

# Factors that Influence the Revisit Intention of International Tourists - A principle Component Analysis

Dilushi Kodituwakku<sup>1</sup>

## **Abstract**

*In the tourism industry, behavior and the future purchasing intention of tourists is difficult to understand because it varies with the different outlooks based on tourists' attitudes. According to the theory of planned behavior, tourists' intention of revisiting can be described based on two phenomena as: likeliness to revisit the same destination and willingness to recommend to others. Usually the tourism industry requires a high level of promotional cost though repeat visitors provide more revenue and minimize the costs. Therefore,, understanding the revisit intention and factors which affect the revisit intention is one of the dominant issues. Therefore, the objective of this study is to identify the factors which influence international tourists' revisit intention in the Galle tourism zone. To achieve this objective, the study uses the principal component analysis. The international tourists, who visit the Galle tourism zone were the target population of this study. Results revealed that, according to the results of the analysis two factors were identified as culture & social and entertainment. This indicates that, Galle has a beautiful scenery and natural attractions, culture & religious value, accommodation, local peoples' attitude towards visitors, safety and relaxation. They play a vital role in attracting repeat visitors in Galle.*

**Keywords:** *International Tourists, Revisit Intention, Travel Destination Attributes*

## **1. Introduction**

Tourism in one of the main contributors to the development of the Sri Lankan economy by increasing the foreign exchange earnings, creating employment opportunities and increasing investments (Jayawardhane, 2002). Hence, it is important to have continuous improvement in this industry in order to survive with the competitive market by studying 'intention to revisit' (Som et al., 2012). Competition in the tourism industry is dynamic and therefore in order

---

### **<sup>1</sup> Corresponding Author**

Lecturer (Probationary), Department of Social Statistics, University of Kelaniya, Sri Lanka.

E-mail: [dilukodi@gmail.com](mailto:dilukodi@gmail.com)