



THE INFLUENCE OF RURAL TOURISM EXPERIENCE ON TOURIST REVISITATION

(With Special Reference to Haputhale Area)

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ABSTRACT

The objective of 'rural tourism' is to provide net benefits to the people of the rural areas, and expand their participation in tourism product development. Recent trends in tourism demand, particularly in urban areas, have sparked widespread interest in rural areas as a destination for recreation and tourism. Travelers who travel in non-urban areas are travel to get experience about nature based activities, lifestyle, culture, tradition etc. The main objective of the present study is to identify the influence of rural tourism experience on tourist revisitation. There are five dimensions to measure the independent variable. In this study, quantitative approach was used. The study collected responses from 125 respondents, from Haputhale area and applied Structural Equation Model for model testing and SPSS as analytical method for quantitative study. Results reveal that the rural tourism experience dimensions (education, esthetics, escapism, ecological & cultural attractions and physical infrastructure) are positively predicting rural tourists' revisitation. Also there is a partial mediation effect of the satisfaction on the relationship between the tourism experience and revisitation. Further in this study measure tourist perception only from numerically values. Future researchers can apply this research to geographical locations and can conduct a comparison among the results and conclusions.

Key words: Rural tourism, Rural Tourism Experience, Satisfaction, Revisitation