

## **Study on the Impact of Attraction, Service Quality and Perceived Value on Tourist Behavioural Intention for Performing Arts in Sri Lanka (Special Reference to Kandy District)**

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As with the cultural heritage, the performing arts reflected humanity's intangible cultural heritage and it is major for the development of cultural and heritage tourism as valuable resources. In addition to performing arts being a tourist attractive product the performing arts serve as a resource for tourist behavioural intention. Although the scholars have found the determinant of behavioural intention of tourists, this study was conducted to study the impact of attraction, service quality and perceived value on tourist behavioural intention for performing arts in Sri Lanka to provide an enhanced understanding of performing arts tourism in Sri Lankan context. Hence, the study is coming under deductive approach; this research is basically depending on quantitative analysis. The primary data collected by researchers from 150 tourists using convenience sampling techniques and questionnaires consist of 38 questions. By employing SPSS 22 and MS Excel quantitative data were analyzed using descriptive statistics, spearman's correlation analysis and multiple linear regression analysis. According to the visitor profile, the majority of tourists are male and most of them are coming from Europe for leisure purposes and who are under 21-30 age category. Surprisingly most of the tourists are degree holders and they have come to watch performing arts for the first time. The finding of the study reflects that there is a positive relationship between attraction, service quality and perceived value with behavioural intention. Moreover, it reveals that the above independent variables significantly influence tourist behavioural intention for performing arts in Sri Lanka. Educate the tourist through social media by giving information, introducing new blogs and launching the creative promotional campaigns directly effect on tourist behavioural intention for performing arts in Sri Lanka.

**Keywords:** Attraction; Behavioral Intention; Perceived Value; Performing Arts; Service Quality