

Factors Influence on the Revisiting Intention of Sri Lankan Domestic Tourists in Adventure Tourism

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This research study aims to proclaim a greater understanding of the impact of revisiting intention and their antecedents which encourage tourist' operators to deploy their adventure tourism products to maximize customer satisfaction and marketing efforts. Even though the impact of previous visits and future revisit intentions have been studied, less focus has been given on understanding how previous visits interact with other significant factors of revisiting intention such as experience, expectation, environment, attraction and satisfaction to form future revisit intentions. A sample of 384 domestic visitors drawn using random sampling technique was used in data analysis. This paper provides a framework to research the role of previous visits in predicting future revisit intention to involve in adventure tourism, and the relationship between previous visits and future revisit intentions is modelled in a quality-satisfaction domain. Experience, expectation, environment attraction and satisfaction were identified as significant reliable indicators of adventure tourists' revisiting intention and recommend destination, as well as their natural tendency to engage in adventure tourism in the future. The most important determinant of future revisiting intention was satisfaction. The study's implications are discussed from the standpoint of adventure tourism marketing.

Keywords: *Adventure Tourism, Revisiting Intention, Tourist Satisfaction, Travel Purpose*