



**STUDY THE IMPACTS OF DESTINATION
ATTRIBUTES TO PROMOTE MADHU CHURCH AS
A RELIGIOUS TOURISM DESTINATION**

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ABSTRACT

Tourism is a vital contributor to the economy of any nation, with it being a prime foreign income earner. With a gradual yearly growth, tourism industry is steadily securing a spot in the economy of a nation. A key parameter to the success of the tourism industry performance is the potential to promote a place as a tourist destination. This research focused on identifying the relationships between the attributes of the destination and potential to promote the place as a tourist destination, with special attention to Madhu church. With destination attributes being independent variables, they were further divided into subsections to better quantitatively measure these subjective variables. The dependent variable, promotion potential was further divided into two sub-dependent variables. The research had three major objectives, namely, identify the existing level of promotion potential and destination attributes in Madhu church region, and identify the relationship between promotion potential and destination attributes and to identify the salient destination attributes influencing the promotion potential level in Madhu region. Using judgmental sampling, 150 respondents were selected, 75 being local tourists and the other 75 being foreigners. Primary data were collected by using self-administrated questionnaire and questionnaire consists of 28 questions from six 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 attributes and the promotion potential. Detailed findings say that barring the available tourism packages, destination attraction, accessibility, amenities and activities done in the region strongly influence the promotion potential level.

Key words: Destination Attributes, Madhu Church, Tourist satisfaction, Religious Tourism