



**THE STUDY ON THE INFLUENCE OF  
MARKETING MIX FACTORS ON REVISIT  
INTENTION OF INBOUND TOURISTS.  
(WITH SPECIAL REFERENCE TO NUWARA ELIYA)**

This dissertation is submitted as a partial fulfillment of the degree of  
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## Abstract

Revisit intention is a major concept in tourism industry. There is a acceptance in tourism field that retaining a customer is ten time profitable than attracting a new customer. Maintaining a satisfied tourist revisit intention level can economically benefited to the tourism industry as well the whole country. Since, marketing mix is critical in any form of attracting and retaining tourists for a destination and create a successful tourism destination. This research is focus 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 and least influencing marketing mix elements that impact on tourists' revisit intention , the stake holders, government and other responsible bodies can make changes in marketing activities as well as the policies in a better way for attracting and retaining tourists. A conceptual framework has been developed based on the 7P's in service marketing. The study basically depends on the primary data that has been collected by the researcher. 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, Voctoria park, Hortain plains and New Zealand farm, Pearson correlation analysis and the multiple linear regression analysis were used to analyze 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 . In order to increase the inbound tourists' revisit intention level , 7P's concept can be considered with proper strategic framework .

***Key words:*** service marketing mix, product, price, place, promotion, personnel, physical evidence, process, inbound tourists' revisit intention