used and for the secondary data, e-journals, research articles, reports, and reports including SLTDA and, UNWTO were used. Accommodation, Amenities, Attractions, Accessibility, and Activities were defined as independent variables, and domestic tourists' satisfaction was identified as a dependent variable. The final results were calculated using ANOVA and Pearson correlation analysis.

Figure 3.1: Conceptual framework



Source: (Developed by researchers, 2020)

4.0 Result and Discussion

According to the 100 domestic respondents' geographic profile, 44% were males and 56% were females. 40% were between the ages of 20 and 29, 31% were between the ages of 30 and 39, 19 were between the ages of 40 and 49, and the remainder were over the age of 50. 33% of respondents were single and 62% were married. The rest were widowed. When it came to respondents' education levels, 9% had school level education, 14% completed diploma levels, 17% were undergraduates, 48% were graduates, and the rest had post-graduate qualifications. Only 25% came to Anuradhapura for the first time. But the rest of them had been to Anuradhapura at least twice.

Table 04.1 : Geographic characteristics of respondents

Measure	Options	Frequency	Percentage (%)
Respondent Gender	Male	44	44
	Female	56	56
Age	20 -29	40	40
	30 – 39	31	31
	40 – 49	19	19
	50-59	8	8
	60 & Over	2	2
Marital Status	Single	33	33
	Married	62	62
	Widowed	5	5
Education Level	School	9	9
	Diploma	14	14
	Undergraduate	17	17
	Graduate	48	48
	Post graduate	12	12
Number of visit	First time	25	25
	Second time	48	48
	Third time or more	27	27

Source: (Survey data, 2020)

Cronbach's Alpha value is measured to determine the reliability of the variables. Generally, less than 0.6 is considered poor (Sekaran, 2003). Based on the study variables and their data set, we created table 05 values. This means all variables are greater than 0.7 and all are reliable. When concerned about the validity of the variables, KMO and Bartlett's Test was used for the purpose of the measure. Generally, the worldwide acceptance range recommends a bare minimum of 0.5 and that values between 0.5 and 0.7 are mediocre, values between 0.7 and 0.8 are good, values between 0.8 and 0.9 are greater, and values above 0.9 are superb (Field, 2009). Based on table 05 values, all variables are valid.

Table 4.2 : Reliability and Validity

Variables	No of Respondents	Reliability Statistics- Cronbach's Alpha	Validity- KMO and Bartlett's Test
Attractions	100	0.727	0.728
Accommodation	100	0.736	0.670
Amenities	100	0.829	0.717
Accessibility	100	0.825	0.685
Activities	100	0.802	0.756
Domestic Tourists satisfaction	100	0.853	0.820

Source: (Survey data, 2020)

The study objectives are to determine the factors that influenced domestic tourists' satisfaction in Anuradhapura cultural heritage site and to identify the relationship between 5As and domestic tourists' satisfaction in Anuradhapura cultural heritage site. For the purpose of achieving the above objectives, the researchers conducted ANOVA and Pearson correlation tests.

Therefore, a correlation coefficient can quantify the strength of the linear relationship. It was employed in order to quantify the relationship between two variables. Further, correlation analysis measures statistically the extent and nature of the relationship between two intervals or variables. Usually, the correlation value falls between -1 and +1. -1 represents a negative correlation, and +1 represents a positive correlation. If the correlation coefficient is positive, then both variables are simultaneously increasing (or decreasing). If the correlation coefficient is negative, then one variable increases while the other decreases, and reciprocally. Also, -0.7 is a strong negative, -0.3 is a weak negative, 0 is perfect independence, +0.3 is a weak positive, and +0.7 is strongly positive (Saunders, Lewis, & Thronhill, 2009).

Based on the study findings, Attractions, Accommodation, and Activities available in the Anuradhapura area created a weak positive relationship with domestic tourists who visited Anuradhapura cultural heritage site. The corresponding values were 0.489, 0.352, and 0.377. Also, Amenities and Accessibility not created even a weak positive relationship with domestic tourists' satisfaction in the Anuradhapura area.

Table 4.3: Correlation and Hypothesis test

Variables	Pearson Correlation	ANOVA – (P value)	Significant or Not	Accepted Hypothesis
Attractions - Domestic Tourists satisfaction	0.489	0.000	Significant	H1
Accommodation - Domestic Tourists satisfaction	0.352	0.000	Significant	H2
Amenities - Domestic Tourists satisfaction	0.127	0.208	Not significant	Null
Accessibility - Domestic Tourists satisfaction	0.283	0.004	Significant	H4
Activities - Domestic Tourists satisfaction	0.377	0.000	Significant	H5

Source: (Survey data, 2020) old data

Also, according to table 05, ANOVA table values determined the accepted hypothesis. Because the p-value is less than the significance level of 0.05, the researcher can reject the null hypothesis and accept the alternative hypothesis. The amenities variable created 0.208 p-values for Domestic Tourists' satisfaction. ~~Which~~ This means the null hypothesis is accepted. Therefore the accepted hypotheses are,

- H1 – There is a significant relationship between attractions and domestic tourists' satisfaction in Anuradhapura cultural heritage site.
- H2 – There is a significant relationship between accommodation and domestic tourists' satisfaction in Anuradhapura cultural heritage site.
- H4 – There is a significant relationship between accessibility and domestic tourists' satisfaction in Anuradhapura cultural heritage site.
- H5 – There is a significant relationship between activities and domestic tourists' satisfaction in Anuradhapura cultural heritage site.

5.0 Conclusion and Recommendations

5As are a major component of creating tourist satisfaction. Anuradhapura is famous among domestic tourists because of its cultural heritage value. Therefore, ~~this study's purpose is~~ the purpose of this study to determine how the Accommodation, Amenities, Attractions, Accessibility, and Activities available at the Anuradhapura cultural heritage site affect the domestic tourists' satisfaction.

One of these study objectives is to determine the factors that influenced domestic tourists' satisfaction at the Anuradhapura cultural heritage site. According to the findings, four factors among 5As, which are attraction, accommodation, activities, and accessibility available in the Anuradhapura area are significantly affected by tourist satisfaction. The study's second goal is to determine the relationship between 5A and domestic tourists' satisfaction with the Anuradhapura cultural heritage site. Based on the findings, the above-mentioned three variables created a weak positive relationship with domestic tourists' satisfaction.

Further amenities are not affected by domestic tourists' satisfaction. Also, accessibility didn't create a proper relationship with domestic tourists' satisfaction. This means attractions, accommodations, and activities affect the domestic tourists' satisfaction at the Anuradhapura cultural heritage site. But there are many more factors to the dissatisfaction of domestic tourists.

The study's findings suggest that local tourism businesses focus more on service-oriented activities for local tourists. Also, this area needs to develop new tourism products and activities to engage locals. Both the public and private sectors need to focus on it. Amenities available in the area need to be improved further while increasing accessibility.

6.0 References

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