

Impact of Experiential Marketing on Destination Image Towards Sri Lankan Tourism with the Mediating Effect of Destination Trust

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The purpose of this study is to determine “whether the foreign tourists will perceive Sri Lanka as one the best destinations in the world with the experiential marketing and destination trust.” This study employed a quantitative research design to conduct the research. The population of this study was the people who recently visited Sri Lanka. The convenience sampling method was used to select the study sample, and 212 respondents were selected accordingly. Data was gathered using a structured questionnaire to measure the study’s main concepts by conducting an online survey. The results state that; “there is a significant relationship between experiential marketing and destination image and destination trust mediates the relationship.”. The research’s main limitations were this questionnaire was distributed on the online platform only where there was a high possibility of neglecting the questionnaire. As suggestions for further research, the researcher suggests focusing on how high-end tourists perceive Sri Lanka as a destination, Sri Lankan tourism’s pitfalls, and reasons for lesser arrivals of high-end tourists to Sri Lanka. Following relevant precautions to avoid the virus in upcoming times and letting them feel secure is essential. This research study identified that destination trust is the most significant factor with the highest coefficient value. Engaging in numerous marketing and promotional activities to attract global high-end visitors and positioning the island as the world’s most trusted destination.

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