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**Role of Destination Attributes on Domestic tourist
Revisit Intention towards Wetland Parks of
Sri Lanka**

(Special Reference to Wetland Parks in Colombo District)

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ABSTRACT

Wetland parks have been identified as an alternative travel destination for domestic tourists in general and a major recreational space for urban Travellers. Tourism scholars have concentrated on repeat visitation as an antecedent of destination loyalty. The tourists assess their intention to revisit a certain destination or preference based on the results derived from interplay of multiple factors. However, the scholars have contradictory findings of determinants of revisit intention of tourists. Hence, the purpose of the study was to identify the existing level of destination attributes and revisit intention of the domestic tourists, to identify the relationship between destination attributes and Revisit intention of the domestic tourists and to recognize most significant attributes influence on revisit intention of domestic tourists in wetland parks. The primary data was collected by the author from 240 domestic tourists using convenience sampling technique and questionnaire consist 42 questions from main three sections. Quantitative data analytical method was employed in analyzing the data using Descriptive statistics, correlation and multiple linear regression analysis. The Finding reflects that there is a strong positive relationship with destination attributes and Revisit intention of the domestic tourists towards wetland parks of Colombo district. Further it reveals that, destination attraction, accessibility, amenities, ancillary services, available packages and activities are significantly influence on tourist revisit intention towards wetland parks while destination attraction and the amenities significantly influence on re-visitation of the domestic tourists in a huge manner. Introducing innovative applications and new blogs, launching of new tourist map and promotional social media campaigns directly effect on revisit intention of the domestic tourists towards wetland parks of Sri Lanka.

Key words: *Wetland Parks, Destination Attributes, Domestic Tourists, Revisit Intention.*