

Determinants of Guest Satisfaction in Resort & Hotels in Sri Lanka**Malik, A.¹ and Akram, W.²**¹Department of Management, Eastern University, Sri Lanka²Faulty of Management, Uva Wellassa University, Sri Lanka

This study developed and tested a model to predict the determinants on guest satisfaction (GSAT) with Resort hotels in Pasikkudah. This research is to find which factors that influence guest satisfaction and how it influences. Besides, this study to test new independent variable "eco-tangible"; physical facilities that were environmentally appropriate and equipment that minimizes environmental degradation, to guest satisfaction in Resort hotels in Pasikkudah that is significant to GSAT or not and how it influences. Data was collected from foreigners who were staying at the time we collected data in Pasikkudah. This survey includes 120 questionnaires from 6 resort hotels in Batticaloa district in Eastern province only. This research initially hypothesized 5 independent variables; hotel image, eco-tangible, physical quality, staff service quality and value for money had positive and direct effect on GSAT. This study used regression to test the proposed GSAT model. The result showed two major impact factors were found; physical quality and value for money. Thus, final GSAT model consists of 5 independent variables and all constructs have positive relationship and direct effect to GSAT. Among those Physical quality($r=0.699$) and Value for money($r=0.524$) are the major impact factors on the GSAT. At the same time Eco-tangible ($r=0.489$), Staff service quality($r=0.372$), value for tangible is ($r=.283$) plays very less impact on the satisfying guest in Pasikkudah resort hotels.

Keywords: *Determinant Factors, Guest Satisfaction, Hotel Image, Physical Quality, Eco – Tangible, Staff Service Quality, Value for Money*