

Impact of Consumer Values on Consumer Satisfaction of Foreign Travelers: with Special Reference to Adventure Tourism Industry in Sri Lanka

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The primary objective of this study was to analyze the impact of consumer perceived values on consumer/visitor satisfaction with adventure tourism activities in Sri Lanka. An integrative model was developed based on previous literature, which conceptualized the positive impact of consumer perceived values on consumer/visitor satisfaction with adventure tourism activities in Sri Lanka. The quota sampling method was employed, targeting 242 foreign travelers who had visited Sri Lanka and participated in adventure tourism activities. Data were collected through an online questionnaire survey. Descriptive statistics indicated that both consumer perceived values and consumer/visitor satisfaction were at a high level. Regression analysis revealed that social value, price value, and novelty value had a positive and significant impact on consumer/visitor satisfaction with adventure tourism activities in Sri Lanka. An additional finding of the study was that the major motivation for travelling to Sri Lanka was to "experience something different from home." Furthermore, the research provided a detailed observation of adventure tourism consumers to determine if foreign tourists have distinct value drivers for adventure tourism activities, which could have significant implications for marketing these activities to foreign tourists. Consequently, it is recommended that the tourism marketing mix be adjusted to cater to foreign travelers with differing value drivers.

Keywords: *Adventure Tourism, Consumer Perceived Values, Tourism Marketing Mix, Visitor Satisfaction*