

The Influence of Rural Tourism Experience on Tourist Revisitation: Special Reference to Haputhale Area

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The objective of rural tourism is to provide net benefits to the people of rural areas and expand their participation in tourism product development. Recent trends in tourism demand have sparked widespread interest in rural areas as destinations for recreation and tourism. Travelers who travel into non-urban areas expect to get experience in nature-based activities, lifestyle, culture, tradition, etc. The main objective of the present study was to identify the influence of rural tourism experience on tourist revisitation. Referring to the literature, education, aesthetics, escapism, ecological and cultural attractions, and physical infrastructure were recognized as the main influential dimensions of tourism experience. The study collected responses from 125 respondents from the Haputhale area and the Structural Equation Model was applied as the analytical tool. Results revealed that all five rural tourism experience dimensions were positively affected on rural tourists' revisitation. Also, there was a partial mediation effect of satisfaction on the relationship between the tourism experience and revisitation. Future researchers can replicate this research in different geographical locations and compare.

Keywords: Rural tourism, Rural tourism experience, Satisfaction, Revisitation