



**A Study of Tourist Perception on Tourist Harassment  
on Destination Image  
(With special reference to Arugam Bay)**

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## ABSTRACT

Tourist harassment is one of the major challenging issues affecting the competitiveness of various tourist destinations over the globe and, it destroys the tourists' positive destination image perceptions. Considering the Sri Lanka context, there are evidences to prove that the tourists have been facing different sorts of harassments while they are traveling and staying in Sri Lanka. Thus, the main aim of this research was to explore the association between tourists' perception on tourist harassment and destination image. After the comprehensive literature review, structured questionnaire was constructed and conducted. Quantitative method was used as a research design. The target population of the study was all the international tourists who are visiting Arugam Bay and sample size was 100 international tourists. Purposive sampling technique was used to gather data from international tourists. SPSS 22 statistical software was used to analyze the data. Initially, descriptive analysis was carried out to screen the respondents' profile. Further, Simple Linear Regression Analysis and Descriptive Statistical Analysis were used to analyze the research objectives. Finally, the research findings were discussed. The results revealed that, there is a positive significance association between tourists' perception on tourist harassment and destination image. As a recommendation, researcher has suggested the Sri Lanka government, SLTDA, Sri Lanka police and Sri Lanka tourist police should involve to prevent the tourist harassments in Sri Lanka. Finding of this study will be useful to the tourism policy makers, industrial persons, future researchers, and tourists.

**KEY WORDS:** *Tourist perception, Tourist harassment, Destination image*