

## CERTIFICATE

I certify that the thesis entitled “**DESTINATION IMAGE, VISITOR SATISFACTION AND DESTINATION LOYALTY IN HERITAGE TOURISM: A CASE STUDY OF MAHABALIPURAM**” submitted for the degree of **DOCTOR OF PHILOSOPHY (Ph.D.)** by **Mrs. K. SATHIYABAMAVATHY** is the record of research work carried out by her during the period from 15/12/2016 to 15/12/2020 under my guidance and supervision and that this work has not formed the basis for the award of any Degree, Diploma, Associateship, Fellowship, Titles in this Institute or any other University or other similar Institution of Higher Learning.



Signature of the H.O.D



Signature of the Supervisor with  
Designation

**Dr. BINDU V.T.**  
Head & Asst. Professor  
Department of Tourism Management  
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Signature of Dean

**Dr. P. Chitramani**  
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Coimbatore - 641 043, Tamil Nadu, India

## **DECLARATION**

I declare that the thesis entitled “**DESTINATION IMAGE, VISITOR SATISFACTION AND DESTINATION LOYALTY IN HERITAGE TOURISM: A CASE STUDY OF MAHABALIPURAM**”, submitted by me for the degree of **DOCTOR OF PHILOSOPHY (Ph.D.)** is the record of work carried out by me during the period from 15/12/2016 to 15/12/2020 under the guidance of **Dr. BINDU.V.T**, MTA, M.Phil, PGDBA, Ph.D., Assistant professor (SS) and Head (i/c), Department of Tourism Management, Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore and has not formed the basis for the award of any Degree, Diploma, Associateship, Fellowship, Titles in this Institute or any other University or other similar Institution of Higher Learning.

**Signature of the Supervisor**

**Signature of the Candidate**