

**An analysis of the influence of site interpretation in tourist satisfaction:
with special reference to heritage sites in Sri Lanka**

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Tourist satisfaction is identified as one of the major factor in tourism industry when delivering service to a specific market. Tourist satisfaction is influenced by different components. Information is an essential factor in tourism in order to meet the tourist satisfaction. Site interpretation plays a vital role in tourist information. The present study is focused on analyzing the influence of site interpretation on tourist satisfaction towards heritage sites. The specific objectives of the study were, 1) to identify the details that expected by tourists from heritage site interpretation and 2) to identify tools and techniques use for site interpretation and to identify the tourist perception on site interpretation in Sri Lankan heritage sites.

This qualitative research has used primary and secondary data for the analysis and convenient sampling technique was used to gather primary data. Data was gathered from three heritage sites with equal samples. A semi structured questionnaire was used as the data collection tool. Significance of the present study is to identify the influence of site interpretation in tourist satisfaction and to provide suggestions to establish a productive tourist interpretation facility at heritage sites. Moreover, by identifying tourist expectation through interpretation, there is an ability to introduce more customer based interpretation systems in Sri Lankan heritage sites.

Keywords: *Heritage Sites, Site Interpretation, Tourist Satisfaction*