

The Impact of Destination Image on Foreign Tourist Future Behaviour Special Reference to Bentota in Sri Lanka

G.A. Madusha Chaturangi, W.G.S.R. Wijesundara and T.M.P.S.I. Tennakoon

Department of Public Administration, Uva Wellassa University, Badulla, Sri Lanka

The impact of the Destination image being an important factor in decision making process of tourist future behaviour of revisiting and recommendation. Selection of a destination to be revisit or recommend to others would base on the tourist's perceived value on the destination. Considering that, this study mainly aims to identify the impact of destination image on foreign tourist future behaviour in Sri Lanka. The theoretical dimensions of destination image; Cognitive image, unique image and Affective image were adopted in order to accomplish the objective of identifying the impact of the destination image on foreign tourist future behaviour. Bentota was selected as the research area for the study as the arising of tourism harassments, negative practices of beach boys, overcapacity of the coastal region which would create a bad destination image among the tourists, have become a major issue on the location. The population was the international tourists visited Bentota area, in the months of May, June, July in 2018. 300 respondents were selected as the sample employing convenient sampling technique. The adopted questionnaire of (H, 2008, Hailin Qu,2011, and Artuger, 2017) was used as the research instrument for collecting data. The collected data was analysed by employing Smart PLS software version 2.0 and SPSS. The results revealed that there is the most significant and effective positive relationship among the cognitive image and the foreign tourist future behaviour. While Affective image has no significant relation between the foreign tourist future behaviour and Meanwhile, Unique image has a significant negative relation between the future behaviours of the tourists. Hence, it suggests to develop the destination through niche tourism concepts based on the target markets and their perceptions of visiting. This study derives theoretical and empirical contribution and need for further researches on the context.

Keywords: Destination image, Cognitive image, Unique image, Affective image, Future behaviour