



Impact of Marketing Mix Factors on Tourists' Decision Making (with Special Reference to Beach Tourism in Southern Province)

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Abstract

Service marketing mix or the 7p's which include product, price, place, promotion, physical evidence and process can make a greater influence on the tourists' tourism decision, therefore this research is going to consider about the service marketing mix and how it is affecting on tourists' tourism decision on beach tourism with special reference to southern province of Sri Lanka. By identifying the most effecting factors and least affecting factors that effects on beach tourism the service providers and the government can make changes in marketing activities as well as the policies related to beach tourism in Sri Lanka. To conduct this research researcher has used a sample of 150 international tourists who engaged in beach tourism activities in southern province of Sri Lanka. The sample is selected by using convenient sampling technique and researcher has used 5 different destinations including, Bentota, Hikkaduwa, Unawatuna, Mirissa and Tangalle and these five destinations are analyzed separately on the tourist preferences. To collect the primary data from the sample researcher has used a questionnaire filled by the respondents. For the analysis purpose researcher has used the SPSS software and all the data output were taken by using this software. In this research researcher is used data to identify the demographic characteristics of foreign tourist who engaged in beach tourism activities in southern province, the relationship between the marketing mix factors that and the tourists' tourism decision on beach tourism and finally the most and least influencing marketing mix factors that affecting on tourists' tourism decisions on beach tourism. The analysis exposed that there was a positive relationship between all the marketing mix factors and tourist tourism decision on beach tourism. 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' tourism 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' tourism decision. Price, Promotion and Process are having an average positive relationship towards the tourists' tourism decision on beach tourism. The study recommends improving the promotion of beach tourism in other countries, improving beach tourism activities as well as the quality of beach tourism related products and to reduce the degree of pollution in Sri Lankan beaches.

Key words: - service marketing mix, product, price, place, promotion, personnel, physical evidence, process, tourists' tourism decision