

# **Factors associated with destination image on tourists' revisit: With reference to Polonnaruwa, Sri Lanka**

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## **Introduction**

As tourism is one of the prominent sectors in the Sri Lankan economy, number of research studies have been done in order to find the impact of tourism income on the economic development. For the purpose of gaining higher income through tourism, it is essential to have a continuous tourist arrival. To achieve that, revisit intention of tourists is a significant factor. The major identified factors affecting tourist revisit intention include satisfaction (Choo & Petrick, 2014; Ranjbarian & Pool, 2015; Um et al., 2006) perceived value (Petrick et al., 2001; Campo-Martinez et al., 2010), past vacation experience (Chen & Gursoy, 2001; Kozak, 2001), sense of security (Chen & Gursoy, 2001), image (Allameh et al., 2014; Pratminingsih et al., 2014; Hallmann et al., 2015; Tan & Wu, 2016), attachment (Petrick, 2004), and cultural difference (Chen & Gursoy, 2001). Out of these, destination image consists of the overall beliefs, ideas and impressions consumers have about a place or destination. Studies analyzing destination image and revisit intention have shown a positive effect between destination image and revisiting behaviour of tourists (Rittichainuwat et al., 2001; Tasci & Gartner, 2007). Destination image consists of cognitive and affective images (Beerli & Martin, 2004). Cognitive images are visible elements (eg landscape, cleanliness), or psychological elements (impression about atmosphere and hospitality). Affective images comprise of the feelings or emotions a tourist generates about a given destination (Martin & Bosque, 2008). Therefore, this study aims to examine the factors associated with destination image on the revisit intention of tourists.

## **Methodology**

The tourists, who visited Polonnaruwa ancient town was the target population of this study. As it was hard to find the sampling frame and difficult to select whether this is first visit or revisit, this study used the convenience sampling technique. In order to survey a maximum number of various tourists over a relatively small period of time, total of 125 questionnaires

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