



**STUDY ON THE IMPACT OF ATTRACTION,
SERVIVE QUALITY AND PERCIEVED VALUE
ON TOURIST BEHAVIORAL INTENTION FOR
PERFORMING ARTS IN SRI LANKA**

(Special Reference to Kandy District)

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ABSTRACT

As with the cultural heritage, the performing arts reflected the humanity's intangible cultural heritage and it major for the development of cultural and heritage tourism as valuable resources. In addition to performing arts is being a tourist attractive product the performing arts serve as a resource for tourist behavioral intention. Although the scholars have found that determinant of behavioral intention of tourist, this study was conducted to study on impact of attraction, service quality and perceived value on tourist behavioral intention for performing arts in Sri Lanka to provide an enhanced understanding of performing arts tourism in Sri Lankan context. Hence, the study is coming under deductive approach, this research is basically depending on quantitative analysis. The primary data collected by researcher from 150 tourist using convenience sampling technique and questionnaire consist with 38 question. By employing SPSS 22 quantitative data were analyzed using descriptive statistic, spearman's correlation analysis and multiple linear regression analysis. According to the visitor profile majority of tourist are male and most of them are coming from Europe for leisure purpose and who are under 21-30 age category. Surprisingly most of the tourist are degree holders and thy have come to watch performing arts for the first time. The finding of the study reflects that there is a positive relationship between attraction, service quality and perceived value with behavioral intention. Moreover, it reveals that above independent variables are significantly influence on tourist behavioral intention for performing arts in Sri Lanka. Educate the tourist through social media by giving information, introducing new blogs and lounging the creative promotional campaigns directly effect on tourist behavioral intention for performing arts in Sri Lanka.

Key words: *Attraction, Behavioral Intention, Perceived Value, Performing Arts, Service Quality*