

Study of the Tourist's Satisfaction with regard to Hospitality in Southern Tourist Zone in Sri Lanka (Special Reference to Mirissa Tourist Destination)H.D.P.Chamara Premathilake, K.A.S.M.Kulathunga, S.G.S.Wasana, H.B.T.P.Jayathialaka¹**ABSTRACT**

Tourism is one of the largest industry which is contributed to flowing foreign exchange to the Sri Lanka. In that hence, tourism is domain phenomenon that has been caused to create the economic and financial activities, development of infrastructure facilities and changing of the cultural background of the area. Within this study mainly focuses on to identify the tourist's satisfaction with regard to hospitality in Mirissa Tourist destination. It belongs to Matara district in Sri Lanka and 5 56 45 N Longitude and 80 27 35E. In this case mainly, primary data were used to analysis. Purposive sample method is used to gathering data and Questionnaire and Observation methods were used to collected data. There were 1500 of international and Domestic tourist include to collect data. SPSS and Minitab software used to analysis of data. The 07 factors that have been utilized to prove research topic 05 were accepted and 02 was rejected. Every 05 factors (Recreation Activities, Price range, Cuisine, Accommodations and Transport) belong to value above (0.7) and the factor was rejected is sanitary facilities and hospitality were belonging less than (0.7). In order to observations could be seen most tourists have fully satisfaction about the hospitality. Mirissa is highly crowded tourist area but, there is no enough sanitary facilities which international tourists are required. Even though have some facilities those were not maintain and cleaned well. Most of the tourists are not satisfied with the hospitality of the Sri Lankans

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