

Factors Influencing for International Tourists? Re-Visit Intention: With Special Reference to Galle Tourist Zone in Sri Lanka

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Abstract

According to the theory of planned behavior, tourists' re-visit intention can be described based on two phenomena as likeliness to re-visit the same destination and willingness to recommend it to others. Usually tourism industry requires a high level of promotional cost though repeat visitors provide more revenue and minimize the costs. Understanding the re-visit intention and factors which affect revisit intention is one of the controversial issues in the tourism industry in Sri Lanka further. Therefore, the key objective of this study is to identify potential factors which are influence international tourists' re-visit intention in Sri Lanka. The conceptual model of this study is mainly based on the theory of planned behavior. The international tourists who visit Galle Tourist Zone were the target population of this study. Based on the random sampling procedure, a total of 100 questionnaires were tested for this study. Mixed method was applied as the research method and factor analysis was employed for the data analysis. Results of this study reveal that Culture & Social factor has a positive influence on revisit intention of the tourist in Galle Tourist Zone. Further, the results indicate that the landscape of Galle district, culture, historical value of Galle, hospitality of the local people, safety and relaxation play a vital role in attracting re-visitors to Galle.

Keywords: Re-visit Intention, International Tourists, Galle Tourist Zone, Sri Lanka

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