



Destination Image and Destination Loyalty: Comparison between Asia Pacific and European Tourists

This dissertation is submitted as a partial fulfilment of the degree of
Bachelor of
Business Management in Hospitality, Tourism and Events Management
August, 2018

S.M.U.C.Senarath
UWU/EX/14/0326
Department of Public Administrations

ABSTRACT

Sri Lankan tourism history begin with the 4th century Chinese Fa-Hien traveler who visited Sri Lanka as early. Today tourism is a booming industry and play a crucial role in Sri Lankan economic growth. The supreme goal of the tourism is to gain more & more revenue and benefit to the country and anticipate the high contribution to the GDP.

Sri Lanka is filled with many of natural and man-made attractions and attract many of tourists from different regions. According to the past tourist statistical report Western Europe emerged as the as the primary source of region for Sri Lanka tourist arrivals and south East Asia is the second place. But near past few years released tourist statistical reports stated that tourist arrivals from Asia continued to be the main source and Western Europe continued to be the second source of Tourism in Sri Lanka. In this respect, this study attempted to explore the difference between Sri Lankan Destination Loyalty among Asia Pacific and European tourists. Investigating the tourists who visit Western province from Asia Pacific and European regions. Because the researcher found that there is empirical and knowledge gaps in this context. In order to conduct the study, Researcher set two Objectives to identify the role of destination image on the destination loyalty among the Asia Pacific and European tourists and to identify the difference between destination loyalty among Asia Pacific and European tourists. Study is mostly based on primary data and researcher used convenience sampling method to collect data collected from 180 tourists 90 from each both regions visit to Western province by using Structured Questionnaires. Then, in order to achieve the objectives of the study researcher use Descriptive analysis and PLS-SEM model. By these researcher found tourists from both regions were highly satisfied with the existing level of cognitive destination image and affective destination image on Western province and there were some differences in both region's tourists on destination image among destination loyalty in Western province. Finally according to the findings of the study which can recommend that if features of Western province Destination Image develop further more in creative and effective manner, the tourists' satisfaction and revisiting levels will be increased.

Key words: Destination Image, Destination Loyalty, Asia Pacific Tourists, Europe Tourists