

A Study on Foreign Traveler's Satisfaction on Domestic Mode of Transport in Sri Lanka: A Case Study on Galle District

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1. Introduction

Galle district is in the southern province of Sri Lanka. Yearly, many visitors come to Galle to visit the area because of the golden beaches, Galle Dutch port, world heritage Sinharaja rain forest, Rumassala etc. one of marvelous places where can get an experience of five kinds of roadway systems in one place is in the Galle district area. Therefore, this investigation was launched to inquire about the foreign traveler's view of the existing transport system in Galle.

The main problem of this study is the foreigner's satisfaction with domestic transportation mode in Sri Lanka. Cost, comfort, safety, ease of view scenes, and speed, what are the performance of these factors affecting the satisfaction of different traffic mode? What is the difference in tourists' satisfaction with different modes of transportation such as bicycle, bus, train, budget car three wheels are the specific question of the study. The main objective of this research was, to find out the foreigner's satisfaction with domestic transportation mode in Sri Lanka. The specific sub objectives of the study were to investigate the main factors influencing foreigner's satisfaction with domestic transportation modes in Sri Lanka, the other factors affecting that satisfaction, the new trends, and the problems in Sri Lankan domestic transportation modes.

2. Materials and Methods

Used both qualitative and quantitative methods for this research. The number of visitors to Galle town deference from time to time. Therefore, it is not possible to formulate a defined sampling frame. So, it has been used as a non-probability sampling method, for the convenience of this study. Galle town was used as the study area. All foreign tourists to the city of Galle can be named as the population of this task. Among them, some foreign tourists were selected as the sample of the study.

Basically, questionnaires were used to collect the data using convenient sampling methods. Some information was collected from the discussion and emotions of the tourists and seventeen questions were presented to tourists to respond. Their respondents used figures, chart, compare, explanations to data present and data analysis. Out of the questionnaire that were distributed to the respondents and the information presented here includes ages and gender of the responders. According to the statistics, 30 responders were male and 20 were female tourists. Therefore, most of them were male the percentage it was 60%. They were asked about their monthly gross salary and the number of times they have been to Sri Lanka to understand the experiences for the responders in Sri Lanka's travel and their ability to spend.

3. Result and Discussion

To identify their likes and dislikes about the popular transport mode in Sri Lanka, asked about opinions on cost, speed, safety, sightseeing of this mode and about the services. As the transport mode, it has used Buses, bicycles. rain, three-wheelers and Cars. According to the statistics 30 tourists have responded about bicycles and it shows 26.6% of tourists are strongly dissatisfied with the cost of the bicycle and 13.3% are dissatisfied with that. 20% of tourists have responded as neutral about the cost of and 26.6% have responded as satisfied. However, 13.3% of tourists

have responded as strongly satisfied with cost of bicycle transportation mode in Sri Lanka. According to opinion of the safety of bicycles nobody is strong dissatisfied and dissatisfied safety of bicycle in Sri Lanka used for travelling. 16.6% of tourists are neutral about that and most tourists are satisfied with safety and the second majority strongly satisfied with the safety of bicycles. That percentage is 50%. Most tourists were satisfied with the speed of the bicycle 33.3% of tourists were strongly satisfied and 6.6% dissatisfied with that. Nobody was strongly dissatisfied and 40% of tourists are neutral about the fast of bicycles as a transportation mode. When they responded to the comfort of a bicycle 40% of them were neutral about that and 20% of sample tourists responded very dissatisfied and satisfied. However, 10% of them are dissatisfied and strongly dissatisfied with the comfort of the bicycles.

50% of tourists are strongly satisfied with scene viewing when using a bicycle as the transportation mode. 10% were neutral and dissatisfied about that and 30% of tourists were satisfied with scenes viewing with travelling by bicycles. 25 tourists have responded about the buses and 28% of tourists are neutral about the cost of buses and 8% of them strongly dissatisfied and 32% satisfied about cost of buses. 20% of them are dissatisfied and 12% are strong satisfied about the cost of buses as a transportation mode of Sri Lanka. Regarding the safety of buses, 20% of tourists are dissatisfied with it and 32% of tourists are satisfied with the safety of buses. 24% of tourists are strong strongly dissatisfied with the safety of buses and 24% are satisfied. But nobody neutral about safety of Sri Lankan buses as a transportation mode.

There are 20% neutral answers to the speed of buses 44% dissatisfied with the speed 8% of tourists are strongly dissatisfied and 32% of tourists are strongly satisfied with speeds of the buses. The majority strongly dissatisfied with the comfort of Sri Lankan buses and no body strong satisfied with that. However, 20% of tourists responded as dissatisfied about that and another 20% are neutral and 8% satisfied about the comfort of Sri Lankan buses. 24% are satisfied with sightseeing and 28% of tourists are neutral with it. 20% and 28% are dissatisfied and strongly satisfied with sightseeing when using buses as the transportation mode.

Of the 50 tourists who answered the questionnaires, 35 never cars as their transportation mode in Sri Lanka. Therefore, happened to be limited to 15 people when concerned about their answers to the questionnaire. Most tourists have responded as strongly dissatisfied with the cost of cars and that is 53.3%. 26.6% of them are dissatisfied with the cost of cars. 6.6% are neutral, satisfied and satisfied with the cost of cars in Sri Lanka used for travelling. No one strongly dissatisfied about with the safety of cars and the majority neutral about that the minimum percentage belongs to the dissatisfied category and others belong to the satisfied and strongly satisfied about the safety of the cars in Sri Lanka used for fulfilling travelling purposes. 40% of tourists are strongly satisfied and satisfied with the speed of the cars and 20% are neutral about the speed of the cars. Nobody has strong dissatisfaction or dissatisfaction with the speed of cars. 33.3% of tourists were satisfied with the comfort of cars and no tourists were very dissatisfied with it. 20% of tourists are neutral and strongly satisfied with that and 26.6% of them belong to the dissatisfied category. Meanwhile, most of the percentage to strongly satisfied with sightseeing with cars and that percentage is 53.3%. 26.6% are satisfied with it and 20% are neutral. However, no belong any one to the strong dissatisfied or dissatisfied category with scenes viewing.

28 people responded with their ideas about cost, safety, fast, comfort, and sightseeing when they use three wheels. Regarding the cost of the three wheels, 21.4% of them were strongly dissatisfied and 28.57% were dissatisfied with the cost and no body strong satisfied. 32.1% of tourists were neutral and 17.8% were satisfied with the cost of three wheels. According to

opinion safety of three wheels 25% of tourists strongly dissatisfied about that and 21.42% strongly satisfied about that. However, 21.42% of tourists were dissatisfied, 14.2% neutral and 17.85% satisfied with the safety of the three wheels. 21.4% of tourists neutral and 32.14% satisfied about the speed of three wheels and nobody strong dissatisfied about speed. 21.4% of tourists dissatisfied and 25% strong satisfied fast of three wheels. Meanwhile 25% of tourists were neutral and 28.57% satisfied and 32.14% strong satisfied about sightseeing of three wheels. Nobody was strongly dissatisfied and 14.28% were dissatisfied with sightseeing.

When concerned about the responses of trains no body strong dissatisfied or dissatisfied with the cost of trains. 25% of tourists were neutral about that and 42.85% were satisfied with that. 32.14% of them strong satisfied about cost of the train in Sri Lanka. 21.42% were dissatisfied with safety and 25% of them neutral and satisfied with safety. 21.42% strong satisfied and 7.14% strongly dissatisfied about safety as a transportation mode train in Sri Lanka.

They have answered privet transportation is their favorite transportation mode and 60% of tourists engage with it. 40% of tourists answered that public transportation is their favorite and the main reason for the popularity of privet transportation and comfort. According to respondents of the tourists 30% of them have responded that lack of parking facilities was the problem they had to face and 40% replied that traffic jams are the main problem they have to face in destinations. Cash charger is another response and that percentage is 30%. Have to walk too far and the other was the reply of 10% of tourists.

15 tourists have used online transportation mode in Sri Lanka and 08 of them have used Tuk Tuk and the other 07 tourists have used pick me vehicles as their online transportation mode. 24 tourists neutral about the road network in Sri Lanka and 12 tourists were satisfied with it. For what should change of Sri Lankan transportation, according to their experiences, 20% has responded as about price control and has said as should be modernized by 30%. 20% have replied as should be speed and 30% of tourists have not any idea about that.

Meanwhile the overall positive satisfaction about Sri Lankan transportation mode is 60% and overall negative satisfaction is 40% about Sri Lankan transportation mode.

4. Conclusion

In the field of transportation, not only the transport mode but also the road network is very important. Therefore, when studying the transportation industry in Sri Lanka, the road network was identified as one of the factors that influences the foreigner's satisfaction. So, what is their view on Sri Lanka's Road network? Were asked about their satisfaction in identifying weather.

Most of the tourists who have traveled in Sri Lanka prefer to travel with the privet transportation sector. The most important factor in choosing a mode of transport after a tourist arrives to Sri Lanka is the possibility of viewing. As such they tend to choose a transport mode that can be early viewed around. Also, another thing is that they're concerned about fast and comfortable comforters. Also, if those things are good that is, comfort and scenes scene viewing the cost of transport is not very strong.

One of the main conclusions of this study was that the privet transport mode Favors a traveler in Sri Lanka, more than public transport. here, the cause was considered the comfort factor and hence the need to focus more on the amenities of the public transport sector in Sri Lanka should be given more importance. It should be made compulsory to display the emergency numbers of the responsible agencies, law enforcement agencies, vehicle registration certificates and the amount relative to the distance. Also, a public place should be established in every city for complaints of financial irregularities in the services of railway, Buses, and other modes.

Technology development can be introduced as another change that the transport class needs to develop in Sri Lanka's tourism industry. The introduction of online applications can make it easy to reach the destinations to the traveler. It should be able to select its preferred travel mode and know its prices before purchasing. Not only that, possible to introduce special budget taxi services, but a more reliable and safer system can be developed by employing female drivers. Similarly, the public transport sector will be able to achieve greater growth by providing facilities for tourists traveling with children. In addition, developing laws and regulations, safety, comfort, and providing reliable friendly service with modern technology are other suggestions to for developing the Sri Lankan transportation modes that are used for the tourism industry. In addition, these all things should apply to the transportation section under the sustainable development conditions to a sustainable tourism development.

5. Keywords

Galle, Road network, Tourism, Transport mode, Sri Lanka,

6. References

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