

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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Drive tourism is a new trend that emerged in the recent past. It is one of the emerging concepts in the modern Sri Lankan tourism context. Since drive tourism is a new concept, a limited number of researches has been published. 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 a purposive sampling technique. Pearson correlation analysis was carried out to identify the relationship between destination attributes and satisfaction of drive tourist and the relationship between destination attributes and memorable tourist experience and finally Baron and Kenny approach and Sobel test was applied to identify the mediating relationship of memorable tourist experience between destination attributes and satisfaction of drive tourists. The results revealed that the relationship between destination attributes and satisfaction of drive tourists were partially mediated by the memorable tourist experience. A significant strong positive relationship was found between destination attributes and satisfaction of rive tourists while strong positive relationships between destination attributes and memorable tourist experience. To offer the drive tourists with memorable tourist experience, facilities addressing especially drive tourists such as accommodations with ample parking spaces, fuel refilling centers, and money exchange should be improved further to the standard scale.

Keywords: Drive tourism, Memorable tourist experience, Destination attributes, Drive tourist satisfaction