

Impact of Marketing Mix Factors in Tourists' Decision Making of Revisiting Sri Lanka (with special reference to beach tourism in southern province)

A.A Idroos^{1*}, A.K.A Damunupola¹ and P.I.N Fernando²

¹*Department of Public Administration, Faculty of Management, Uva Wellassa University, Badulla, Sri Lanka*

²*Department of Management Sciences, Faculty of Management, Uva Wellassa University, Badulla, Sri Lanka*

When comparing about the statistical reports of tourists arrivals and the beach tourist's percentages in recent years there is a decline in the percentage of beach tourists in Sri Lanka though there is a growth in tourist arrivals. The aim of this research is to study - the service marketing mix and how it influence on the tourists' decision to revisit Sri Lanka. The researcher has used a sample of 150 international tourists & selected by using convenient sampling technique. Researcher has used 5 different destinations including, Bentota, Hikkaduwa, Unawatuna, Mirissa and Tangalle by distributing the sample equally. Data related to demographic and marketing mix factors are gathered by using a questionnaire filled by the respondents. Researcher has used descriptive, correlation and regression analysis methods to analyze the data. According to the results of demographic characteristics of beach tourist most of them are young, well-educated and working in the private sector. Most of the tourists prefer swimming in the southern beaches. The analysis exposed that there was a positive relationship between all the marketing mix factors and tourists' tourism decision. The most influencing factor was the product, second highest influencing factor was the place and both of them having a strong positive relationship to the tourists' decision and the least influencing factor was the personnel second least influential factor was the physical evidence and both of them having weak positive relationship to the tourists' decision to revisit Sri Lanka. Price, Promotion and Process are having an average positive relationship towards the tourists' decision. The study recommends improving the promotion of Sri Lankan beach tourism in other countries, developing proper pricing strategy, improving beach tourism activities as well as the quality of beach tourism related products and to reduce the degree of pollution in local beaches.

Keywords: Service marketing mix, Beach tourism, Tourism destinations, Tourists, Tourists' decision