THE IMPACT OF DESTINATION ATTRIBUTES ON TOURIST REVISIT INTENTION IN UVA PROVINCE, SRI LANKA

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ABSTRACT

Revisit intention has been highlighted as an important research topic in comprehensive market of tourism destinations. Also, tourism is an important driving force for regional economic development since it contributes to the employment generation and the enrichment of many related industries. It has been the industry providing jobs for lots of labors and having strong relationships with many other industries, thus it created a multiplied effect: the maturing of tourism brought about other sectors' advancement, which improved social-economic situation and raised community's standard of living. So, objectives of this research are to find out the factors effecting on destination attributes and revisit intention; to identify the relationship between destination attributes and revisit intention and to examine the destination attributes impact on tourist revisit intention.

Quantitative research approach is used for this this study. Both primary and secondary data used in order to fulfil the objective of the study. The primary data collection got three steps process; I) walk in field and observe the data II) by using questionnaires from random sampling and III) from non- structured interviews. There are 200 of sample is used to obtain the data from questionnaires and it is the foundation of this research. The secondary data were collected by articles that are found through journals, books and internet. The data were analyzed using descriptive statistics, correlation and multiple regression analysis.

The descriptive results, correlation and the multiple regression indicated that the destination attributes such as price, culture, entertainment and relaxation, beauty scenery, pleasant weather and climate, accessibility, friendly attitude, service are significantly impact on tourist revisit intention in UVA province.

Keywords: Destination Attributes, Impact, Industries, Revisit Intention, Tourism

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