

Pre-visit Destination Image of a Post-war Destination: the Case of Jaffna, Sri Lanka

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ABSTRACT

The separatist war of Sri Lanka restricted travels between North and South. As a result, out of curiosity, millions of Southern Sinhalese tourists visited Jaffna immediately after the cessation of war and many others are still planning to visit Jaffna. Thus, the main aim of this study is to explore the pre-visit destination image of a post-war destination. This qualitative study employed a semi-structured interview method to collect the data through two sample groups: tourism professionals and the general public. The interview transcriptions were analyzed using thematic analysis method through Nvivo 11 software. The rigorous analysis process derived four themes that constitute the pre-visit destination image of a post-war destination: natural and cultural attractions, friendly people, shopping opportunity and security concerns. The study forwards theoretical and managerial implications to promote both destination image and tourism in Jaffna.

Keywords: Destination image, pre-visit destination image, post-war destination, thematic analysis, Nvivo