

# **The impact of push and pull travel motivations on tourist's revisit intention to Sri Lanka**

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## **Abstract**

International tourism allows national tourism industry to be more sustainable and through the tourism industry, the foreign currency inflows to monetary market of the country could be increased. One of the success factors of any touristic destination is the loyal tourists, who revisit the same destination. Thus, the primary purpose of this study is to examine the impact of Push and Pull travel motivations on international tourist's intention to revisit Sri Lanka. Based on literature review, the pull factors of this study include Nature, Culture Attraction and Heritage, Adventure, Friendly People, Climate and the Push factors such as Relaxation and Recreation, Enhancing Relationship, Enhancing Social Status, Fulfilling Prestige and Escaping from Daily Routine were considered. Applying quantitative approach, primary data were collected from conveniently selected 100 foreign tourists in the Sigiriya tourist's destination through a face-to-face questionnaire. The findings of the descriptive statistics suggest that tourists are intended to revisit Sri Lanka. Further, the results indicate that the Push-Pull factors have positive significant correlation with tourists' revisit intention, which indicates that when the Push and Pull motivations increase, the revisit intention also increases. Moreover, the results of the regression analysis indicate that Pull factors such as Culture Attraction and Heritage, Friendly People and Climate of Sri Lanka significantly impact on tourists' revisit intention. Therefore, it is recommended to the marketers to include Culture, Heritage, Climate and Sri Lankan people when promoting tourism targeting repeat tourists. Hence, findings reveal that motivations of tourists to travel Sri Lanka and provide practitioners and policy makers with a base to develop an effective strategy to improve the International tourism in Sri Lanka.

**Keywords:** *Pull and push motivation, tourists, tourists' revisit intention*