

The Factors influencing Tourists' Revisit Intention in the Hospitality and Tourism Industry in Sri Lanka

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Abstract

Tourism plays a significant role in the economic development of Sri Lanka, with emerging destinations such as Jaffna District gaining increasing attention due to their unique cultural heritage, historical significance, and natural attractions. However, despite the growth in first time visitors, the rate of repeat visitation remains relatively low, highlighting the importance of understanding the factors that influence tourists' revisit intentions. This study aims to examine the key determinants affecting tourists' intention to revisit tourism destinations in Jaffna District. The research focuses on five main independent variables, such as service quality, tourist satisfaction, destination image, cultural and recreational experiences, and value for money and accessibility, while revisit intention is considered the dependent variable. A quantitative research design will be employed, using a structured questionnaire to collect data from tourists who have visited Jaffna. The collected data will be analyzed using statistical techniques such as descriptive analysis, correlation, and multiple regression to identify relationships and measure the impact of each factor on revisit intention. The study is grounded in established theoretical frameworks, including Expectancy-Disconfirmation Theory, SERVQUAL Model, and Destination Image Theory, to provide a comprehensive understanding of tourist behavior. The findings are expected to contribute to the existing body of knowledge by offering insights into a relatively under-researched region in Sri Lanka. Furthermore, the results will provide practical implications for tourism planners, policymakers, and local businesses in enhancing tourist experiences, improving service quality, and developing effective marketing strategies to encourage repeat visits. Overall, this research seeks to support the sustainable development of tourism in Jaffna District by identifying the critical factors that drive tourists' loyalty and revisit behavior.

Keywords: *Tourists' Revisit Intention, Service Quality, Tourist Satisfaction, Destination Image, Cultural and Recreational Experiences, Value for Money and Accessibility.*