

## **The Impact of Tourists' Satisfaction on Revisit Intention of Ayurvedic Tourism in Sri Lanka (With reference to Galle District)**

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The competition of modern business industry is growing rapidly to face the changes in present era. In the hospitality sector guest satisfaction and revisit behavior continue to be as important areas since satisfied customers willing to communicate their experience with others and get the service repeatedly. Since this is the knowledge era visitors have different expectations and tend to travel different destinations to relax their body and mind. Interest of tourists on Ayurvedic tourism is increasing to get mental and physical healthiness and to get away from their busiest life. By identifying guests expectations Ayurvedic Tourist Hotels provide ayurvedic treatments under recommendation of medical specialists within calm and quiet environment to satisfy guests. The growth in tourism is well anticipated as evident in the researches and analyses conducted by experts and relevant organizations in this industry. Therefore subject of concurrent studies on satisfaction and revisit intention in the hotel industry. This research was conducted to examine the relationship between satisfaction and revisit intention of tourists on Ayurvedic Tourism sector in Galle District. Primary data were collected from 80 tourists who have visited Ayurvedic Tourist Hotels in Galle utilizing structured questionnaire. The sample was selected randomly and 100% respondent rate has been achieved and Pearson rank correlation and multiple regression analysis have used for data analyzing. The result revealed that there is a strong positive relationship between satisfaction and revisit intention. In addition Staff Service Quality as most critical factor which influence on revisit intention and the treatments quality need to be maintaining in higher level to get repeat visit of guests to the service.

Keywords: Satisfaction, Revisit intention, Ayurvedic tourism, Ayurvedic tourist hotel