

A Study on Destination Satisfaction of Repeat Visitors: Special Reference to Galle Tourism Zone

D. S. Kodithuwakku¹

In tourism industry, future purchasing intention of tourists is difficult to understand because it is vary with different outlooks based on tourists' attitudes. Tourists revisit intention can be describe based on two phenomenon as likeliness to revisit the same destination and willingness to recommend to others. Usually tourism industry requires high level of promotional cost, though repeat visitors provide more revenue and minimize the costs. Because of this, understanding the satisfaction level of repeat visors is one of the dominant issues. Hence, the key objective of this study was identify the destination satisfaction of repeat visitors. To achieve this objective, study used the theoretical and empirical research methods. The international tourists, who visited Galle were the target population of this study and the simple random sampling procedure was used to collect the sample. The results revealed that, repeat visitors highly satisfied with Galle health care, landscape, cultural value, hospitality, safety, relaxation and accessibility. And also repeat visitors were more satisfied than first time visitors and have strong intention to visit again the same destination.

Keywords: *Repeat Visitors, Satisfaction, Destination Attributes, Tourism Industry, Galle tourism*

¹ Assistant Lecturer, Department of Social Statistics, University of Kelaniya. dilukodi@gmail.com