TOURIST ATTITUDES OF VISITOR MANAGEMENT TECHNIQUES IN SIGIRIYA FOR THE VISITOR EXPERIENCE QUALITY

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Abstract

Sigiriya is a destination identified as an over capacity attraction in Sri Lanka. The Visitor management techniques can assist to control the problem. Visitor management techniques can use to improve the quality of visitor experience. The Study has used both qualitative and quantitative approaches and data were collected from 200 respondents. The Study conceptualized using service and infrastructure, source of information, crowd management and safety (Independent Variable, Interesting, Relaxing and Pleasant (Medium Variable) and Features, Impression, Service, Sensory and culture as dependent variable. The findings highlighted there is a positive relationship between visitor management techniques and quality of visitor experience in Sigiriya. And quality of visitor experience positively related to the repeat visit intention. However, there are many areas visitors have negative attitude which need to improve such as refreshment and catering facilities, sanitary facilities, Direction and signing facilities and medical facilities.

Keywords: Visitor Management Techniques, Visitor Experience, Repeat Visit Intention

Introduction

Tourism has been identified as a good revenue generation service in the world. Sri Lanka is one of the world's great travel destinations. The country has long history and that history gave added value for Sri Lanka. The attractions which have the label of the UNESCO world heritage site in Sri Lanka spread the popularity of the island among the world. Sigiriya is a world heritage site in Sri Lanka and this is considered as eighth wonder of the world (Department of Archeology-Sri Lanka, 2017). Sigiriya presents a unique concentration of 5th century urban planning, architecture, gardening, engineering, hydraulic technology, art and poetry. Sigiriya's setting is one of considerable natural beauty and a distinctive cultural landscape of great archaeological, historical and ethnographical value. The rock fortress of Sigiriya is major attraction among tourists and is part of the Cultural triangle in Sri Lanka. The amazing fortress located 22km northeast of Dambulla.

Visitor Management is important tool to manage visitors. Visitor management strategies aim to limit the negative impacts of tourism and tourist by balancing the needs of tourist of those of the destination or attraction .It can see as aiming to establish and respect the Carrying capacity of a destination or attraction (Inkson & Minnaert, 2012). Visitor management issues which will frequently recur in the course of the cases include the control of parking, the necessity for avoiding self-style guide and training official ones, elimination of souvenir vendors or beggars from major heritage sites or whenever else they can harass the visitors. World heritage site need basic facilities like litter bins as

much as they need complex ones like visitor centers, and the needs of individual visitors who may be elderly or disabled are a prime consideration. Each world heritage site should have intercreative signage, guides, an associated exhibition or museum, perhaps listening post, portable tape players, audiovisual displays ample written material to aid visitor in discovering its history (Shackley, 1998).

Problem Statement

Thousands and thousands of tourists are coming to visit the amazing Sigiriya rock fortress annually. The numbers of arrivals are rapidly increased in last three years according to Sri Lanka tourism Development Authority (SLTDA) annual report.

Figure 1.1 Tourist Arrivals to Sigiriya
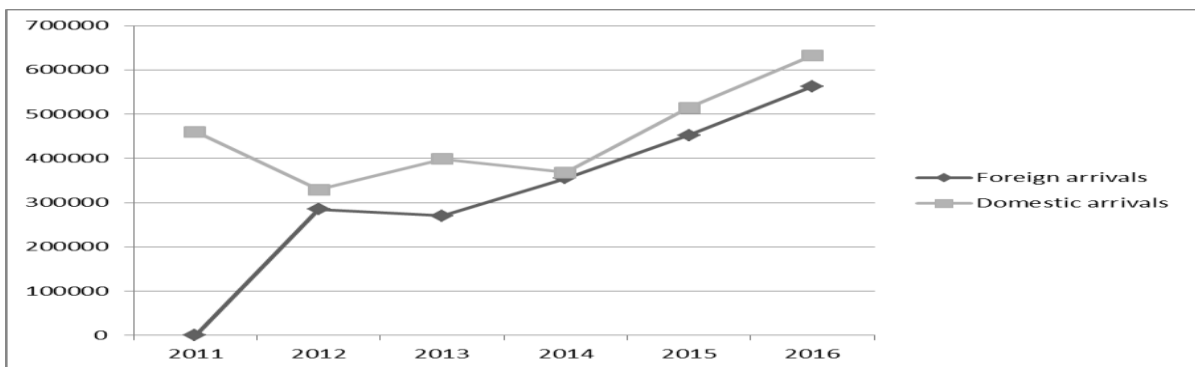
Source :SLTDA data

As figure 1 indicates numbers of arrivals are continuously increased last three years and it will cause to exceed the carrying capacity of Sigiriya. The Tourism Development, Land and Christian Affairs Ministry Secretary Janaka Sugathadasa stated that "Sri Lanka requires extensive study on country carrying capacity for attracting higher volumes of tourists to the country. Not only Beruwala but also Sigiriya is overcapacity" (Mel, 2017).Visitor management techniques are used to manage the destination and it considers such different issues as tourist facilities, transport routes, visitor flows and guiding. Dr. Dissanayake said "A tourist takes about two hours to ascend and descend the Sigiriya rock. The lack of toilet facilities near the Sinhapaada area was becoming a problem. Archaeologists usually don't appreciate new structures being added to archaeological sites. But there is a practice need there. Alternative would be the setting up of fiberglass mobile toilets in a manner that would not degrade the archaeological value of site (Kotawela, 2010). Considering those factors researcher carried out a survey to find how the over capacity of Sigiriya affect to the visitor experience and repeat visit intention.

Research Questions

What is the relationship between tourist attitudes toward visitor management techniques for the visitor experience which used in Sigiriya?

What is the effect of carrying capacity in Sigiriya for the visitor experience and repeat visit intention?

What are the recommendations for the future development in relation to visitor management in Sigiriya?

Objectives

To investigate the relationship between the tourist attitude toward visitor management techniques for the quality of visitor experience, used in Sigiriya.

To identify the effect of carrying capacity for the visitor experience and repeat visit intention at Sigiriya.

To provide recommendations for the future development in relation to visitor management in Sigiriya.

Significance of the Study

Visitor Management is use to avoid this negative impact and visitor management techniques are one of the main tool in visitor management. Hence the study is significantly value to get an idea in relation to Visitor Management techniques in Sigiriya and aware whether these techniques are able to avoid negative impact on visitor experience in Sigiriya. And repeat visitation is important as first time visitor and the study important to identified relationship between visitor experience and repeat visit intention in Sigiriya.

Limitation

The researcher carried out this survey in peak season of Sri Lanka. The peak season tourist volumes are higher than off peak season. There for the results can be slightly change in off peak season. Sigiriya is a rock fortress averagely requires one to two hours for climbing. The researcher has to investigate their attitudes after the tourists are climbing down. It is somewhat hard experience, since tourists are hurry to go back when they are climbing down the Sigiriya.

Literature review

Visitor Management Techniques

Visitor management is often too narrowly connected with mass/individual tourism in protected areas. Generally, visitor management can be used in any destination for mass and individual tourism also in connection with optimization of visitor flows, visitor concentration, and optimization of visitor impacts in a very broad sense. Visitor management has different approaches as carrying capacity approaches, zoning and optimization of tourism infrastructure and monitoring, including tourism sustainability indicators. Visitor management includes optimization of visitor flows and influencing their activities and behavior. Visitor management is a part of destination management mainly in protected areas and destinations that systematically build sustainable tourism (Josef & Kacetl, 2013). The management of visitors to countryside and heritage sites is a challenge. Visitor Management give benefit to site managers, Community and also to the visitors (Masters, Scott, & Barrow, 2002).Visitor management has two techniques: Hard techniques and soft techniques (Petrić & Mandić, 2014).Each techniques has different tools to manage the visitors.

Visitor Experience

Customer perceived quality cannot be measured in a vacuum and it should be understood in the context of the customer's service experience. In tourism, the shift to demand-oriented thinking must begin with a reconceptualization of the product itself. The assessment of a destination, as far as it concerns the visitor, is a holistic assessment of the holiday stay, which includes a series of encounters with service providers, local citizens and other tourists. Tourism and hospitality-related service research is the discovery that providers played a dual role in the visitor's experience. They not only facilitated the visitor's journey and stay at the destination, but also communicated different mythologies and cultural messages via service environments and staff behavior (Gyimóthy, 2000). Visitor management plan is use to safe guard the tourism sites for the future generation while allowing the current generation the satisfaction of attaining their economic requirements presented in the tourism industry. (Hesham, 2013) .The travel experiences are positively correlated with the behavioral intention (Ekanayake & Gnanapala, 2015).

Carrying Capacity

Mass tourism can have many negative impacts on archaeological sites. As tourism increases, so does the need to actively manage these concerns. At the archaeological site of Pompeii this is particularly evident as tourism and its physical impact increase each year (Wallace, 2012). Carrying capacity as a phrase is still powerful and has strong links to sustainability theory. It has social, economic and environmental components and makes little sense without clear management objectives, monitoring

programmes and decision making structure. carrying capacity and has mostly been adopted in respect of commercial facilities. For example, it relates visitor numbers to the capacity or throughput of built facilities (e.g. car parks, toilets, entrance ticketing systems) and satisfaction/dissatisfaction with these (e.g. visitors' satisfaction with queuing times) (Masters, Scott, & Barrow, 2002).

Repeat Visit Intention

The number of repeat visitors is high, the destination can be considered as being attractive and having a high value of destination image. Repeat visitors are significantly more loyal compared to the first-timers (Wahid, Aliman, Hashim, & Harudin, 2015).There is a need for Sri Lankan tourism to bring value by both sharing information and do repeat visitations (Ekanayake & Gnanapala, 2015). Repeat visit is one of the main targets of tourist attractions and destinations managers.first-time and repeat visitors are equally important, different programs should be implemented targeting these two potentially different market segments. Stimulating the repeat visit is one of the main aims of destination and tourist attractions' managers (Brida, Disegna, & Scuderi, 2012). If a destination can identify and satisfy the needs and wants of tourists, these tourists will probably make repeat visits and spread positive word of mouth publicity about the destination (Gnanapala, 2015).

Methodology

Research Approach

The researcher used quantitative method research approach to investigate the relationship between tourist attitude of visitor management techniques and visitor experience. And investigate how visitor experience affection for the repeat visits intention. In quantitative research it is able to ascertain types of attitudes people have and how many people have a particular attitude and the intensity of those attitudes. In qualitative research can only explore the spread of attitudes and established typed of attitudes prevalent. In number of techniques which have developed to measure attitude in qualitative research are lacking in compered with quantitative approach (Kumar, 2014). The purpose of the study is explanatory because the researcher is not going to build a theory, only test the theory already exist. The time horizon of the research is cross sectional because the data collect at once for the study.

Conceptualization

3.**1.Figure: Conceptual Framework**
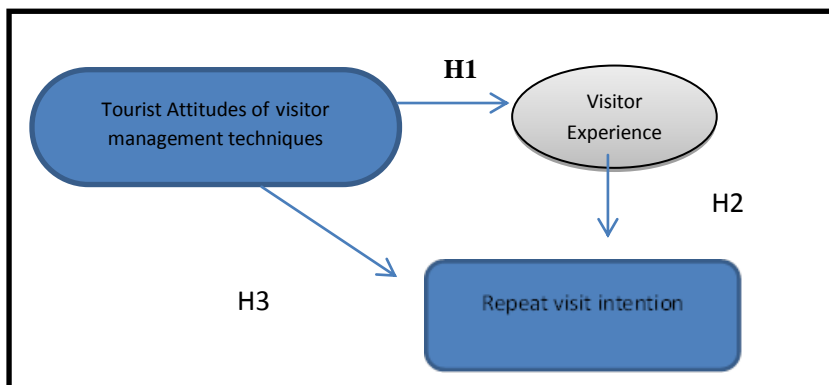
Tourist attitudes of visitor management techniques- Independent Variable

Visitor experience- Medium Variable

Repeat Visit Intention- Dependent Variable

Research Hypothesis

To measure the relationship between visitor management techniques, quality of visitor experience and repeat visit intention the researcher develop three hypotheses.

H1: There is a relationship between Tourist attitudes of visitor management techniques of Sigiriya and Quality of Visitor experience.

H2: Visitor experience affect to the repeat visit intention of Sigiriya.

H3: Tourist attitudes of visitor management techniques of Sigiriya affect to the repeat visit intention of Sigiriya.

Research Design

Site Selection

Sigiriya is a main tourist attraction site in Sri Lanka and SLTDA 2016 reveals that the percentage of domestic tourist arrival by the location is 62% from total domestic tourist arrival. And Sigiriya is visited by 64% international tourist from total tourists who come to Sri Lanka. Since Sigiriya belong grate place in Sri Lanka as a destination. Revenue generation through Sigiriya gives huge potential for the national tourism earning of Sri Lanka. People who visit Sigiriya has gap between their expectation and perception on the site (Perera, Chandran, Silva, & Chinna, 2015). Hence it is important to investigate quality of visitor experience in Sigiriya.

Source of Data and Sample size

The study uses primary data and site observation by the researcher for investigate the relationship among visitor management techniques, visitor experience and repeat visit intention. Population is unknown since the sample technique selected as non-probability convenience sampling technique and according to the unknown population formula with a confidence level of 95 per cent, a precision rate of ±5 percent and a degree of variability of 50 per cent.

$$n0 = \frac{Z2p(1-p)}{e2} = \frac{1.962x0.5x0.5}{0.052} = 385$$

The answer is 384.16, but it obviously cannot interview a fraction of a person so the sample size for the study is 385.Consider with the time frame researcher decided 200 respondents as sample for the study. Sample includes both domestic and foreign visitors

Sampling method

The study was carried out with convenience sampling method since the population is unknown and there is no finite population to use random sampling method.

Method of Data collection and Instrument

Questionnaire survey method is very efficient tool for quantitative and mix approach researches (Ritchie, 1994).The Researcher used Self administrated Questionnaire for the study. Instrument for the study is questioner and test (Validity and Reliability test).Reliability analysis (Cronbach's alpha) calculates to test the reliability and internal consistency of each factor and a cut-off point of 0.4 was used to include items in interpretation of a factor. Validity and reliability measure through factor analysis and KMO test.

Data analisis

Sample profile of the study

Age Group

The expansion of tourist Age Group shows by the figure 4.1 using bar chart.11% of Tourist are under 13-19 catogory.20% of Tourist are shows under 20-29 category. The highest percentage shows in 30-39 age group as 27%. Tourist who are in 40-49 group indicates 16% and 17% are under 50-59 catogory.9% of Tourist are represents by 60 and over age group.
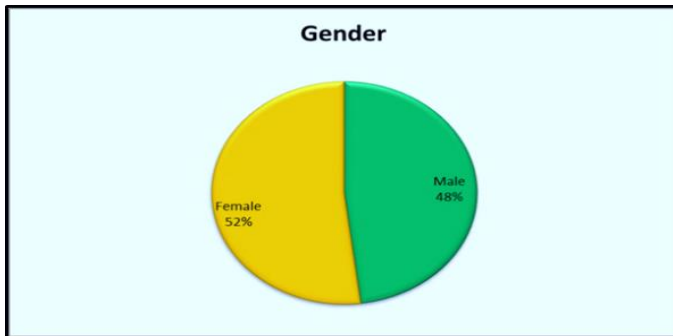
Figure 4.1- Age Group
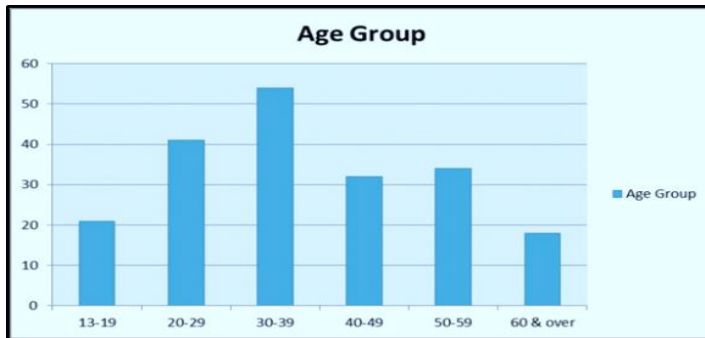
Gender Composition

The evidence from this pie chart shows that the sample of the study includes 52% female and 48% of male tourists and gender composition is given below in the figure 4.2. More than half of tourist travelers are female.
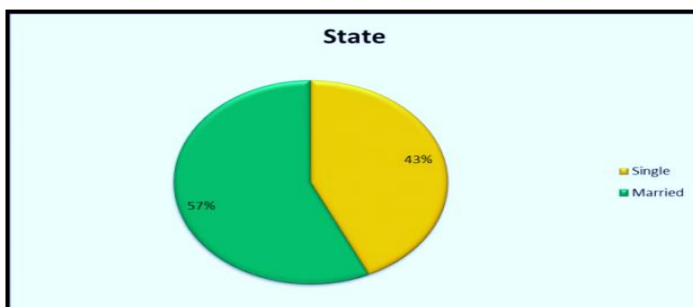
Figure 4.2-Gender Composition of Tourist

State

The state of the tourist results shows in figure 4.3 using pie chart.43% of Tourist are represent the single state and more than half 57% Tourist are under married category.

Figure 4.3-State of Tourist

Number of Visits

The researcher found out the number of times tourist coming to visit sigiriya and result are shows in figure 4.4 using bar chart. According to the survey 32% of Visitors are the first time visitors of Sigiriya. And 35% of Tourist are visited twice the Sigiriya. Third time visitors are 22% and 11% Tourists are visited Sigiriya more than three times.

Figure 4.4. Number of times visit
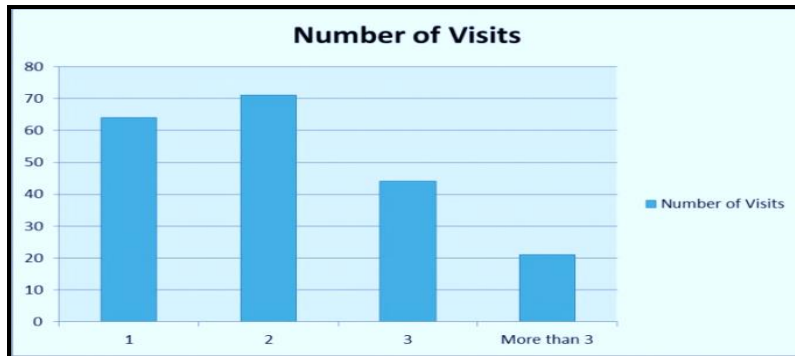
Data Analysis

Reliability Analysis

The reliability denotes the stability and consistency with which the instruments use to measures the concept. For testing the internal consistency of the instruments, Cronbach's coefficient alpha was used. All the alpha values were above the rule of thumb of 0.7 for a reliable scale. Hence, the study all the dimensions in independent and dependent within a given time ensured (Sekaran, 2010).

Table 4.1 Reliability of the Construct

Dimension	Cronbach's Alpha	Number of Items
Service and Infrastructure	.747	04
Source of Information	.721	03
Crowd Management	.729	03
Safety	.714	03
Interesting	.733	03
Relaxing	.736	02
Pleasant	.943	02
Features	.938	02
Impression	.842	03

Services	.707	03
Sensory and Culture	.881	03

The Study all dimensions Cronbach's Alpha values are greater than 0.7 hence all dimensions are reliable to the analysis.

Validity Analysis

Sekeran and Bougie (2012) says that researcher should test construct and content test as a least requirement. The results are shown in presented in the table 4.2 KMO is a test which measures the adequacy of the index in which examine the factor appropriateness. The value of 0.653 reveals generalizability of the sample to the population.

Table 4.2. Validity Test

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.653
Bartlett's Test of Sphericity	Approx. Chi-Square	2772.293
	df	55
	Sig.	.000

Multicolinearity

Table 4.3 Multicolinearity Test

Variable	VIF	Decision
Quality of Visitor Experience	1.243	There is no Multicolinearity situation
Visitor Management Techniques	1.243	There is no Multicolinearity situation

Originally meant of Multicolinearity is the existence of a perfect or extract linear relationship among some or all explanatory variables of a regression model. There is a Multicolinearity problem if the Variance Inflation Factor (VIF) value greater than 5. Here any values not exceed 5. Hence, there is no any Multicolinearitiy situation and none of the explanatory variable was eliminated.

Auto Correlation

Table 4.4 Auto Correlation Test

Durbin-Watson	1.730

If the Durbin- Watson Value is close or equal to 2 it says there is no Auto Correlation. Therefor here Durbin- Watson Value is closer to 2.Hense the residuals are uncorrelated and assumptions of independent is not violated.

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Correlation Analysis

Table 4.5 correlation Table

Variable	Coefficient	Sig.	Alpha Value	Conclusions
Source of Information and Quality of Visitor Experience.	0.525	0.000	0.01	There is a relationship between Source of Information and Quality of Visitor Experience.
Service and Infrastructure and Quality of Visitor Experience	0.319	0.000	0.01	There is a relationship between Service and Infrastructure and Quality of Visitor Experience.
Safety and Quality of Visitor Experience	0.443	0.000	0.01	There is a relationship between Safety and Quality of Visitor Experience.
Crowd Management and Quality of Visitor Experience	0.168	0.000	0.01	There is a relationship between Crowd Management and Quality of Visitor Experience.
Safety and Repeat Visit Intention	0.625	0.000	0.01	There is a relationship between Safety and Repeat Visit Intention
Crowd Management and Repeat Visit Intention	0.202	0.000	0.01	There is a relationship between Crowd Management and Repeat Visit Intention.
Source of Information and Repeat Visit Intention	0.645	0.000	0.01	There is a relationship between Source of Information and Repeat Visit Intention.
Service and Infrastructure and Repeat Visit Intention.	0.535	0.000	0.01	There is a relationship between Service and Infrastructure and Repeat Visit Intention.
Interesting and Repeat Visit Intention	0.808	0.000	0.01	There is a relationship between Interesting and Repeat Visit Intention.
Relaxing and Repeat Visit Intention	0.585	0.000	0.01	There is a relationship between Relaxing and Repeat Visit Intention.
Pleasant and Repeat Visit Intention	0.722	0.000	0.01	There is a relationship between Pleasant and Repeat Visit Intention.
Visitor Management Techniques and Quality of Visitor Experience.	0.442	0.000	0.01	There is a relationship between Visitor Management Techniques

				and Quality of Visitor Experience.
Visitor Management Techniques and Repeat Visit Intention	0.614	0.000	0.01	There is a relationship between Visitor Management Techniques and Repeat Visit Intention.
Quality of Visitor Experience and Repeat Visit Intention	0.808	0.000	0.01	There is a relationship between Quality of Visitor Experience and Repeat Visit Intention.

Source (Researcher Data)

Regression Analysis

Table 4.6 Model Summery A

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.853a	.727	.725	2.11039	1.730

a. Predictors: (Constant), visitor management techniques, quality of visitor experience

b. Dependent Variable: repeat visit intention

R- Square means how much independent variables explain the variation of the dependent variable. According to the results of the model summary, the adjusted R square of the study is 0.727. It denotes that the higher proportion of the model (72.7%) is fit for the population.

Table 4.7 ANOVA A

ANOVAa

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2329.159	2	1164.580	261.482	.000b
	Residual	872.937	196	4.454		
	Total	3202.096	198			

a. Dependent Variable: repeat visit intention

b. Predictors: (Constant), visitor management techniques, quality of visitor experience

The above first table has discovered 3202.096 from total sum of squares, 2329.159 can be explained by the regression and 837.927 are explained by the residual value. Hence, the model is statistically significant because relatively large proportion of model is explained by regression. As per the above information p value is 0.000. Therefore, the statistical evidence of the model supports to reject the null hypothesis (P value < 0.05). It concludes that the overall fitted model can be applied significantly for the predicting the satisfaction.

Coefficient Table A

Coefficients[a]

Model 1	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	.553	.874		.633	.528		
Quality of visitor experience	.924	.058	.661	15.883	.000	.804	1.243
Visitor management techniques	.229	.030	.321	7.726	.000	.804	1.243

a. Dependent Variable: repeat visit intention

Source (Researcher Data)

According to the above justification Researcher has developed a regression equation as follows

$Y_{\text{Repeat Visit Intention}} = 0.553 + 0.924_{\text{quality of visitor experience}} + 0.229_{\text{Visitor Management Techniques}}$

Table: Model Summery B

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.764[a]	.584	.582	1.17295

a. Predictors: (Constant), visitor management techniques

According to the results of the model summary, the adjusted R square of the study is 0.584. It denotes that the higher proportion of the model (58.4%) is fit for the population.

ANOVA Table B

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	380.161	1	380.161	276.317	.000[b]
	Residual	271.036	197	1.376		
	Total	651.197	198			

a. Dependent Variable: visitor expierience

b. Predictors: (Constant), visitor management techniques

The above first table has discovered 651.197from total sum of squares, 380.161 can be explained by the regression and 271.036 are explained by the residual value. Hence, the model is statistically significant because relatively large proportion of model is explained by regression. As per the above information p value is 0.000. Therefore, the statistical evidence of the model supports to reject the null hypothesis (P value < 0.05). It concludes that t that the overall fitted model can be applied significantly for the predicting the satisfaction.

Coefficient Table B

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.869	.464		-1.873	.063
	Visitor management techniques	.245	.015	.764	16.623	.000

a. Dependent Variable: visitor expierience

$Y_{visitor\ experience}$= -0.869+ 0.245$_{visitormanagement\ techniques}$

Parameter Significance

H_0 – Parameter is Not Significant

Hypothesis Testing

H_1. There is a relationship between Tourist attitudes of visitor management techniques in Sigiriya and quality of Visitor experience.

Regression analysis denotes significant positive impact on Visitor Experience and Visitor Management techniques used in sigiriya at 90% significant level. Hence, H0 is rejected since, P < 0.10 and β = 0.245.Here quality of visitor management techniques variable has positive relationship between the Quality of visitor experience variable. When Visitor Management Techniques increase by one it tends to increase 0.245 in Quality of Visitor Experience.

$H_{1\ Accepted}$

H_2 – There is an impact of Quality of Visitor Experience on Repeat Visit Intention of Sigiriya.

Regression analysis denotes significant positive impact on Quality of Visitor Experience and Repeat Visit Intention at 90% significant level. Hence, H0 is rejected since, P < 0.10 and β = 0.924Here quality of visitor experience variable has positive relationship between the Repeat Visit Intention of variable. When Quality of Visitor Experience increases by one, it tends to increase 0.924 in Repeat Visit Intention.

H_2 Accepted

H_3: There is a significant impact of Visitor Management Techniques on Repeat Visit Intention of Sigiriya

Regression analysis denotes significant positive impact on Visitor Management Techniques and Repeat Visit Intention of Sigiriya at 90% significant level. Hence, H0 is rejected since, P < 0.10 and β = 0.229. Here Visitor Management Techniques variable has positive relationship between the Repeat Visit Intention of variable. When Visitor Management Techniques increase by one it tends to increase 0.229 in Repeat Visit Intention.

H_3 Accepted

Conclusion and recommendations

Conclusion

The study has explored the impact of Tourist attitude of Visitor Management Techniques for the Quality of Visitor Experience and Repeat Visit Intention by using qualitative and quantitative measures. Tourist attitude towards Visitor Management Techniques while visiting the Sigiriya and Idea about the Repeat Visit Intention were discussed. The Study is based on mixed method.

The study has identified the factors which are affected to the Visitor Management Techniques and Repeat Visit Intention of Sigiriya. The study examined how Service and Infrastructure, Source of Information, Crowd Management and Safety affect to the Quality of Visitor Experience and Repeat Visit Intention. And explored how Interesting, Relaxing and Pleasant affect to the Repeat Visit Intention. On the other hand qualitative part of the study attempt to realize the challenges and difficulties faced by visitors while visiting the Sigiriya as a tourist destination. The researcher has identified that there was a relationship among all dimensions under the Visitor Management Techniques on Quality of Visitor Experience and Repeat Visit Intention. Among them two dimensions has strong impact on Quality of Visitor Experience. Those are Source of Information and Safety. As well as that there was a relationship among all dimensions under the Quality of Visitor Experience on Repeat Visit Intention.

Suggestions

The study has revealed that there are insufficient facilities in Sigiriya for the Visitors and they faced challenges due to huge crowd in the site.For the crowd management in Sigiriya queue management is good tool to use and managing flows of visitors can do through offering different routes. This can be avoiding everyone being in the same place at same time. According to the research findings there are need of more toilets and Souvenir shops in Sigiriya. Hence increasing these facilities it helps to improve the quality of the visitor experience and also it is an important element to optimization of visitor flows in Sigiriya. Long queues at the lavatories cause to reduce the quality of visitor experience of the visitors. Hence queue management is an important tool which can use in Sigiriya. People get bored because of they are passive and active in the queues. The one techniques can use is make the waiting time shorter by hiding ne section of the queue from the other section and install screens or displays to look at while visitors are in the queues like Sigiriya legends.

Future Research

This study only focused on impact of visitor management techniques used in Sigiriya for the quality of visitor experience. Visitor management techniques aim for both quality of visitor experience and quality of the destination. Future researchers can explore how visitor management techniques used in sigiriya affect for the quality of the destination. From that can discover what are the practices used in Sigiriya to protect destination assets from visitors.

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