

Wow Feeling Effect on Repeat Visit Intention: Study on the Heritance Hotel, Ahungalla

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Tourism industry is the largest service oriented industry in the world. Repeat visitation is derived from customer satisfaction which is an essential element for survival of the tourism industry. Identification of most valued attributes are fundamental to attract and retain satisfied customers. Wow feeling has identified as the most important factor that can be increased the tourists' satisfaction. Accordingly, this study focuses to identify the areas where can be generated wow feeling at the hotel and further it develops to identify the relationship between wow feeling and the repeat visit intention of tourists. To conduct this study, it was selected the "Heritance Hotel" in Ahungalla. The repeat guests visited the hotel during the period of month of November 2017 to February 2018 were considered as the population of the study. Out of the total repeat tourists visited the hotel during the prescribed period; it was selected 200 tourists to the sample following the purposive sampling technique. Self-structured questionnaire was used to collect primary data. Quantitative research method was applied and correlation and regression values are calculated to analyze data using systematic data analyzing software. According to the study findings, it was able to find out that there is a strong positive relationship between wow feeling and repeat visit intention among tourists. Further, the study focuses that welcome, restaurant and bar and cleanliness are highly impact on tourists when generating more wow feeling at the hotel. Finally, the study recommended that the hotel is needed to be taken actions to develop and enhance the customer loyalty and their satisfaction to ensure the repeat visitations. Hotel management needs to take future actions in their corporate plans to uplift the conditions of the hotel and they need to develop sustainable strategic plan for the hotel while satisfying their customers in their maximum.

Keywords: Wow feeling effect, Repeat visit intention, Customer satisfaction