



Impact of Heritage Interpretation on Visitor Satisfaction: A Study Based on Guided Tours at Cultural Heritage Sites in Anuradhapura

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Abstract

Heritage interpretation is the engaging and educational explanation of cultural and natural heritage to tourists. Guided tours provide tourists with a satisfying experience of cultural heritage site. Yet, relatively few studies have addressed the impact of heritage interpretation on visitor satisfaction: A study based on guided tours at cultural heritage site of Anuradhapura. Anuradhapura is a UNESCO World Heritage site, is a majestic testament to Sri Lanka's ancient civilization and cultural heritage. The main objective of this study is to identify the impact of heritage interpretation on visitor satisfaction in Anuradhapura cultural heritage sites. The survey design was quantitative and based on an empirical study. Data collection, data analysis and research questions were answered using deductive research approach. A self-administered questionnaire was used to collect data from the foreign tourists who visit Anuradhapura heritage site in December and January months. A sample of 300 respondents was selected through simple random sampling technique. The data were analyzed using SPSS statistical software. Descriptive statistics, correlation analysis and simple regression analysis were applied to examine the impact of heritage interpretation on visitor satisfaction based on the guided tours at cultural heritage site in Anuradhapura. According to the research findings Knowledge, local culture, nostalgia have positive influences on the satisfaction derived from guided experiences at Anuradhapura cultural heritage sites. The research highlights the need for better guide training, authenticity, and regular feedback to improve guided tours at cultural heritage sites.

Key Words: Anuradhapura Heritage site, Guided tour, Heritage interpretation, Visitor satisfaction

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