



**Relationship between Destination Attractiveness,
Destination Loyalty and Perceived Value of Religious
Tourism; Special Reference to Temple of Tooth Relic,
Kandy**

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ABSTRACT

This research focuses on relationship between destination attractiveness, destination loyalty and perceived value of religious tourism in Temple of Tooth Relic. The researchers have found that the potentials of religious tourism and the impact of destination attributes of religious tourism in the international context. But only a few researches have been done to investigate the impact of destination loyalty of tourists on perceived value of religious tourism, but in Sri Lanka it is very rare to attain study on that area. This study investigates factors to identify the impact of destination attractiveness on perceived value, to identify the impact of destination attractiveness on destination loyalty of tourists. Afterward researcher identified the role of destination loyalty on the relationship between destination attractiveness and perceived value of religious tourism in temple of tooth relic with the presences of mediator. The data were collected using questionnaires distributed to the local and foreign tourists who visited temple of tooth relic in Kandy. Data were collected using convenience sampling method with 150 tourists 75 from local tourists and 75 from foreign tourists by distributing self-administrated questionnaires. Multiple linear regression analysis and Structural equation modeling was used for data analysis. The results obtained from the analysis illustrated that most important factor that impact on perceived value was destination attractiveness. Results of hypothesis, represents that destination attractiveness had a positive impact on the destination loyalty, destination attractiveness had a positive impact on perceived value and destination loyalty had a positive effect on perceived value of religious tourism. Afterward mediator analysis was conducted to investigate the mediating effect. Based on the results there was a mediation effect.

Key words: Destination Attractiveness, Destination Loyalty, Perceived Value.