

**IMPACT OF DESTINATION SATISFACTION ON TOURIST
REVISITING INTENTION TRINCOMALEE DISTRICT**

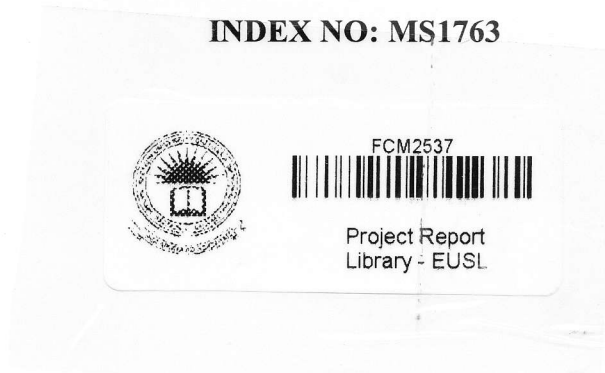


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ABSTRACT

In the twenty first-century organizations are operating in a very competitive environment. The tourism industry is one of the largest industries in Sri Lanka and it provides so many benefits for employees as well as the country in many ways. In this situation, destination satisfaction is a very important factor for the tourism industry. In Sri Lankan tourism industry, the destination satisfaction is in a higher position. This study examines the impact of destination satisfaction on tourist revisiting intention in Trincomalee district. Therefore, the aim of this study was to identify the nature of destination satisfaction and tourist revisit intention of tourist, what sort of relationship between destination satisfaction and tourist revisiting intention and impact of destination satisfaction and tourist revisiting intention in Trincomalee district.

The quantitative research approach used for this research. As well as Structured questionnaire was used as the method of data collection and 150 of tourist get as a sample. The researcher considered tourist who visited Trincomalee district. Convenience sample method used to get the sampling frame of the study. The data were analyzed using descriptive statistics, Pearson correlation, and regression analysis. The findings exhibited that, there was a relationship between destination satisfaction and tourist revisiting intention in Trincomalee district. However, destination satisfaction is positively and significantly correlated with tourist revisiting intention. Lastly, the result indicated that there is a significant impact of destination satisfaction on tourist revisiting intention. This shows that tourist destination satisfaction enhances their revisiting intention.

Keywords: *destination satisfaction, revisiting intention and tourism.*

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