

Examining the Relationship Between Destination Attributes and Tourist Revisit Intentions - Empirical Evidence from Wetland Parks in Sri Lanka

Vipin Nadda*, Sumesh Dadwal**, Vimukthi Gamage**

Abstract *The research examines the effects of the destination attributes on tourists' likelihood of revisiting wetland parks in Sri Lanka. Since tourism is an essential economic activity in the country, primarily through sites such as wetland parks, identifying factors that may influence repeat patronage among tourists is essential in promoting sustainable tourism. The research focuses on six key attributes: Attraction, Accessibility, Amenities, Ancillary Services, Activities, and available packages, which are likely to influence the tourists' willingness to revisit these parks. Positivist research philosophy has been adopted with a deductive approach that involved structured questionnaires to get quantitative data from 120 cross-sectional tourists. Regression and correlation analysis show that all six factors are significant predictors of revisit intentions, with Attraction being the most significant predictor, followed by Amenities and Activities. The findings imply that park managers and tourism policymakers should pay attention to developing the appeal of sites and facilities, the accessibility of destinations, and the quality of services to increase visitor satisfaction and loyalty. However, an increase in the availability of quality tourism products that are well packaged and promoted to the international market will also help to facilitate repeat tourist visits, thus helping to sustain Sri Lanka's wetland parks as popular tourist attractions. Finally, the directions for future research include the effects of digital technology on the tourists, and the model that includes international tourists is presented. This study contributes to the knowledge of sustainable tourism management and provides practical recommendations for improving the attractiveness and sustainability of the wetland parks in Sri Lanka.*

Keywords: *Tourist Revisit Intention, Destination Attributes, Wetland Parks, Sustainable Tourism*

INTRODUCTION

Tourism is one of the fastest-growing industries in the global market, and Sri Lanka is no exception. The sector proved to be very robust, and it remained among the third most significant sources of foreign exchange, contributing to 14.2% of the total, next to foreign remittance from the textile and garments sector. Among the essential tourist attractions in Sri Lanka, the considerable wetland parks are identified as occupying the most prominent position because they significantly contribute to the wealth of Sri Lanka's tourism sector. These wetland parks are now one of the tourism industry's third-largest foreign currency earners

(Simpson et al., 2020). The appeal of these parks is not only the scenic backdrop but also the nature walks, boat rides, bird watching, and the different educational and informative workshops and seminars. Such activities help to increase the educational role of the parks and attract many people. Knowledge of factors that affect the tourists' performance and their repeat behaviour towards these destinations is essential for the continuity and improvement of their contribution to the economy. Antecedents such as price, quality, perceived pleasure, perceived value, past experiences, and place attachment are among the most influential factors that affect traveller's revisit intentions (Marasinghe et al., 2021).

* University of Sunderland in London, UK. Email: vipin.nadda@sunderland.ac.uk

** London Southbank University, UK. Email: dadwal.ss@googlemail.com

*** Northumbria University, UK. Email: vimukthi.gamage@northumbria.ac.uk

However, with apparent endowment and growth prospects, Sri Lanka's wetland parks are full of contemporary issues. Inefficiencies in the Park's infrastructure, lack of effective marketing mechanisms, and poor management of the tourism resource are some of the barriers that require close attention to be effectively dealt with to unlock their full potential. The clientele of modern tourism has certain expectations about the quality of the infrastructure and the experience that the parks offer. If these are not met, the parks' attractiveness will be reduced.

Tourists' intention to revisit a destination depends on several factors like cost, quality, contentment, perceived value, prior experiences, and place attachment perceptions etc. All these aspects define the tourist experience and affect their likelihood of revisiting a location (Kumail et al., 2022). Thus, understanding the antecedents of revisit intention is imperative for tourism managers and policymakers.

Although great efforts have been made to understand the effects of tourism and revisit intentions, little empirical evidence focuses on the destination attributes that influence tourists' revisit intentions, especially concerning wetland parks in Sri Lanka. This gap analysis is essential because destination attributes, including the physical environment, the available tourism activities, facilities and service quality, are vital in developing the tourist experience. Sri Lanka has famous wetland parks like the Bundala Wetland Park and Kumana Wetland Park (Jayasekara et al., 2024). These parks are also significant for conserving biodiversity and the environment. However, fully realising their potential depends on understanding the factors that would make the tourists revisit them. Thus, this research seeks to close this gap by exploring the influence of destination attributes on the revisit intentions of tourists to the wetland parks in Sri Lanka. These variables will be instrumental in determining specific measures that can be taken to improve the appeal and overall viability of such places (Chen et al., 2023).

Research Objectives

- Identify the prevailing destination attributes that impact tourists' decisions to revisit wetland parks.
- Examine the relationship existing between destination attributes and the revisit intentions of tourists.
- Determine the primary destination attribute exerting the most significant influence on the revisit intentions of tourists in Shree Lanka's Wetland Parks.

Research Scope

The scope of this research work is limited to the five major wetland parks in the Republic of Sri Lanka including Bundala

Wetland Park and Kumana Wetland Park. Thus, focusing on this area of knowledge, the study will elucidate the impact of different destination attributes such as nature, activities, facilities, and service quality on the probability of tourists revisiting these parks. This research will use both primary and secondary data, focusing on the domestic visitors to the wetland parks and their experience and perception. This focused approach will enable a detailed identification and analysis of the unique features and issues of wetland parks in Sri Lanka so that the results can be directly relevant and helpful to Sri Lanka's site tourism administration and policy-making.

LITERATURE REVIEW

Destination Attributes

Destination characteristics encompass natural resources such as the physical environment, cultural resources such as facilities, accessibility and the general atmosphere in the environment. If implemented in relation to wetland parks, some components' indicators might include richness in species; aesthetic values; opportunities for recreational activity; presence of educational amenities; and conservation initiatives. Scholars have noted that destination attributes have a strong effect on tourists' satisfaction and their willingness to travel to the same destination again.

Tourist Revisit Intention

Revisit intention is the perception that by the amount of time any given tourist spends at a given destination, then the same tourist will be apt to return to the same destination. This intention is commonly determined by the consumers' previous experiences and perceptions towards the destination attributes (Viet et al., 2020). It is thus an essential evaluation criterion for the tourism marketers and planners because that shows the future ability of a destination to provide sustained tourism and generate long-term financial returns (Luongo, Napolano & Gul, 2024). The necessity of service quality, variety, appeal, attachment, and satisfaction as antecedents to tourists' intentions to re-visit (Wei et al., 2024).

Tourist Satisfaction

Tourist satisfaction is a level of fit between the variables expected by the tourist and those obtained when on a trip in a given tourist zone. Pleasant feelings can be associated with destination image and visitor's perceptions of destination attributes, quality of service delivery, and varying experiences (Dmitrović et al., 2007). Perceived satisfaction

shows the probability of tourists' return and their willingness to advocate for the destination. In the case of wetland parks, the key variables like environmental quality, facilities for recreation, and facilities for interpretation can enhance or decrease tourists' satisfaction (Rajesh, 2021). This kind of tourism has the lowest negative impact on the environment, encourages preservation, and is accompanied by educational and informational opportunities for the tourists (Engelhard, 2008). Since wetland parks are categorized as conservation areas, tourism associated with the conservation of wetlands offers specific opportunities for the promotion of environmental conservation and sustainability (Das et al., 2023).

Theories/Models

Here are a few theories related to human behavior with reference to tourists' intentions to revisit the destination. The Theory of Planned Behavior (TPB) connects beliefs to behavior and provides better predictions regarding attitude formation. It focuses on three components: the intention comprises perceived control, attitude towards the behavior, and beliefs about others' appraisal of the behavior. Referring now to the global variables, which are particularly relevant to wetland parks, it is essential to note that tourists' willingness to revisit is determined by their level of satisfaction with the destination attributes, including the natural environment and infrastructure. Subjective norms are, therefore, the perceived pressure to perform or not perform the behavior which could be based on the views of other people.

On the other hand, the Push and Pull Theory contends that there are 'push factors' which are forces within the people who decide to travel while 'pull factors' which are inherent features of the destination that lure the tourists, for instance, natural beauty, intensity, culture, facilities and so on (Mehmetoglu, 2011). In the case of the wetland parks in Sri Lanka, push factors could be the tourists' desire to have solitude and engage with nature, whereas pull factors would involve the special characteristics of ecology, richness in species, and options for recreation in these parks.

In addition, the Destination Loyalty Theory focuses on factors influencing tourist's behavior with regards to the destination; sometimes referred to as behavioral intention which may include intention to revisit the destination or recommend it to other people. In the case of wetland parks, the contributing factors that enhance satisfaction and perceived value could be natural attractions, conservation, and tourists' services etc. (Hasan et al., 2019). Great relationships between the destination and the visitors to

encourage revisits and recommendations that are elating for the further development of tourism in wetland parks.

Empirical Evidence

Impact of Attraction on Tourist Revisit Intention

Tourist attractions are the primary motivations that guide tourist's behaviors and perceptions in host countries, hence being key determinants of tourist satisfaction. They may range from scenic views and wild animals up to cultural and historical monuments, leisure services among others that define the attractiveness of an area. For instance, features such as the sub-Morphology, aquatic animal and plant species, and the scenic landscape of wetland parks are some of the tangible attributes that can always be considered as assets since they improve the value of the park to the visitor (Hidayana et al., 2019).

Studies have shown that tourist's perceived quality and perceived tourism novelty have a direct impact on the level of their satisfaction and the level of their commitment to a destination. Superior attractions as perceived by the unique characteristics or service offering significantly impact visitors' ability to remember those experiences; hence, chances of them revisiting are enhanced (Azhar et al., 2023). For wetland parks, this might entail aspects such as outstanding and significant features of the wetland, including species, and the extent of naturalness of the wetland. Thus, not only does a tourist's attention get captured by these attributes, but there is also a perception of luxury and hence value.

Impact of Accessibility on Tourist Revisit Intention

Ease of access predominately increases the tourism experience, which greatly affects the visitor's tendency to return (Ariesta & Suleman, 2020). For wetland parks, this entails a good road network, a functional public transport service, well-installed signs, and the best provisions for information both online and in the park. The availability of conveniently situated bus or train services, easy parking, and shuttle services can make travelling to the park easier; hence, increase its attractiveness to visitors. Accommodation in the park includes well-paved paths, clearly defined maps, and signs to give the park visitors an easy time when navigating through the park. The smooth transition from one area to another is especially significant in wetland parks since the layout of the plot may be problematic and difficult to comprehend.

Impact of Amenities on Tourist Revisit Intention

Tourism amenities include the various services that are available at the tourists’ destination that have a close relationship with the tourists’ comfort; some of these amenities include accommodation factors, dining factors, rest room facilities, and recreational facilities among others (Çelik et al., 2017). Hence, the nature and accessibility of these amenities define the satisfaction levels with the tourist destination and the likelihood of the tourist to be a return visitor. Facilities such as clear trails, effective information centres, clean washrooms, and a variety of food restaurant arrangements positively affect visitor satisfaction by allowing them to have essential comforts and requirements in wetland parks (Gnanapala, 2014). Factors such as well-maintained trails and well-equipped visitor centres will not only add comfort but will also impart educational worth to the existence of such trails and centres (Siregar et al., 2020).

Impact of Ancillary Services on Tourist Revisit Intention

Additional services can also be defined as services that complement tourism activities at the destination, which include guide services, internal transportation services, retail services, and customer service. These services enhance the overall tourist experience which in turn affects their willingness to come back; hence, this operationalization of the model. Regarding other services, such as interpretative services, transportation services, souvenir shops, and timely customer services, the hallmark in relation to wetland parks makes the visit rewarding and more convenient (Ismail & Rohman, 2019).

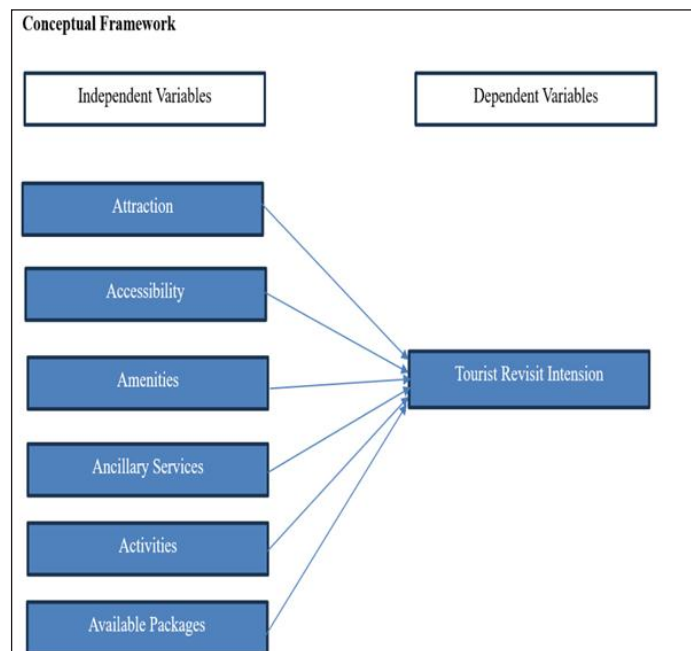
Some of the key factors influencing customer service satisfaction are staff attitude, solutions that are provided to empower customers against problems as well as providing useful information, which are all good determinants of the image of the shopping center and encourage customers to repeat their visits (Della, 2015; Kumar, et al., 2025; Hamid et al., 2023).

Impact of Activities on Tourist Revisit Intention

The term activities relate to the different attractions, social and learning related experiences created for the tourists at the designated travel and tourism destination that include hiking, bird watching, boat rides and educational tours among others. Thus, the accessibility and variety of these activities are deemed to considerably influence tourists’ perceived satisfaction and their likelihood of returning. Further, it has also been found out that the places that provide a broad spectrum of attractions that can suit people’s diverse preferences and ages have more returning consumers. Considering this argument, Modest considers the activities that allow the visitors to undertake general movement, rest, and learning as promoting high levels of satisfaction among the visitors (Preira et al., 2019). Thus, it can be said that entertaining and engaging activities that offer exclusive and memorable, unforgettable experiences can increase tourists’ emotional bonding (Tiwari et al., 2023).

Impact of Available Packages on Tourist Revisit Intention

Available packages mean orchestrated travel offers that contain hotel and board, or any meals, or entertainment or



Source: Authors’ Construct (2024).

Fig. 1: Conceptual Framework

transport or other facilities and services and normally at lower rates (Sampath & Arachchi, 2018). These packages can help guide the tourists and change their perceptible or intention to revisit the destination. Regarding wetland parks, the extension of better and beautifully packaged products of varying interests and affordable prices can help to create

better values for the whole crowd (Mihai et al., 2023). Consumer perception also reveals that package deals are the most relevant investment due to perceived convenience and cost-savings which will enhance tourists' satisfaction and repeat patronage (Ria et al., 2024; Jeremy et al., 2017).

Table 1: Statement of Hypothesis

Attraction	H0a: There is no relationship between Attraction and Tourist Revisit Intention. H1a: There is a relationship between Attraction and Tourist Revisit Intention.
Accessibility	H0b: There is no relationship between Accessibility and Tourist Revisit Intention. H1b: There is a relationship between Accessibility and Tourist Revisit Intention.
Amenities	H0c: There is no relationship between Amenities and Tourist Revisit Intention. H1c: There is a relationship between Amenities and Tourist Revisit Intention.
Ancillary Services	H0d: There is no relationship between Ancillary Services and Tourist Revisit Intention. H1d: There is a relationship between Ancillary Services and Tourist Revisit Intention.
Activities	H0e: There is no relationship between Activities and Tourist Revisit Intention. H1e: There is a relationship between Activities and Tourist Revisit Intention.
Available Packages	H0f: There is no relationship between Available Packages and Tourist Revisit Intention. H1f: There is a relationship between Available Packages and Tourist Revisit Intention.

Source: Author.

Table 2: Rationalization of Variables

The rationalization has been drawn about the research variables and presented below:

Attraction	Insight into the factors such as natural resources, vegetation, wildlife, and cultural value influencing revisit intention assists the park managers to improve on these attributes of the park to increase tourist satisfaction and consequently the number of tourist revisits.
Accessibility	Insight into the factors such as natural resources, vegetation, wildlife, and cultural value influencing revisit intention assists the park managers to improve on these attributes of the park to increase tourist satisfaction and consequently the number of tourist revisits.
Amenities	This variable was considered to determine the level to which these basic and supplementary services meet the needs of the tourists thus impacting on their likelihood of repeat visits. The findings derived can inform specific upgrades in the management of facilities and services that will be relevant to tourists.
Ancillary Services	This variable assists in grasping how the supplementary services positively affect the perceived services, which aids in the improvement of the delivery and offerings with a view to capturing tourist attention and retaining it.
Activities	This variable was included to show how these recreational options affect the tourists' revisit intentions to improve the attractiveness of wetland parks and to identify new and undeveloped recreational activities that appeal to potential visitors.
Available for Package	This variable has been used in the context to determine the effects of diverse and appealing packages on tourist satisfaction and revisit propensity in order to enhance suitable tour packages for the market.

Source: Author.

RESEARCH METHODOLOGY

This research followed the positivism research philosophy to understand the overall objective of the study by admitting only those factors and data that examined the relationship of destination attributes with tourists' repeat visit intentions towards the Sri Lankan wetland parks (Ryan, 2018). Further,

a deductive research approach was adopted, and hypotheses were developed from the literature on destination attributes and tourists' behavior. The deductive method ensured that there is a clear flow from general theories to specific observations, hence allowing to clearly establish relations between the attributes of a destination and intentions to revisit that destination.

The research strategy entailed taking surveys of the tourists against the backgrounds of the wetland parks in Sri Lanka. The questionnaire was used for gathering quantitative information on perceptions, experiences and revisit behavior of the tourists. The research used a quantitative single method of data collection.

The study employed a cross-sectional time horizon with the view of collecting data at one point in time for various destination attributes acquired to estimate the current influence on tourist’s revisit intentions. Before administering the questionnaires, consent to participate in the study obtained from all participants, stressing the fact that participation will be on a voluntary basis.

The target population of this study was the tourists who visit wetland parks in Sri Lanka. There is also one more characteristic of consumers, which are of diverse ages, ethnic origin, and travelling for different purposes, residents and foreigners. In turn, to have a fair representation, a sample of 120 tourists was taken. The convenience sampling technique was used in the study which enables the collection of data from easily accessible tourists in the wetland parks. The information gathered from the physical questionnaires was analyzed using SPSS software.

Analysis and Interpretation

The actual sample comprises of 120 tourists as specified in the sample plan of the study. Due to the efficient data collection by the researcher, the researchers were able to obtain answers from most of the population of the study (120 out of 120). One obvious reason why the response rate of employees to this survey was a remarkable 100 per cent is because of this factor.

Table 3: Actual Sample Examination

Selected Sample Size	Actual Standard Responds	Response Rate
120	120	100%

Examine The Data - Test Reliability

Table 4: Reliability Test

Cronbach’s Alpha	N of Items
.848	7

One measure of the internal consistency of the items was the Cronbach’s Alpha coefficient, which was 0.848. The internal consistency is represented by the coefficient alpha of 0.848 shows a good internal consistency of the items in the scale being measured. This value shows high internal consistency and that all the items are actually measuring one construct in a very consistent way. Cronbach’s alpha, in general, should

be more than 0.7 is accepted. With a value of 0.848, it can therefore be concluded that this scale is reliable; that is, the items coalesce in the responses and can be relied on for other uses.

Table 5: Summary of Reliability

The Variable	Cronbach’s Alpha	Reliability	Conclusion
Tourist Revisit Intention	.765	.765>0.7	Reliable
Attraction	.808	.808>0.7	Reliable
Accessibility	.913	.913>0.7	Reliable
Amenities	.885	.885>0.7	Reliable
Ancillary Services	.838	.838>0.7	Reliable
Activities	.721	.721>0.7	Reliable
Available Packages	.890	.890>0.7	Reliable

Validity Test

Table 6: Validity Test - KMO and Bartlett’s Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.826
Approx. Chi-Square	738.326
Df	10
Sig.	.000

The Kaiser-Meyer-Olkin (KMO) measure of .826 indicates a good level of sampling adequacy for factor analysis. Bartlett’s Test of Sphericity, with a significant Chi-Square (738.326, df = 10, Sig. = .000), confirms that correlations between variables are sufficient for factor analysis, validating the dataset’s suitability.

Table 7: Summary of Validity

The Variable	Kaiser-Meyer	Significance	Conclusion
Tourist Revisit Intention	.742	.000	Valid
Attraction	.821	.000	Valid
Accessibility	.911	.000	Valid
Amenities	.856	.000	Valid
Ancillary Services	.820	.000	Valid
Activities	.720	.000	Valid
Available Packages	.887	.000	Valid

Table 8: Normality Test

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Tourist Revisit Intention	.142	120	.000	.920	120	.000

a. Lilliefors Significance Correction.

The Kolmogorov-Smirnov and Shapiro-Wilk tests assess normality. Both tests yield significant results ($p = .000$) for Tourist Revisit Intention, indicating a deviation from a

normal distribution. The Lilliefors Significance Correction adjusts for small sample biases, further confirming that the data are not normally distributed.

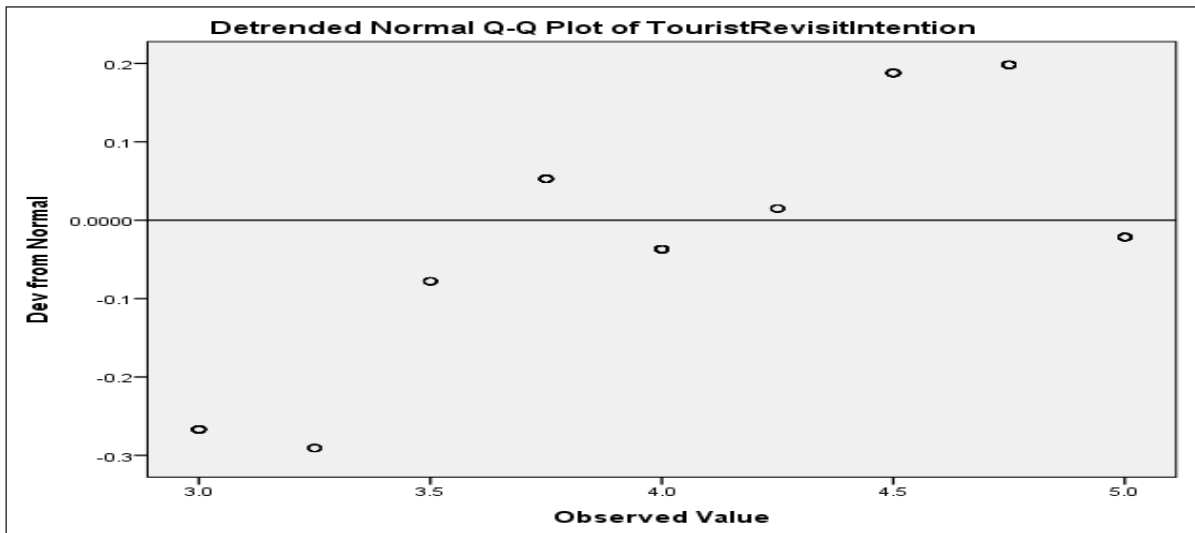


Fig. 2: Detrended Normal Plot

Descriptive Analysis

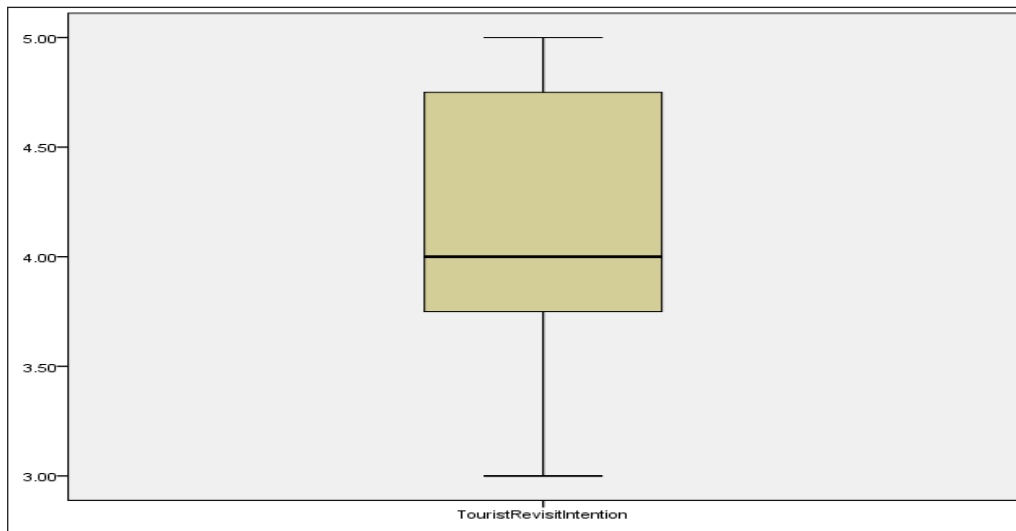


Fig. 3: Descriptive Analysis Distribution

Table 9: Descriptive Analysis

		Tourist Revisit Intention	Attraction	Accessibility	Amenities	Ancillary Services	Activities	Available Packages
N	Valid	120	120	120	120	120	120	120
	Missing	0	0	0	0	0	0	0
Mean		4.1771	4.3063	4.3042	4.3125	4.4563	4.5125	4.3854
Median		4.0000	4.2500	4.3750	4.3750	4.5000	4.5000	4.5000
Mode		4.00	5.00	5.00	5.00	5.00	5.00	4.00
Std. Deviation		.61442	.61191	.69450	.66124	.52925	.41486	.35636
Minimum		3.00	3.00	3.00	3.00	3.00	3.50	3.75
Maximum		5.00	5.00	5.00	5.00	5.00	5.00	5.00

The percentages are derived from 120 completed questionnaires that made it as valid cases and excluded those with missing values on seven questions instructional to tourist experience. The mean scores range from 4.18 to 4.51, indicating generally positive perceptions. Median values are consistently 4.00 or above, with modes often at

5.00, reflecting high levels of agreement or satisfaction. The standard deviations were, therefore, as follows; 0.35 to 0.69 and so indicate a moderate variation of response. The minimum and maximum scores are between 3.00 and 5.00, indicating that participants seem to hold favorable impressions on these aspects of the programme.

Demographic Characteristics Analysis

Table 10: Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	65	54.2	54.2	54.2
	Female	55	45.8	45.8	100.0
	Total	120	100.0	100.0	

The gender distribution shows that out of 120 respondents, 65 (54.2%) are male and 55 (45.8%) are female. The valid and cumulative percentages of the sample indicate that the sample is equally distributed whereby male students are marginally outweighed by female students. Such distribution

assures that both males and females are in equal number and so there is basis to comparison of results by gender. The total percent reaches a 100% at the end to show that all the respondents have been covered in this study.

Table 11: Age Bracket of Participants

		Frequency	Percent (%)	Valid Percent (%)	Cumulative Percent (%)
Valid	21 – 30 Years	26	21.7	21.7	21.7
	31 – 40 Years	27	22.5	22.5	44.2
	41 – 50 Years	42	35.0	35.0	79.2
	Above 50 Years	25	20.8	20.8	100.0
	Total	120	100.0	100.0	

The age distribution of respondents indicates that the largest group is aged 41-50 years (35%), followed by those aged 31-40 years (22.5%) and 21-30 years (21.7%). Respondents above 50 years make up 20.8% of the sample. The cumulative percentages show that 79.2% of

respondents are aged 50 years or below, with the remaining 20.8% above 50 years. The overall distribution is diverse, capturing opinions across different age groups, which enhances the robustness and representativeness of the analysis.

Behavioral and Attitudinal Questions – Survey Results

How Do You Travel for Leisure Activities

Table 12: How Often Do You Travel for Leisure

		Frequency	Percent (%)	Valid Percent (%)	Cumulative Percent (%)
Valid	Once a year	14	11.7	11.7	11.7
	2-3 times a year	67	55.8	55.8	67.5
	4-5 times a year	25	20.8	20.8	88.3
	More than 5 times a year	14	11.7	11.7	100.0
	Total	120	100.0	100.0	

The frequency data shows that the majority of respondents (55.8%) travel for leisure 2-3 times a year. Around 20.8% travel 4-5 times a year, while 11.7% each either travel once a year or more than 5 times a year. The cumulative percentage shows that 88.3% of respondents travel up to 5 times a year,

highlighting a preference for moderate travel frequency among participants. This distribution provides insight into typical leisure travel habits, indicating that most engage in travel a few times annually.

Have You Visited Wetland Parks in Sri Lanka Before

Table 13: Visiting Frequency to Wetland Parks

		Frequency	Percent (%)	Valid Percent (%)	Cumulative Percent (%)
Valid	Yes	45	37.5	37.5	37.5
	No	75	62.5	62.5	100.0
	Total	120	100.0	100.0	

The data indicates that out of 120 respondents, 62.5% have never visited wetland parks in Sri Lanka, while 37.5% have. The majority have no prior experience visiting these parks, which suggests a potential gap in awareness or interest.

The cumulative percentage confirms that by the end of the survey, 100% of respondents are accounted for. This insight highlights an opportunity to promote and raise awareness about wetland parks among the broader population.

Who Do You Usually Travel With?

Table 14: Travel Frequency

		Frequency	Percent (%)	Valid Percent (%)	Cumulative Percent (%)
Valid	Alone	23	19.2	19.2	19.2
	With family	53	44.2	44.2	63.3
	With friends	22	18.3	18.3	81.7
	With a tour group	22	18.3	18.3	100.0
	Total	120	100.0	100.0	

The data below reveals that most respondents (44.2%) usually travel with family, while 19.2% travel alone. Additionally, 18.3% each travel with friends or in tour groups. The cumulative percentages show that 81.7% of respondents prefer traveling with others, whether family,

friends, or groups. This indicates a strong tendency for social travel, with family being the most common travel companions. The balanced distribution of preferences also suggests diverse travel experiences among the respondents, enriching the overall travel behavior insights.

Testing Hypothesis

Regression Analysis

Table 15: Model Summary Regression Analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.816 ^a	.766	.749	.36422	1.799

Predictors: (Constant), Available Packages, Ancillary Services, Attraction, Activities, Accessibility, Amenities.

Dependent Variable: Tourist Revisit Intention.

R Value (0.816).

The R value, also known as the correlation coefficient, is 0.816, indicating a strong positive relationship between the independent variables (Available Packages, Ancillary Services, Attraction, Activities, Accessibility, Amenities) and the dependent variable (Tourist Revisit Intention). This high R value suggests that the predictors are highly correlated with tourist revisit intention, meaning they explain a significant portion of the variance in tourist behavior.

R Square (0.766)

The R Square value of 0.766 indicates that 76.6% of the variation in tourist revisit intention can be explained by the

six independent variables. This shows that the model is a good fit for predicting revisit intentions, leaving only 23.4% unexplained by the included predictors. Higher R Square values generally suggest better explanatory power.

Durbin-Watson (1.799)

The Durbin-Watson statistic of 1.799 assesses the presence of autocorrelation in the residuals of the model. A value near 2 indicates minimal autocorrelation, suggesting that the residuals are independent. Since 1.799 is close to 2, there is little evidence of positive or negative autocorrelation, indicating the model's residuals are well-behaved and suitable for further analysis. Values close to 0 or 4 would signal problematic autocorrelation.

Table 16: ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	29.934	6	4.989	337.609	.000 ^b
	Residual	14.990	113	.133		
	Total	44.924	119			

Dependent Variable: Tourist Revisit Intention.

Predictors: (Constant), Available Packages, Ancillary Services, Attraction, Activities, Accessibility, Amenities.

The ANOVA table assesses the overall fit of the regression model. The regression sum of squares (29.934) indicates the variation explained by the model, while the residual sum of squares (14.990) represents the unexplained variation. With 6 degrees of freedom (df) for regression and 113 for residuals, the mean square for regression is 4.989, significantly larger than the residual mean square of 0.133. The F-statistic (337.609) is highly significant ($p < 0.001$), indicating that

the model is statistically significant and the independent variables (Available Packages, Ancillary Services, Attraction, Activities, Accessibility, Amenities) collectively explain a significant portion of the variance in tourist revisit intention. The very low significance value (Sig. = 0.000) confirms that the model's predictors contribute meaningfully to explaining revisit intention, making the model robust for further analysis.

Coefficients

Table 17: Coefficients of Attributes

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.752	.537		1.400	.164
	Attraction	.928	.236	.924	3.937	.000
	Accessibility	.391	.147	.203	2.820	.004
	Amenities	.419	.252	.321	3.076	.009
	Ancillary Services	.372	.108	.262	2.665	.005
	Activities	.471	.238	.348	3.517	.016
	Available Packages	.322	.100	.313	2.217	.043

a. Dependent Variable: Tourist Revisit Intention.

RESULTS AND FINDINGS

Attraction

The coefficient for Attraction is 0.928 with a standard error of 0.236. The t-value is 3.937, which is well above 2, and the p-value is 0.000, indicating a highly significant effect. This suggests that Attraction has a strong positive impact on Tourist Revisit Intention. A one-unit increase in Attraction would increase revisit intention by 0.928 units. Given its high significance and strong effect size, attractions are a critical factor influencing whether tourists are likely to revisit. The significance ($p < 0.05$) confirms that this factor is reliable in predicting revisit intentions.

Accessibility

The coefficient for Accessibility is 0.391 with a standard error of 0.147. The t-value of 2.820 is above the threshold of 2, and the p-value is 0.004, indicating statistical significance. This result shows that Accessibility has a positive impact on Tourist Revisit Intention. An increase in accessibility by one unit would enhance revisit intention by 0.391 units. The significance of the p-value (less than 0.05) confirms that accessibility is a key driver for tourists considering revisiting, highlighting its importance in strategic planning.

Amenities

The coefficient for Amenities is 0.419, with a standard error of 0.252. The t-value of 3.076 is above 2, and the p-value is 0.009, confirming statistical significance. This implies that Amenities positively influence Tourist Revisit Intention, with a one-unit increase in amenities leading to a 0.419 increase in revisit intention. The significant p-value ($p < 0.05$) indicates that enhancing amenities could be an effective strategy to encourage repeat visits, emphasizing its role in improving overall visitor satisfaction.

Ancillary Services

The coefficient for Ancillary Services is 0.372 with a standard error of 0.108. The t-value of 2.665 is above 2, and the p-value is 0.005, indicating significance. This suggests that Ancillary Services have a positive influence on Tourist Revisit Intention. A one-unit improvement in ancillary services would increase revisit intention by 0.372 units. The low p-value (less than 0.05) shows that this factor is statistically significant and contributes meaningfully to encouraging tourists to revisit, making it a key area to focus on for enhancing the visitor experience.

Activities

The coefficient for Activities is 0.471, with a standard error of 0.238. The t-value is 3.517, which is well above 2, and the p-value is 0.016, confirming statistical significance. This indicates that Activities have a positive effect on Tourist Revisit Intention. A one-unit increase in the quality or availability of activities would lead to a 0.471 increase in revisit intention. Given the significance of the p-value ($p < 0.05$), offering diverse and engaging activities is crucial for encouraging repeat visits, making it a key area in tourism planning.

Available Packages

The coefficient for Available Packages is 0.322, with a standard error of 0.100. The t-value of 2.217 is slightly above the threshold of 2, and the p-value of 0.043 is below 0.05, indicating significance. This suggests that the availability of attractive packages positively influences Tourist Revisit Intention. A one-unit improvement in available packages would increase revisit intention by 0.322 units. The significance of the p-value shows that well-designed packages can be a decisive factor in drawing tourists back, making it important for enhancing repeat visitation strategies.

Table 18: Summary of Hypotheses and Status

H#	Hypotheses	t-Value	p-Value	Status
H1 _a	There is a relationship between Attraction and Tourist Revisit Intention	3.937	.000	Fail to Reject
H1 _b	There is a relationship between Accessibility and Tourist Revisit Intention	2.820	.004	Fail to Reject
H1 _c	There is a relationship between Amenities and Tourist Revisit Intention	3.076	.009	Fail to Reject
H1 _d	There is a relationship between Ancillary Services and Tourist Revisit Intention	2.665	.005	Fail to Reject
H1 _e	There is a relationship between Activities and Tourist Revisit Intention	3.517	.016	Fail to Reject
H1 _f	There is a relationship between Available Packages and Tourist Revisit Intention	2.217	.043	Fail to Reject

Correlation Analysis

Table 19: Correlation Between Tourist Revisit Intentions and Attraction

		Tourist Revisit Intention	Attraction
Tourist Revisit Intention	Pearson Correlation	1	.814**
	Sig. (2-tailed)		.000
	N	120	120
Attraction	Pearson Correlation	.814**	1
	Sig. (2-tailed)	.000	

** Correlation is significant at the 0.01 level (2-tailed).

From the correlation table mentioned above we can analyze that the Tourist Revisit Intention and Attraction have positive and strong relationship and in terms of formula we have got the Pearson Correlation coefficient of 0.814. This a high value shows that level of repeat tourism increases as the level of attraction of the destination also increases. The significance level ($p = 0.000$) is well below 0.01, confirming

that the correlation is statistically significant. This confirms the fact that when the level of attraction is high the more the guests will be willing to revisit the place. The bi-directional covariation of 0.814 increases the level of relationship discovered between the two variables mainly because they are highly correlated in the Sample of 120 respondents.

Table 20: Correlation Between Tourist Revisit Intentions and Accessibility

		Tourist Revisit Intention	Accessibility
Tourist Revisit Intention	Pearson Correlation	1	.739**
	Sig. (2-tailed)		.000
	N	120	120
Accessibility	Pearson Correlation	.739**	1
	Sig. (2-tailed)	.000	

** Correlation is significant at the 0.01 level (2-tailed).

Table 21: Correlation Between Tourist Revisit Intentions and Amenities

		Tourist Revisit Intention	Amenities
Tourist Revisit Intention	Pearson Correlation	1	.787**
	Sig. (2-tailed)		.000
	N	120	120
Amenities	Pearson Correlation	.787**	1
	Sig. (2-tailed)	.000	
	N	120	120

** Correlation is significant at the 0.01 level (2-tailed).

Comparative study between Tourist Revisit Intention and Accessibility brought into light the Pearson Correlation Coefficient of 0.739, indicating a strong positive relationship. This implies that accessibility has a positive relationship with tourist revisit intentions, all things other being constant. The correlation is statistically significant with the probability of achieving a result as extreme as this or more extreme is 0.000, this confirming that the relationship is not by chance. The two-tailed significance at the 0.01 level further strengthens this conclusion. The reciprocal correlation of 0.739 shows that both variables are strongly connected, highlighting that

improved accessibility plays a crucial role in encouraging tourists to return to a destination.

Pearson Correlation analysis of Tourist Revisit Intention and Amenities gave Pearson Correlation Co-efficient 0.787 which shows a very positive attitude toward the statement made. This implies that when service and infrastructure enhance, the chances of repeat business holidays will dramatically improve. The significance level ($p = 0.000$) confirms that this correlation is statistically significant at the 0.01 level, meaning the relationship is highly reliable and not due to random chance.

Table 22: Correlation between Tourist Revisit Intentions and Ancillary Services

		Tourist Revisit Intention	Ancillary Services
Tourist Revisit Intention	Pearson Correlation	1	.724*
	Sig. (2-tailed)		.000
	N	120	120
Ancillary Services	Pearson Correlation	.724*	1
	Sig. (2-tailed)	.000	
	N	120	120

** Correlation is significant at the 0.01 level (2-tailed).

To increase the validity and reliability of the study, the research has used Pearson's correlation coefficient to determine the relationship between Tourist Revisit Intention and Ancillary Services which is 0.724 which points towards the fact that the variables are highly positively associated. This implies that as the quality and availability of the related services enhance, then the chances of the tourists visiting the area again remarkably enhance. The correlation is

statistically significant at the 0.05 level with a p-value of 0.000, confirming the reliability of the relationship. This strong correlation shows that the support services that are the facilities and services that accompany the main services are major determinants of tourist satisfaction and repeat travel, thus becoming strategic areas for improvement in the management of tourism.

Table 23: Correlation Between Tourist Revisit Intentions and Activities

		Tourist Revisit Intention	Activities
Tourist Revisit Intention	Pearson Correlation	1	.760
	Sig. (2-tailed)		.000
	N	120	120
Activities	Pearson Correlation	.760	1
	Sig. (2-tailed)	.000	
	N	120	120

** Correlation is significant at the 0.01 level (2-tailed).

A Pearson Correlation coefficient of 0.760 was also obtained between Tourist Revisit Intention and Activities 0.760, which means a very high positive correlation. This implies that the greater the quality and the variety of activities that are on offer the more likely it is that the tourists will come back. The p-value of 0.000 confirms that this correlation is

statistically significant, meaning the relationship is reliable and not due to chance. The strong association shows that this dependent variable, engaging and diverse activities are the major factors which influence revisit intentions and hence should be the core area of focus in tourism planning and strategizing to encourage repeat visitors.

Table 24: Correlation Between Tourist Revisit Intentions and Available Packages

		Tourist Revisit Intention	Ancillary Services
Tourist Revisit Intention	Pearson Correlation	1	.724*
	Sig. (2-tailed)		.000
	N	120	120
Ancillary Services	Pearson Correlation	.724*	1
	Sig. (2-tailed)	.000	
	N	120	120

		Tourist Revisit Intention	Available Packages
Tourist Revisit Intention	Pearson Correlation	1	.800
	Sig. (2-tailed)		.000
	N	120	120
Available Packages	Pearson Correlation	.800	1
	Sig. (2-tailed)	.000	

** Correlation is significant at the 0.01 level (2-tailed).

For the hypothesis that there is a significant correlation between Tourist Revisit Intention and Available Packages the Pearson Correlation coefficient is 0.800, which shows that there is a positive correlation between them. This means that as availability and attractiveness of packages enhance, chances of tourists revisiting are likely to rise this way. The p-value of 0.000 confirms that this correlation is statistically significant, demonstrating the relationship is reliable and not due to random chance. The high correlation means that package travel, which is innovative and attractive will have a significant impact on the tourists' visit intentions and thus should form a cornerstone of tourist retention and satisfaction in the tourism industry.

The study shows that the variables such as attractions, accessibility, amenities, activities, ancillary services and packages available have a close relationship with revisit intentions.

Summary of the Findings

After reviewing the current literature, the researcher came to the conclusion that "Tourist Revisit Intention" should serve as the key dependent variable. "Accessibility, Amenities, Ancillary Services, Activities and Available Packages" should also be considered as independent variables of the study. In this stage of the research process, the investigator has generated six hypotheses. The research indicates the following.

- Attraction given a significant impact on the Tourist Revisit Intention in Sri Lanka, hence the H1a hypothesis was accepted.
- Accessibility given a significant impact on the Tourist Revisit Intention in Sri Lanka, hence the H1b hypothesis was accepted.
- Amenities given a significant impact on the Tourist Revisit Intention in Sri Lanka; hence the Ha hypothesis was accepted.
- Ancillary given a significant impact on the Tourist Revisit Intention in Sri Lanka, hence the H1c hypothesis was accepted.
- Activities given a significant impact on the Tourist Revisit Intention in Sri Lanka, hence the H1d hypothesis was accepted.

Available Packages given a significant impact on the Tourist Revisit Intention in Sri Lanka, hence the H1e hypothesis was accepted.

The goals of the study could be attained because its hypotheses were tested. The objective was accomplished by establishing links between possible causes.

Impact of Attraction on Tourist Revisit Intention

Tourist attractions significantly influence revisit intentions as they shape tourists' behaviors and perceptions, ultimately impacting satisfaction. Clearly, the investigation's findings confirmed the aforementioned body of literature. With a Beta value of 0.924, Attraction is the most crucial factor impacting Tourist Revisit Intention. The high Beta value signifies that Attraction has the strongest positive influence, indicating that as the appeal of attractions increases, revisit intentions significantly rise. The t-value (3.937) and p-value (0.000) confirm the statistical significance, reinforcing that Attraction is a vital determinant. Scenic views, historical sites, and unique experiences create lasting impressions, making tourists more likely to return.

Impact of Accessibility on Tourist Revisit Intention

Accessibility plays a major role in the revisit intentions of tourists as it is one of the direct antecedent variables that influences movement around and to places of interest. For the wetland parks, accessibility should also be good transport network, properly illuminated signs, and detailed information on the internet and on the signs. Research has shown that the degree of access is a quality which destination generates high repeat patronage. The accessibility of effective transport services, pristine tracks and well-marked information centers improves the standards of visitation, hence, the likelihood of visitation again. Moreover, maps and guides that are informative, and high levels of tourist care will help to increase tourists' satisfaction, and reconvene them back. Strategies such as provision of infrastructure and dissemination of information will help enhance tourism by attracting repeat visitors and tourist "word of mouth".

Clearly, the investigation's findings confirmed the aforementioned body of literature. Accessibility has a Beta

value of 0.203, indicating a significant positive impact on Tourist Revisit Intention taking the third place. With a t-value of 2.820 and a p-value of 0.004, Accessibility is statistically significant.

Impact of Amenities on Tourist Revisit Intention

Facilities like accommodations, food and beverage, washrooms, and other recreation services are important in satisfying the visitor's consumption wants to encourage as repeated consumption. Comfort and convenience acts as a positive contribution towards the tourists' experience, hence high-quality amenities. In wetland parks, attractions such as well illuminated paths, clean toilets, as well as a variety of and good quality food outlets enhance the satisfaction of the visitors' basic needs. Research has proved that facilities that are well equipped do shape tourists' decision to comeback because they boost comfort and education. When the visitor center and attendant facilities are well developed, well located and well presented a positive image is presented and there will be a tendency for the people to go back again and this will help to create an image that will be associated with the area.

Clearly, the investigation's findings confirmed the aforementioned body of literature. Amenities have a Beta value of 0.321, showing a significant positive impact on Tourist Revisit Intention indicating the third important factor. Essential services like clean restrooms, dining options, and well-maintained paths directly contribute to visitor satisfaction. With a t-value of 3.076 and a p-value of 0.009, the relationship is also statistically significant.

Impact of Ancillary Services on Tourist Revisit Intention

Other support services that tourists receive during their visit include tours, transportation within the facilities, shops, and customer care services are critical in raising re-visitation intentions. In the wetland parks, some services include the interpretative tour services and shuttle services which are convenient and enhance the experience of the visit thus making the visit more fulfilling. Such services assist the visitors in understanding the ecosystem of the park making them happier and more inclined to revisit the park. Also, the retail-authority services such as souvenir shops and appealing to the customer also enhances the overall experience of the visitors and brands recognition. The good quality of the additional services increases tourist satisfaction level, which would make more tourists revisit, bringing sustainability in the tourism sector.

Clearly, the investigation's findings confirmed the aforementioned body of literature. Ancillary Services have a Beta value of 0.262, reflecting a significant positive relationship with Tourist Revisit Intention as the fourth important factor. With a t-value of 2.665 and a p-value of

0.005. This relationship is statistically tested and hence it is significant. Other services such as guided tours, shops, and transportation services help give the visit a richer experience.

Impact of Activities on Tourist Revisit Intention

The activities are very important in the development of the tourist experience and in the encouragement of future visits. Some of the advantages are to enhance social contact, education, and entertainment at tourism attractions. In the wetland parks, activities such as hiking, bird watching, and eco-tours make individuals develop a feeling of attachment and hence satisfaction. From studies, it has been noticed that the destinations that have variety of things to do for all kinds of people attract more repeat traffic. Such activities as guided tours and exploring nature strengthen the image of the visited place and make the visitors come back. Peculiar and engaging activities contribute to the formation of a positive primary impression, and therefore enhance the affective commitment to the given location, which in turn increases the likelihood of tourists' revisits. Therefore, wetland parks should focus on the variety of activities that can be offered to the visitors in order to support sustainable tourism.

Clearly, the investigation's findings confirmed the aforementioned body of literature. Activities have a Beta value of 0.348, indicating a significant positive effect on Tourist Revisit Intention taking fifth place. The t-value of 3.517 and p-value of 0.016 confirm the statistical significance. Engaging activities like guided tours, bird watching, and eco-tours enhance visitor experiences, fostering emotional connections with the destination.

Impact of Available Packages on Tourist Revisit Intention

Packages that comprise services such as accommodation, meals, and entertainment are relevant when it comes to the intention to revisit since they come with convenience, and this is at a cheaper cost. As evidenced in the wetland parks, the value and satisfaction for tourists are through well-packaged deals that capture the differentiation and segmentation of the market. Packages make travel planning easier and are ideal for families and groups who need all round-trip planning. For this reason, exclusive packages with specialized experiences put destinations in a better place which improves the interest of tourists's revisit. Furthermore, Jeremy, Ratnayake and Gnanapala (2014) has pointed out that developing appealing packages that would meet different customer interests can help in enhancing this perceived value and hence improve tourists' satisfaction and subsequent visits.

Clearly, the investigation's findings confirmed the aforementioned body of literature. Available Packages have a Beta value of 0.313, indicating a significant positive relationship with Tourist Revisit Intention taking the last importance factor. With a t-value of 2.217 and a p-value

of 0.043, this relationship is statistically significant. Well-designed travel packages that bundle services like accommodation, meals, and activities offer convenience and value, making the destination more attractive.

CONCLUSION, RECOMMENDATIONS, AND FUTURE DIRECTIONS

The purpose of this study was to examine the factors that define the destination attributes that have an impact on the tourist revisit intentions to the wetland parks in Sri Lanka. Using the six major factors of Attraction, Accessibility, Amenities, Ancillary Services, Activities, and Available Packages the study was able to determine the effects that these factors have on tourists' decisions to come back. The analysis established that all six attributes have a significant positive effect on revisit intentions; however, Attraction is the most critical attribute followed by Amenities and Activities. These findings are aligned with previous studies that stipulate uniqueness of attractions, ease of access, and quality facilities in influencing a positive tourists' experience. Regression and correlation that was done in the study collectively supplied strong empirical evidence of the above attributes. In addition to that, the research methodology that was employed in the present study is underpinned by the positive philosophy and the quantitative paradigm which provided reliable and valid data for the analysis and leads to the generation of useful knowledge for the tourism industry. The findings of the research help in understanding the concept of sustainable tourism management especially in wetland parks.

The following recommendations are therefore made for enhancing tourist revisit intentions in the Sri Lankan wetland parks: First, the attractiveness of the attractions has to be improved. Park managers should therefore allocate resources to create and maintain outstanding natural features, for instance, scenes, species, and monuments. This implies that other services like conducting tours and educational activities can help in enhancing the visitors' experience by making them have emotions and memorable experiences. Second, accessibility should be enhanced because it is a crucial factor. It is also recommended that the authorities pay more attention to the development of transportation systems, road signs, and visitors' information systems both in the Internet and at the place. The navigation of the area should be easy, especially for those who have not visited the area before, this can lead to an increased rate of return visits. Third, providing better facilities like better washrooms, better food courts and better parking lots will make the visitors more comfortable. Being able to offer a variety of food options and update the infrastructures can make the experience even better. Fourth, improving extra services like guided tours, customer services, and purchasing items is suggested. High

quality supplemental services can enrich the experience of the visit and improve the conditions of the tourist.

Despite the findings of this study on the determinants of tourist revisit intention to wetland parks in Sri Lanka, there are some areas for future research to extend the knowledge and the literature in this field. First, other qualitative data collection methods such as interviews or focus group discussions may be used to enhance the quantitative results to capture the tourist's attitudes, perception and behaviors. The identification of other factors than the utilitarian ones that may affect revisit intentions can provide a richer understanding of tourist behavior. Second, cross-sectional research on different types of parks (e.g., coastal, mountainous, or urban parks) could shed light on how destination attributes differ in their relevance. This would enable for the formulation of specific plans for different situations as opposed to having a generalized approach. Third, longitudinal data would enable monitoring of the changes in the tourist behavior, revisit intentions and trends in the future, with implications for the park marketing and development. Fourth, the effect of digital technologies like virtual tours, mobile applications and social media engagement in visitation intentions could clarify how these technologies can be used to enrich the experience of the visitors. Finally, expanding the study to cover international tourists and analyzing how cultural differences affect preferences and revisit intentions could be useful.

REFERENCES

- Agustina, N. (2018). The influence of destination images on revisit intention in Mount Batur. *Journal of Business on Hospitality and Tourism*, 4, 157. doi:<https://doi.org/10.22334/jbhost.v4i2.125>
- Ariesta, D., Sukotjo, E., & Suleman, N. R. (2020). The effect of attraction, accessibility, and facilities on destination images and its impact on revisit intention in the marine tourism of the Wakatobi regency. Retrieved from https://www.researchgate.net/publication/343877756_The_Effect_Of_Attraction_Accessibility_And_Facilities_On_Destination_Images_And_Its_Impact_On_Revisit_Intention_In_The_Marine_Tourism_Of_The_Wakatobi_Regency
- Azhar, Z., Putra, H. S., Anis, A., & Rahmania, S. T. (2023). Analysis of tourist revisit intention at Silokek Geopark tourism object in Sijunjung regency. *Advances in Economics, Business and Management Research*, 173, 173–181. doi:https://doi.org/10.2991/978-94-6463-158-6_15
- Çelik, P., Yüzbaşıoğlu, N., & Topsakal, Y. (2017). The impact of tourists' perceptions on revisit intention. ResearchGate, [Preprint].

- Chen, G., Zou, M., Ran, N., Yan, B., & Li, S. (2023). The effects of environmental empathy and sustainable intelligence on wetland tourists' revisit intention using an extended model of goal-directed behavior. *Journal of Cleaner Production*, 419, 138288. doi:<https://doi.org/10.1016/j.jclepro.2023.138288>
- Della Corte, V. (2015). Customer satisfaction in tourist destination: The case of tourism offer in the City of Naples. *Journal of Investment Management*, 4, 39. doi:<https://doi.org/10.11648/j.jim.s.2015040101.16>
- Gnanapala, N. (2014). Factors affecting customer satisfaction related to the tourist hotel industry in Sri Lanka. *Journal of Tourism & Hospitality Management*, 2, 7. doi:<https://doi.org/10.17265/2328-2169/2014.07.001>
- Hamid, M. A., Fuza, Z. I. M., Mahmood, R., Ahmad, Z., & Gaffar, V. (2023). Determinants affecting the visitor revisit intention at ecotourism destination. *European Proceedings of Social and Behavioural Science*. [Preprint]. doi:<https://doi.org/10.15405/epsbs.2023.11.02.37>; Retrieved from www.europeanproceedings.com
- Hasan, M. K., Abdullah, S. K., Lew, T.-Y., & Islam, M. F. (2019). Determining factors of tourists' loyalty to beach tourism destinations: A structural model. *Asia Pacific Journal of Marketing and Logistics*, 32, 169–187. doi:<https://doi.org/10.1108/apjml-08-2018-0334>
- Hidayana, F. F., Suryawardani, I., & Wiranatha, A. S. (2019b). The influence of tourists' on intention to revisit at the traditional village of Prai Ijing, Waikabubak, West Sumba, East Nusa Tenggara. *E-Journal Tourism*, 6, 303. doi:<https://doi.org/10.24922/eot.v6i2.53750>
- Ismail, T., & Rohman, F. (2019). The role of attraction, accessibility, amenities, and ancillary on visitor satisfaction and visitor attitudinal loyalty of gili ketapang beach. *Journal of Theoretical & Applied Management*, 12, 149. doi:<https://doi.org/10.20473/jmtt.v12i2.14423>
- Jayasekara, D., Gunawardena, U. A. D. P., & Rajapaksa, D. (2024). Travel patterns and multi-destinations of visitors: Toward marine park management strategies. *Journal of Leisure Research*, 1, 1–20. doi:<https://doi.org/10.1080/00222216.2024.2309230>
- Jeremy, B., Ratnayake, I., & Gnanapala, A. C. (2017). Managing wildlife tourism in Sri Lanka: Opportunities and challenges. In Book *Wilderness of Wildlife Tourism* (1st ed.). Apple Academic Press. doi:<https://doi.org/10.1201/9781315365817-10>
- Kumail, T., Al-Qeed, M. A., Aburumman, A., & Abbas, S. A. (2022). How destination brand equity and destination brand authenticity influence destination visit intention: Evidence from the United Arab Emirates. *Journal of Promotion Management*, 28, 332–358.
- Kumar, G., Sharma, D., Bhardwaj, B., & Chand, M. (2025). Seventeen years of International Journal of Hospitality and Tourism Systems: A bibliometric and thematic analysis. *International Journal of Hospitality and Tourism Systems*, 18(2), 54–70.
- Libre, A., Mnaló, A., & Laksito, G. S. (2022). Factors influencing philippines tourist' revisit intention: The role and effect of destination image, tourist experience, perceived value, and tourist satisfaction. *International Journal of Quantitative Research and Modeling*, 3, 1–12. doi:<https://doi.org/10.46336/ijqrm.v3i1.260>
- Marasinghe, S., Perera, P., Simpso, G. D., & Newsome, D. (2021). Nature-based tourism development in coastal wetlands of Sri Lanka: An importance–performance analysis at Maduganga Mangrove Estuary. *Journal of Outdoor Recreation and Tourism*, 33, 100345.
- Mehmetoglu, M. (2011). Examining the relationship between push and pull factors through partial least-squares path modeling. In *Advances in Hospitality and Leisure*, 153–171. doi:[https://doi.org/10.1108/s1745-3542\(2011\)0000007012](https://doi.org/10.1108/s1745-3542(2011)0000007012).
- Mihai, V. C., Dumitros, D. E., Oroian, C., Chiciudean, G. O., Arion, F. H., & Mureşan, L. C. (2023). Exploring the factors involved in tourists' decision-making and determinants of length of stay. *Administrative Sciences*, 13, 215. doi:<https://doi.org/10.3390/admsci13100215>
- Pereira, V., Gupta, J. J., & Hussain, S. (2019). Impact of travel motivation on tourist's attitude toward destination: Evidence of mediating effect of destination image. *Journal of Tourism & Hospitality Research*, 46, 946–971. doi:<https://doi.org/10.1177/1096348019887528>
- Ria, E., Gumilan, A., Hutahaean, N. A., & Heriyati, P. (2024). Factors that determine tourist satisfaction and tourists' intention to return to tourist destinations in Tarutung. *Business and Entrepreneurial Review*, 23, 303–320. doi:<https://doi.org/10.25105/ber.v23i2.18794>
- Ryan, G. (2018). Introduction to positivism, interpretivism and critical theory. *Nursing Research*, 25, 14–20. doi:<https://doi.org/10.7748/nr.2018.e1466>
- Sampath, H. P., & Arachchi, R. S. S. W. (2018). The impacts of tour guides' servability on foreign tourists satisfaction and revisit intention: Study on Western Province, Sri Lanka. ResearchGate, [Preprint]. Retrieved from https://www.researchgate.net/publication/344743017_The_impacts_of_tour_guides'_servability_on_foreign_tourists_satisfaction_and_revisit_intention_Study_on_Western_Province_Sri_Lanka
- Simpson, G. D., Sumanapala, D., Galahitiyawe, N. W. K., & Newsome, D. (2020). Exploring motivation, satisfaction,

and revisit intention of ecolodge visitors. *Tourism & Hospitality Management*, 26, 359–379.

Siregar, E., Novita, V., & Mahmudah, D. (2020). Tourists' satisfaction and revisit intention to Medan, Indonesia. ResearchGate, [Preprint]. Retrieved from https://www.researchgate.net/publication/340332967_Tourists'_

[Satisfaction_and_Revisit_Intention_to_Medan_Indonesia.](#)

Tiwari, A. V., Bajpai, N., & Pandey, P. K. (2023). The role of human emotions in memorable tourism experience and revisit intention. *Tourism & Management Studies*, 19, 15–27. doi:<https://doi.org/10.18089/tms.2023.190102>