

ABSTRACT

Tourism plays an important role as one of the core sources of foreign earner in overall economy in a country. Day by day, tourism is growing continuously and it is a one of the fastest growing economic segments in the world. This research is discussing on the topic of the impact of destination attributes to promote Jaffna district as a religious tourism destination. Destination attributes are the independent variable and under that there were six sub independent variables. Tourist satisfaction and destination loyalty are dependent variables. Tourist satisfaction was the dependent variable and below that there was one sub dependent variable. Destination loyalty was the dependent variable and below that there was one sub dependent variable. The research had three major objectives namely identifying the existing level of tourist satisfaction and destination attributes on religious tourism in Jaffna district, identifying the relationship between destination attributes and tourist satisfaction on religious tourism in Jaffna district and identifying relationship between destination attributes and destination loyalty on religious tourism in Jaffna district. A sample 150 tourist was drawn using convenience sampling. Primary data were collected by using self-administrated questionnaire. Data were collected through questionnaire filled by respondents. Data were analyzed by using SPSS software. Descriptive statistics, Pearson correlation coefficient analysis were used to analysis the data to achieve objective of the study. Finding revealed that there is a strong positive relationship with destination attributes and tourist satisfaction and there is a strong positive relationship with destination attributes and destination loyalty.

Key words: Destination Attributes, Tourist satisfaction, destination loyalty.