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**IMPACT OF THE DESTINATION IMAGE ON TOURISTS'  
BEHAVIOURAL INTENTION OF URBAN TOURISM  
(SPECIAL REFERENCE TO GALLE CITY)**

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## ABSTRACT

In the past decades, appearing the destination image and tourists behavioural intention for lot of studies. Because it is the entail understand of the concept became as the only clavis to encounter to the excessive challenger within the competitive tourism industry worldwide. However still the concept is nervous because according to the environment those concepts indicate the unique personality. Galle is a tourism paradise generated own destination image with satisfying the tourists towards the unique exciting experience from its loaded natural and man-made attractions. According to the recent tourism statistics, the tourists' arrival percentage of Galle was lower level as a percentage of the entire tourists' arrival of Sri Lanka. In order to base on that, the researcher endeavored to inquire the impacts of destination image on tourists' behavioural intension with the expectance of advance the destination management and destination image within Galle. The researcher discovered the destination image positively impacted on the tourists' behavioural intention under its cognitive image, affective image and unique image of Galle through a quantitative approach while facing a challenge since limited tourists' arrivals and Sri Lankan destination image was fallen in nervous. The researcher endeavored to identify the consolidation between destination image and tourists' behavioural intention with acknowledging the most resistance circumstance on tourists' behavioural intention while discovering the tourist visitor profile based on primary data cast up survey at Galle with 123 respondents selected from the convenience sampling technique. Finally the researcher discovered, the tourists were highly satisfied with the cognitive image, affective image and unique image of Galle and destination image were influencing the tourists' behavioural intention while unique destination image playing a major role to induced the tourists to Galle.

*Keywords:* Destination Image, Cognitive Image, Affective Image, Unique Image, Tourists' Behavioural Intention.