

**Examining the Role of Destination Satisfaction
on the Relationship between Destination
Knowledge, Destination Attributes and
Destination Loyalty of Water Sports Tourists
Special Reference to Aluthgama**

This dissertation is submitted as a partial fulfillment of the degree of
Bachelor of Business Management in Hospitality, Tourism and Events
Management

August 2019

M.S.M Imran

UWU/HTE/15/026

Department of tourism studies

ABSTRACT

Water sports tourism is one of the largest and fastest growing global tourism markets and the water sports tourism covers all aspects of adventure tourism. That provide an opportunity for visitors to learn about other adventure and life style. This study developed and tested a model to predict the determinants of destination loyalty and the role of the destination satisfaction on the relationship between destination knowledge, destination attributes and destination loyalty of water sports tourists. The main problem was water sports destinations were given a very less attention by destination management researchers and the determinants of destination loyalty of such destinations were undiscovered. also Using judgmental sampling, 100 respondents were selected, 50 being local tourists and the other 50 being foreigners. Primary data were collected by using self-administrated questionnaire and questionnaire consists from two sub dependent variables. Data were collected from the filled questionnaires. Data analysis was carried through IBM SPSS software package. Descriptive statistics, correlation analysis and multiple regression analysis were used to analyze the data for achieving objectives of the study. Findings of the study revealed that there is a strong positive relationship between the destination knowledge, destination attributes, destination satisfactions and the destination loyalty. The study recommends improving the promotion of water tourism, improving water tourism activities as well as the quality of water tourism related products and to reduce the degree of pollution in Sri Lankan water sports

Key words: destination loyalty, Destination Knowledge, Destination Attributes, Water Sports Tourism