

Impact of Experiential Marketing on Tourists' Destination Loyalty for Sustainable Tourism (Evidence from Tourists' Cultural Destinations in Sri Lanka)

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World tourism has greatly promoted the existence of destinations to provide more social, economic, and environmental benefits. Therefore, all tourist destinations consider sustainability as their main tourism goal. There are many studies that discuss empirical marketing, tourist satisfaction, destination image and destination loyalty rather than measuring the impact of these variables on sustainable tourism. Judging from the situation in Sri Lanka, although Sri Lanka has many world heritage destinations to promote the development of sustainable tourism, almost all cultural destinations do not have a place to attract tourists. In addition, these studies do not deal with the impact of experiential marketing on sustainable tourism through image, satisfaction and loyalty. This study uses three intervening variables to bridge the gap in cultural destinations in Sri Lanka. 513 tourists were interviewed, representing all tourists who visited Sri Lanka in 2019. By analysing all the data through AMOS software, the researchers achieved all the research objectives and answered all the research questions. The results of the study enabled the researchers to propose adaptive strategies for the attention of marketing authorities in all destinations in Sri Lanka, which will help promote experiential marketing in sustainable tourism through destination, tourist satisfaction and loyalty in cultural destinations in Sri Lanka.

Keywords: *experiential marketing, tourists' satisfaction, destination image, destination loyalty, sustainable tourism, cultural destination*