

RECOMMENDATIONS

Though this study covers the Mahabalipuram Heritage destination, chances are there to get a better result if a large number of samples and more customized factors if used for the study; the generalization of data may not be appropriate in all cases. As the study focuses mainly on destination image, visitor satisfaction, and destination loyalty for sustainable heritage tourism development, there might be several other factors contributing to the development of the destination. Future research can focus on local community participation and development along with the factors of destination, image, visitor satisfaction, and destination loyalty for sustainable heritage tourism development. Kim et al., (2012) suggested this model be taken for future study in different destinations; hence the researcher have taken Mahabalipuram leisure cum heritage destination of India to study the acceptability of the model in this heritage destination, the model is accepted. This study may contribute for fine-tuning the theoretical model on destination loyalty and understand the managerial implications from a better perspective on Heritage tourism.