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Keywords: *behavioural intentions, destination brand experience, tourism.*

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Thivyaashani Sivasubramaniam

Abstract- An increasing competition in tourism industry requires marketers to be more creative in differentiating their destinations to attract more travelers in the future. Through the positive experience of the travelers, destinations can be promoted to potential travelers. To this end, how exiting travelers make recommendations to 'others' (potential travelers) is vital for marketers in the tourism industry. Differentiation is aligned with branding whenever it is come to achieving a competitive advantage via unique identity. All these circumstances ensured that a successful destination brand always needs to deliver its promise to meet tourist expectations of a memorable experience typically related to that destination. A well – established concept of destination branding and the extended application of brand experience to tourism destination steered the current study to explore behavioural intention of tourists. A self-administrated quantitative survey was conducted to collect 202 usable responses from international tourists from 31 different countries visiting Ella, Sri Lanka, one of the favourite tourist destinations in Sri Lanka based on a judgmental sampling technique. The findings of this survey emphasize that the (1) sensory 2) affective (3) behavioural and (4) intellectual aspects of the DBE of tourists' directly influence the BI and the varied dimensions of DBE have different effects on BI. The sensory destination brand experience (SDBE) has highly impact on BI and in contrast to other studies Affective destination brand experience. The selection of destination was the reason for these different results. Since the destination of Ella has been experienced by the tourists as a best destination for SDBE, it may occur due to the sound of beautiful greenly environments, the fragrances of garden, weather condition, taste of cuisine or overall beauty of nature. Therefore the stakeholders (Government, local communities and tour guides) interested in the development of this destination and also overall tourism activities if they concern more on the environment may supports to increase the number of tourists visits in future.

Keywords: behavioural intentions, destination brand experience, tourism.

I. Introduction

Tourism is a growing industry as well as a highly competitive market. Especially in Sri Lanka, the tourism industry is a major contributor to the gross national product (GNP) of the country (TSP, 2017). Tourism is a collection of activities, services and industries which deliver a travel experience comprising transportation, accommodation, eating and drinking establishments, retail shops, entertainment businesses and other hospitality services provided for individuals or groups travelling away from home (Macintoch & Goeldner 2010).

Since 2009, with the cessation of the civil war, Sri Lanka's economy started to prosper in all economic sectors, particularly in tourism (TSP, 2017). The benchmark of developments in this industry after the war was described by the Sri Lanka Tourism Promotion Bureau as 'the first destination in the world to visit' nominated by the Lonely Planet magazine (2019; 2013); as among the 'top ten coolest countries to visit' ranked by Forbes Magazine (2015); the 'top location to visit' identified by all top global influencers, Nast Traveler, Rough Guides, Lonely Planet, The Guardian and the New York Times (2006). Especially, in 2018, the Sri Lanka Tourism Promotion Bureau was recognized as 'Asia's leading adventure tourism destination 2018' at the World Travel Asia & Australasia Gala Ceremony. The Sri Lanka Tourism Development Authority has started to focus on enriching the visitor experience through development projects that add value to healthy and profitable tourism nowadays (TSP, 2017).

To emphasizing the importance of tourism, the study is aim to examine the impact of tourists' destination brand experience (DBE) on tourists' behavioural intention (BI) in respect of the tourist destination. The story behind the DBE and BI is quite interesting. In 2009, Brakus et al, proposed a new scale for brand experience based on the previous experiential marketing literatures (Pine & Gilmore 1999; Schmitt 1999), after gone dozen of brands examination. However, Barnes et al (2014) argued that, none of the brands were examined in the study of Brakus et al. (2009) especially destinations. To bridge this gap, Barnes et al, extended the application of brand experience to tourism destinations and developed scale for 'Destination Brand Experience' (DBE). DBE as the combination of sensory, affective, intellectual, and behavioral experiences resulting from a destination as a stimulus. The concept of DBE is compiled by three domains as destination, brand and experience.

A destination is playing a major in tourists' visit to a particular country. In line with Buhalis (2000: 97), "tourism destinations as geographical areas and these can be interpreted as amalgams of tourism products

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and services". Commonly, tourists do not have an intention to visit a country but to visit a particular destination. For example, India is identified by the destination of Agra (Taj Mahal), France by Paris (Eiffel Tower), Indonesia by Bali (Ancient temples), Australia by Sydney (Sydney Opera House), and so on.

At the same, in general if a tourist senses good in any destination, it turns to a positive outcome, either confirming tourist's revisit intention or stimulating willingness to recommend a destination to others (Wongpan & Anon Khamwon, 2016). That's why a destination is treated as a brand. Because a brand is a "name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competition"(AMA).If marketers want to differentiate themselves from competitors and to create a unique position in the customers' mind, then marketers should definitely build a strong brand for their physical goods, services, retail stores, online businesses, people, organizations, places, and ideas, etc. in the market place. The brand tourism includes the imaginativeness and feelings that a country invokes in its visitors. It has a significant effect on the choice of people to travel to a particular destination (Singh & Mehraj, 2018). Therefore, DBE is may help the destination marketers by assessing the performance of a destination in a holistic manner.

In tourism, the relationship between DBE and (BI) has been studied in two different ways. First, the scholars Barnes et al (2014); Wongpan and Khamwon (2016); Kumar and Kaushik (2017); and Singh and Mehraj (2018) were discovered that the satisfaction was mediate the relationship between DBE and BI in their studies. Second, the above scholars have tested the model with MICE tourists and tourists who visited the country in overall basis. Despite prior evidences, there is still an empirical gap. When comes to tourism, a tourist's revisit intention or willingness to recommend is depend on his or her experience towards a particular destination. With reference to Hanna and Rowley (2011) "a destination brand experience occurs when a person experiences a branded place and then gains pleasurable experiences". When tourists experience a destination brand, they often attach an emotional meaning to that place, thus feeling part of the place (Lindstedt, 2011). Finally the positive brand experiences that occur lead to repeated interactions with the same place and positive word of mouth about the place (Morgan et al., 2011).

Furthermore, the country likes 'Sri Lanka' as an overall travel destination, is a proud custodian of a rich cultural heritage, nature and different types of tourism including adventure, leisure, pilgrims and historical. Each destination in country has unique characters. Future tourism not only depends on how talented marketers would attract new tourists also depends on tourists' revisits and their number of positive word of mouth.

To highlight the significance relationship between DBE and BI the study intends to study the destination of Ella, one of the favourite tourist destinations in Sri Lanka. It is a small town surrounded by beautiful tea estates, waterfalls and mountains. It is especially famous for adventure tourism (mountaineering, trekking and rock climbing). Statistically, Ella has become the most demanded and identified destination among both international and local tourists because it is the recent, highest searched location as evidenced in (a) top global tourist influences such as Nast Traveler, Rough Guides, Lonely Planet, Culture Trips and Sri Lanka Travel and Tourism (TSP 2017 to 2010); (b) the famous magazine of Lonely Planet has recognized Ella as one of the best places to visit in the world (TSP 2017 to 2010; Daily Mirror 2016); (c) Ella has become international traders' first choice, e.g., the recent opening of the international food chain, Barista, in Ella (Daily Mirror, 2016) and so on.

Therefore overall, this study is interested in testing the impact of destination brand experience (sensory, affective, behavioural and intellectual) on tourists' behavioural intentions.

II. Research Problem

Based on the above background and the theoretical understand the current study attempted to answer the research question: how does the destination brand experience influence the behavioual intentions of international tourists who visited Ella, Sri Lanka?

III. Literature Review

Having amalgamated the destination branding literature, the section concludes by highlighting the need for a DBE and BI.

a) Destination Branding

The destination branding is an interesting topic in tourism nowadays. The destination branding is vital in the current destination management practice, as broadening tourist opportunities and travel locations have resulted in increased substitutability and lack of differentiation amongst some destinations. In past decades that the tourism destinations must acknowledged in the customers' evoked set, from an ultimate decision is made (McClearly et al., 1995; Leisen 2001; Tasci et al., 2006).

However it included fewer destination choices and that provide similar features such accommodations, beautiful scenic view and or friendly people. Therefore it considered as not enough for a destination to be included in the evoked set; instead destination needs to be unique and differential to be selected as a final selection and where the concept of Destination Branding has been developed.

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From 2000 onwards, the literatures on tourism incorporated destination with branding and destination branding model. With increasing competition, marketers started to focus on different brand elements to achieve competitive advantage, such as brand image, brand personality, brand love, brand trust, brand experience and brand attachment, even though brand experience enables assessing consumer behaviour more holistically (Pine & Gilmore 1999; Smith & Wheeler, 2002). Highlighting the importance of destination brand with experience, Brakus et al, developed in 2009 a model of "Destination Brand Experience" combining the four identified elements of sensory, affective, behavioural and intellectual aspects. It was further modified and scaled by Barnes et al in 2014.

b) The Destination Brand Experience (DBE)

It is a new conceptual model in destination branding as in the context of tourism. A destination brand experience occurs when a person experiences a branded place and then gains pleasurable experiences (Hanna and Rowley, 2011). Furthermore, a holistically view explanation sensing that, the model of DBE is combined with four components such as, sensory, affective, behavioural and intellectual. These components capture the real essence of actual interaction of a tourist with various destination stimuli. It may capture the overall feeling and not only the liking (Kumar & Kaushik, 2017).

c) Behavioural Intentions

According to the scholars Zeithaml et al. (1996), behavioural intention is a configuration of attitude interaction, subjective norm and perceived behavioural control, which reflects own desires and it come from beliefs, knowledge or previous information, which is used to measure the actual behaviour of the tourists. It ensures the tourists' willingness towards products or services.

Intention to behave comes from theory of reasoned action (TRA) and theory of planned behaviour (TPB) reveals that the actual behaviour can be predicted from intention which is directly related to the behaviour (Ajzen & Fishbein 1975; Ajzen 1991). These TRA and TPB theories explained the relationship between attitudes and behaviour. Also intention is assumed as the immediate antecedent of behaviour or behavioural intention is the immediate antecedent of actual behaviour (Ramjit 2018).

IV. The Destination Brand Experience (DBE) and Behavioural Intentions (BI)

Though DBE is a new concept in tourism context, it is a well established model in experiential marketing perspective. DBE is recognized as an important element in tourists' behaviour.

a) Sensory Destination Brand Experience (SDBE)and Behavioural intention (BI)

SDBE is defined as an interaction of tourists' senses with the destination stimuli. It is focused on five senses (sight, sound, touch, taste, smell) and how each tourist bodily experienced based on visual, aural, olfactory, gustatory and tactile experiences in a particular destination. It may occur due to the sound of beautiful greenly environments, the fragrances of garden, weather condition, taste of cuisine or overall beauty of nature (Barnes et al., 2014). This dimension includes four indicators; Beautiful views, Strong impression, Interest and Value for time. SDBE in related to Ella town itself is surrounded by the beautiful hills of the central highlands; covered in rolling green tea estates, the tall trees of cloud forests, and interesting natural formations and perfect weather. The town is a delight to be in as it maintains its originality and rural feel.

H_1: Sensory destination brand experience (SDBE) significantly influences on behavioural intention (BI) of international tourist who visit Ella.

b) Affective Destination Brand Experience and Behavioural Intention (ADBE)

ADBE is defined as the experience is connected to tourist's feelings, sentiments and emotions towards destinations. This experience will helps to understand what sorts of stimulations can trigger emotions and encourage tourists to automatically participate in a particular destination (Barnes et al., 2014). This dimension includes four indicators; Feelings and sentiments, relaxation, Happy mood and Strong emotions. The selected destination Ella, is a calm and greenly environment of Ella and let tourists to experience nature, thus a small town with large entertainments.

H_2: Affective destination brand experience (ADBE) significantly influences on behavioural intention (BI) of international tourist who visit Ella.

c) Behavioural Destination Brand Experience and Behavioural Intention (BDBE)

BDBE is defined as the experience may gain from physical interaction with the destination. And it may induce by destination's geographical structure emerges, hiking, adventures tourism, funs in waterfall and so on. In addition to that, behaviors and lifestyles are focused on showing tourists alternative ways of doing things alternative lifestyles and interactions; further this changes in lifestyle and behavior are often more motivational, inspirational and emotional in nature (Barnes et al., 2014). This dimension includes four indicators; Physical activities, Picturesque, Relationship and Positive behaviour. The Ella is generally a place famous for adventurer's tour; mountaineering; trekking; rock climbing; trails to waterfalls.

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H_3: Behavioural destination brand experience (BDBE) significantly influences on behavioural intention (BI) of international tourist who visit Ella.

d) Intellectual Destination Brand Experience and Behavioural Intention (IDBE)

IDBE is defined as the intellect with the objective of creating cognitive, problem-solving experiences that engage tourists creatively; more detailed, focus on intelligence, targeted to create cognitive thinking and solve problems for consumers using creative ways (Barnes et al., 2014). This dimension includes four indicators; Creative thinking, Curiosity, Problem solving and Purchasing. The possible certainty related to curiosity that of, interesting in searching and collecting information about Ella, its places, history, architectures, culture, cuisine and what are other ways to get more fun at Ella and so on.

H_4: Intellectual destination brand experience (IDBE) significantly influences on behavioural intention (BI) of international tourist who visit Ella.

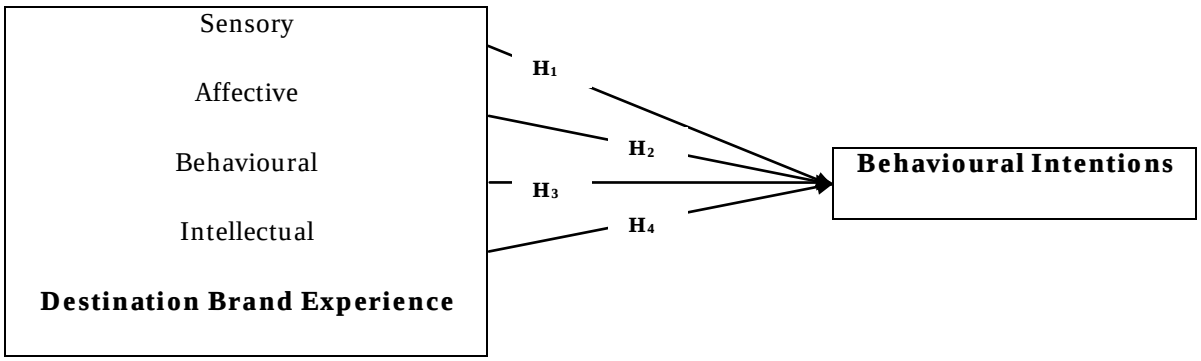

Figure 1: The Conceptual Model

V. Methods

The destination of Ella was used as the destination as it is considered to be one of the favourite tourist destinations in Sri Lanka. Ella is a small town, located in Badulla District, surrounded by beautiful tea estates, waterfalls and mountains. The constructs of conceptual model were operationalized by items which used a five-point Likert.

The focus of this study was International Tourists who visited Ella as his/her tourist destination. Hence, the international tourist who must be 18 years old/ order participants limited to individuals 18 years of age or older, visiting these locations as tourists and non-residents of Sri Lanka and respondents who can understand English. In this study, data were collected using self- administrated questionnaire and there was a limitation of define the study population to adopt a probability sampling technique, thus, the researcher selected this judgmental sampling method for this study. The total number of responses collected using the field survey were 215.

Based on the initial screening of data set, there were 13 incomplete responses, and these responses were removed, which resulted in 202 completed responses for the final analysis. The sample consisted of respondents from 31 countries, of whom 21.8% (n=44) from England, Germany 18.8% (n=38) France and Spain 8.9% (n=18) Netherlands, 7.4 %(n=15).Data analysis.

After the data collection has been completed, raw data was screened to delete the responses, which were not suitable for analysis. Initially the data was checked for incomplete responses (missing value analysis), and then data imputation method was used for the responses. In the next step, the responses were checked for outliers, normality, skewness and kurtosis and effects on normality and these results confirmed the data distribution was normal. Data were analysed by using Univariate and Bivariate techniques to test the hypotheses.

VI. Data Analysis

Before testing the main constructs, tested the data preparation procedure, is what the act of preparing disparate data sources into refined information assets that can be used effectively for the study purpose. It is necessary to manipulate and transform raw data so that the information content enfolded in the data set can be exposed, or made more easily accessible. Under the data preparation process, missing data and imputation, unengaged responses, outliers, factor analysis, reliability and validity and confirmed that, the collected data is suitable for further study analysis.

From Table 1, explains the reliability, convergent validity. Convergent validity can be established when the scores of the same concept obtained using two different measuring instruments, are highly correlated (Cavana, Delahaye & Sekaran 2001). Also, the convergent validity

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is achieved when the standardized factor loadings are higher than the minimum recommended value of 0.50(Hair at el., 2010). Anderson and Gerbing (1988) explain that the factor loadings of scale items measuring a construct must be statistically significant in order to achieve convergent validity. Nusair and Hua (2010) used and applied in their researches the average variance extracted (AVE) method to establish convergent validity. AVE is the amount of variance that is captured by the construct or factor in relation to the amount of variance due to measurement error (Fornell & Larcker 1981). The AVE should exceed 0.50 (Hair et al., 2010) for a construct. AVE values for all dimensions exceed 0.50, which reveal the existence of convergent validity among dimensions. Variance Inflation Factor (VIF test has undertaken to eliminate inter-dependency of the independent variables (Kothari 1995). According to the table 1, tolerance values for all independent variables are greater than zero (>0). Also VIF values are less than 5. Therefore, tolerance and VIF indicates the absence of multicollinearity (is not serious) in this study.

Table 2, explains the Discriminant validity ensures that, two conceptually similar constructs are distinct from each other (Hair et al. 2010). Fornell & Larcker (1981) suggested using AVE to identify the discriminant validity. To satisfy the discriminant validity requirement, the AVE value need to be greater than the squared correlation between two constructs. Assessment of the degree of consistency between multiple measurements of a construct is known as reliability (Hair et al., 2010). The CAC for all variables was greater than 0.8, reveals a good reliability.

Table 1: Assessment of the Measurement Model: Reliability, Convergent and Discriminant Validity

Variables	Dimensions	Statements	FL	SE	AVE	CAC	VIF
DBE	SDBE	S1	.736	0.542			
		S2	.748	0.560			
		S3	.696	0.484			
		S4	.707	0.500	.813	.786	1.671
	ADBE	A1	.558	0.311			
		A2	.619	0.383			
		A3	.586	0.343			
		A4	.206	0.042	.570	.769	1.385
	BDBE	B1	.521	0.271			
		B2	.745	0.555			
		B3	.309	0.095			
		B4	.777	0.604	.691	.580	1.915
	IDBE	I1	.806	0.650			
		I2	.797	0.635			
		I3	.653	0.426			
		I4	.204	0.042	.729	.652	1.783
BI	RVI	RVI1	.721	0.520			
		RVI2	.635	0.403			
		RVI3	.666	0.444			
		RVI4	.241	0.058	.665	.776	
	WR	WR1	.830	0.689			
		WR2	.854	0.729			
		WR3	.823	0.677			
		WR4	.560	0.314	.855	.853	

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Table 2: Discriminant Validity

	SDBE	ADBE	BDBE	IDBE	RVI	WR
SDBE	**.813**					
ADBE	.442**	**.570**				
BDBE	.503**	.441**	**.691**			
IDBE	.452**	.360**	.587**	**.729**		
RVI	.625**	.452**	.518**	.488**	**.665**	
WR	.643**	.394**	.490**	.493**	.792**	**.855**

*** Significant at the 0.01 level; SDBE= sensory destination brand experience; ADBE= affective destination brand experience; BDBE= behavioural destination brand experience; IDBE= intellectual destination brand experience; RVI= revisit intention; WR=willingness to recommend.*

To understand the nature of destination brand experience on tourist's behavioural intention, the all dimensions and indicators of destination brand experience has analyzed via Univariate analysis and evaluated by the central theorem of mean and standard deviation. According to the table3, specifies the overall view of the DBE and DBE highly attribute variable on tourists' behavioural intention. The mean value is 3.9502 and the standard deviation is 0.5434.

Table 3: The overall view of DBE and its Dimensions

Description	Dimensions				Independent Variable
	SDBE	ADBE	BDBE	IDBE	DBE
	X_1	X_2	X_3	X_4	X
Mean	4.271	3.5953	4.0087	3.9257	3.9502
Standard Deviation (SD)	0.5507	0.6097	1.1115	0.5326	0.5434
Standard Error of Mean	0.03875	0.0429	0.0782	0.03747	0.03823
Lower Limit of Mean (3-1.96σ_x)	2.9241	2.9159	2.8467	2.9266	2.9251
Upper Limit of Mean (3+1.96σ_x)	3.0760	3.0841	3.1533	3.0734	3.0749

Table 4 indicates the overall view of the dependent variable of Behavioural Intention (BI) and its dimensions of Revisit Intention (RVI) and Willingness to Recommend (WR). The mean value is 3.9319 and the standard deviation is 0.634. All dimensions of variable BI are highly attributed in BI.

Table 4: The overall view of BI and its Dimensions

Description	Dimensions		Dependent Variable
	RVI	WR	BI
	Y_1	Y_2	Y
Mean	3.6931	4.1708	3.9319
Standard Error of Mean	.0458	.0484	.0446
Standard Deviation (SD)	.6511	.6883	.634
Lower Limit of Mean (3-1.96σ_x)	2.9102	2.9051	2.9126
Upper Limit of Mean (3+1.96σ_x)	3.0898	3.0949	3.0874

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In order to understand the impact of destination brand experience on behavioural intentions, study has conducted multi regression analysis and adopted Stepwise regression method. Regression analysis describes the way in which one variable is related to another and derives an equation (model), which can be used to estimate the unknown value of one variable (dependent) on the basis of the known values of the other variables (independent). Stepwise regression method is used in this study to confirm the impact.

Table 5 shows the model summary for the dimensions of DBE and BI. Based on the results, the impact of DBE on BI, adjusted R^2 is 0.523. The fitted regression model explains 52.3% of the variation in BI. Therefore, the model is adequate. The Durbin-Watson statistic of 1.670 is not too far from 2. Hence, data are independent. Further, it specifies the results of linear regression, which the significance level is at 0.05.The Co-efficient of Determination (R^2) is 0.533 and indicates the moderate relationship between DBE (sensory, affective, behavioural and intellectual) and BI.

Table 5: Model Summary for Dimensions of DBE and BI

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics Sig. F Change	Durbin-Watson
1	.670[a]	.449	.446	.47192	.000	
2	.712[b]	.507	.502	.44746	.000	
3	.723[c]	.523	.516	.44103	.010	
4	.730[d]	.533	.523	.43783	.050	1.670

a. *Predictors: (Constant), SDBE*
b. *Predictors: (Constant), SDBE, IDBE*
c. *Predictors: (Constant), SDBE, IDBE, BDBE*
d. *Predictors: (Constant), SDBE, IDBE, BDBE, ADBE*
e. *Dependent Variable: BI*

The table 6, the Coefficients table provides the information on each predictor dimensions. This provides the information necessary to predict BI from SDBE, The regression equation for this model: Thus, for every unit increase in dimensions of DBE, tourists BI will increase by 46.7% (SDBE), 11.2% (ADBE), 14% (BDBE) and 18.5% (IDBE). By subsume all the results, it reflects a very strong evidence to believe that, there is a significant positive impact of tourists Destination brand ADBE, BDBE and IDBE. The p-value for all four dimensions of DBE is less than 0.05 (< 0.05). Hence, dimensions of DBE contribute significantly to the model. experience (DBE) H_1; H_2; H3; and H_4 on their behavioural intention (BI). Comparing among all independent dimensions, sensory brand experience (H_1) has more impact on tourists' behavioural intention and affective brand experience (H_2) has a lower impact on tourists' behavioural intention.

Table 6: Coefficient Summary for Dimensions of DBE and BI

Dimension	Behavioural Intention		
	Unstandardized Coefficients	Standardized Coefficients	
	B	Beta	Sig
Constant	.039		
H1 : SDBE	.537	.467	.000
H2: ADBE	.064	.112	.050
H3: BDBE	.166	.140	.034
H4: IDBE	.192	.185	.003

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VII. Discussion and Conclusion

Based on the univariate analysis tables, subsuming all the dimensions and indicators of DBE, all reveal that a high level of acceptance towards Ella. Even though SDBE and BDBE compared with other two dimensions, these two are quite high. To support the present study's findings, Singh and Mahraj (2018); Kumar and Kaushik (2017); Barns et al, (2014); all were referring that dimension of SDBE has high level of acceptance towards the destination. In contrary to previous finds, the present study findings reveal that, not only SBE also BBE has equal level of acceptance among the selected international tourists in the context of Ella, Sri Lanka. Because of, Ella town itself is surrounded by the beautiful hills of the central highlands; covered in rolling green tea estates, the tall trees of cloud forests, and interesting natural formations and perfect weather. The town is a delight to be in as it maintains its originality and rural feel. Also, the Ella is generally a place famous for adventurer's tour; mountaineering; trekking; rock climbing; trails to waterfalls.

And subsuming all the dimensions and indicators under BI, all reveal a high level of acceptance towards Ella. Even though WR is quite higher than RVI and WR is the most influenced dimension under the BI.

The findings of the present study suggest that the SDBE, ADBE, BDBE and IDBE aspects of DBE significantly influences on BI and SDBE has a high impact on BI. However, to contrary to present study, Barnes et al (2014) emphasized that, except SDBE (β=.521**) none of other DBE components were significant in determining BI. Kumar and Kaushik (2017) expressed that BDBE and IDBE were insignificant (β=.086, β=.018) on BI. Other than destination branding experience model, Arasi et al (2017) tested the model in food and beverage industry and revealed that except SDBE, ADBE, other two dimensions BDBE and IDBE(β=-.0173, β=.27) were not significant in determining BI.

The above contradictory findings revel that the experiences at a destination can be varying from person to person and it obviously depends on the place they visited. The major contradiction between the findings of the present study and previous studies findings is the selection of destination. A destination brand experiences occurs when a person experiences a branded place and then gains pleasurable experiences (Hanna and Rowley,2011).If the feeling is positive toward the place they visited, then the positive brand experiences that occur and it would lead to repeated interaction with the same place and positive word of mouth about the place (Thomas & Veloutsou, 2011). The repetitive behaviours (revisit) and positive word of mouth are the desired results that the destination marketers want to attain.

VIII. Managerial Implications

Findings of this study provide useful and meaningful insights which can be used by various stakeholders of the tourism industry. The study found an impact of destination brand experience (DBE) on behavioural intention (BI).

There are some issues noticed at Ella during data collection: (1) poor quality of souvenirs; (2) shortage and maintenance of resting areas (sanitary facilities); (3) poor hygiene;(4) lack of navigation boards; (5) High rated transports (tuk) and less transports(subways); (6) inconvenience and insecure situation cause by street dogs; (7) number of baggers will be obstacles for the attraction of tourists toward Ella and engender negative emotions and unfavourable perception on destination. This may leads to dissatisfaction and negative word of mouth about the destination. The study revealed that sensory destination brand experience is highly influence on their behavioural intention towards Ella. They like to sense a place. If relevant authorized parties take necessary actions against these negative issues, definitely can attract more tourists and let them to sense this destination. This will lead to their revisit intention and willingness to recommend about this destination.

Although, the current study stated that, among 202 international tourists, 34% belongs to age category of 18-27, and 31% from age category of 28-37. Hence from the findings 63% of tourists are married, from that 63% half of them (50%) tourists belong to the age group28 to 37. Second highest numbers of tourists are belonging to single status and age category of 18-27. Based on the details, it is confirmed that, the international tourists, mostly in the young age group are very much interested in mountaineering, trekking, rock climbing and other outdoor pursuits, have found Ella as an attractive destination. The authorized parties if promote adventure tourism and make more facilities, of course can attract more international tourists. The current study findings indicated that, many tourists who really interested to experience behaviorally, that is what adventure tourism meant.

Most of the international tourists like to travel Ella by train. Railway Department already facilitated four train services (podimenike, udaratamenike, express train and night mail) to Ella. However, the poor maintenance of these trains may cause bad image on Sri Lankans' hygiene. Although the local passenger trains are few, poorly maintained, carriages attached to freight trains, it takes more time to reach particular destination and those are overcrowded with about half locals and half tourists. If the Railway authority considers these issues, much possible to increase the revenue compare to now. Because most of the tourists when they decided to travel Ella they like to experience the rail adventure as well.

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Like the other researches, this study too has limitations. The following sections acknowledge and describe those limitations, hopefully will avoid in future studies. First, the sampling framework: the study has taken judgmental technique to collect data, limited the time frame for data collection and considered the international tourist who must be 18 years old/ older, visiting these locations as tourists and non- residents of Sri Lanka and respondents who can understand English because the language of study questionnaire is in English. However these samples were chosen because international tourists tend to have more wide ranging experiences than local tourists. The sample size is 202, which fulfilled the sample requirement for this study, if increase the sample size, the study will be more effective.

As a future direction, in order to measure the behavioural intentions of tourists, other than revisit intention dimension focus more on the dimension of willingness to recommend and it is more insightful in measuring tourists' behavioural intention towards a destination. In general, tourists are experience and novelty seekers. Tourists always look forward to experience a new destination. In this case, tourists can recommend to others about destination if they have to have a great experience towards the destination they visited. Therefore, other than focusing on those two dimensions under BI, if could focus on most preferred and vital dimension of tourists' willingness to recommend in terms of measuring tourists' behavioural intention would be more benefit to the tourism industry.

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