

Study on the Influence of Marketing Mix Factors on the Revisit Intention of Inbound Tourists (With Special Reference to Nuwara Eliya)

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Revisit intention has been a key focus in tourism research since it is critical in tourist destination marketing. Studies reveals that in tourism industry, retaining a customer is ten times profitable than attracting a new customer. Maintaining a satisfied tourist is pivotal to shape their revisit intention as literature proposes in this field. Marketing mix is critical in any form of attracting and retaining tourists for a destination leading to a successful tourism destination. This research focuses on service marketing mix elements or the 7P s' including product, price, place, promotion, physical evidence, personnel and process and how the marketing mix impact on revisit intention of inbound tourists with special reference to the Nuwara Eliya. By identifying the most influencing marketing mix elements that impact on tourists' revisit intention; stake holders, government, other responsible bodies and the relevant policies can be make effective changes for attracting and retaining tourists. A conceptual framework has been developed based on the 7P's in service marketing. The convenience sampling method was used to collect the data from the 200 inbound tourists who visited five different destinations in Nuwara Eliya; as in Hakgala Botanical Garden, Gregory Lake, Victoria Park, Hortain Plains and New Zealand Farm. Pearson correlation analysis and the multiple linear regression analysis were used to analyse the data. The analysis of this research implies that there was a positive relationship between all the marketing mix factors and inbound tourists' revisit intention and the results revealed product, price, personnel and physical evidence are highly impact on the inbound tourists' revisit intention in Nuwara Eliya. Implementing proper destination management systems, standardizing the quality of destinations, spreading tourism with unique cuisines and launching standard level of promotions are the findings of this research for retain the existing tourists.

Keywords: Service marketing mix, Inbound tourists, Revisit intention, Tourism, Sri Lanka