

EXPECTATIONS AND SATISFACTION OF VISITORS FROM AGRITOURISM UNDER COVID NEW NORMALITY IN SRI LANKA

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As reported the Covid-19 pandemic had a high impact on the Sri Lankan tourism industry. The success of the tourism industry depends upon provisioning the services according to the expectations of the tourists. This research aimed to evaluate the visitor satisfaction in agrotourism while understanding and comparing the expectation level of both local and foreign visitors during the Covid-19 pandemic situation. An online survey was conducted among 96 local visitors and 64 foreign visitors who visited 4 agrotourism destinations to measure the expectation and satisfaction levels regarding 52 activities under 9 different aspects. Results of the Wilcoxon test revealed that out of all 52 activities, 27 activities were emerged at the satisfied level, 20 activities were in moderately satisfied status and 5 activities were remained as dissatisfied condition among foreign visitors before and after the visit ($p < 0.05$). Whereas local visitors were satisfied in 33, moderately satisfied in 16, and dissatisfied in 03 activities. According to the Mann-Whitney test, the foreign visitors' overall satisfaction level was significantly different ($p < 0.05$) than local visitors' overall satisfaction level. These both groups emphasized the necessity of improving educational programs, festival activities, availability of sales of destination, hotel environment, and upgrading the entertainment activities at the destinations. The study concluded that foreign visitors had a high expectation level in the entire attributes compared to local visitors. Further, local visitors were satisfied with the experienced activities than the foreign visitors in agrotourism destinations. Therefore, the operators of agrotourism destinations should pay more attention to improve their operations to satisfy the visitors during the Covid-19 new normality.

Keywords: Agrotourism, Covid 19, Foreign, Local, Visitors' satisfaction