



**A Study on the Relationship between Destination  
Attributes and Tourist Satisfaction Mediated by  
Memorable Tourist Experience  
Empirical Evidences from Drive Tourists in  
Sri Lanka**

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## ABSTRACT

Drive tourism is a new trend that emerged in recent past. It is one of the emerging concept in modern Sri Lankan tourism context too. Travelling allows people to discover the world and witness the beauty in the difference areas. Since Drive tourism is new concept very less no of researches have been published .In consonance with that, this study focused on investigating the relationship between Destinations Attributes and Tourist Satisfaction mediated by Memorable Tourist Experience: Empirical evidences from drive tourists in Sri Lanka. A questionnaire based survey was conducted around Ella, Mirissa and Negombo areas of Sri Lanka and 120 respondents were collected employing purposive sampling technique. Pearson Correlation Analysis was carried out in order to identify the relationship between destination attributes and satisfaction of drive tourist, identify the relationship between Destination Attributes and MTE and finally Baron and Kenny approach and Sobel Test was applied to identify the mediating relationship of MTE between destination attributes and satisfaction of drive tourists. The results revealed that the relationship between destination attributes and satisfaction of Drive tourists are partially mediated by the MTE. In order to offer the drive tourists with MTE, facilities addressing specially drive tourists such as accommodations with ample parking spaces, fuel refilling centers and money exchange should be improved further to the standard scale.

Key words: - Drive Tourism, MTE, Destination Attributes, Drive Tourist Satisfaction.