

ADAPTATION STRATEGIES, TOURISTS REVISIT INTENTION AND CUSTOMER ATTRACTIVENESS OF HOTEL SECTOR IN SRI LANKA

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ABSTRACT

The tourism industry is among the top income-generating industries in the world. With the growth of this industry, numerous job opportunities have opened up in the market, contributing to the improvement of living standards not only globally but also in Sri Lanka. As an emerging tourism destination, Sri Lanka has seen significant growth in investments by international hotel chains in city hotels and resorts. However, researchers have identified several issues regarding how adaptation strategies of international hotel chains affect customer attraction and lead to revisits. This study reveals several gaps, including a lack of literature on the topic, and theoretical and methodological shortcomings. Limited and contradictory findings have been reported in this area of research. This study has two main objectives: (1) to identify the impact of international hotel chain adaptation strategies on tourists' revisit intention and (2) to examine the mediating role of customer attractiveness in the relationship between international hotel chain adaptation strategies and tourists' revisit intention. A quantitative method was employed, using a self-administered questionnaire and convenience sampling method, with a sample size of 384 respondents and a response rate of 78.12%. Data analysis was conducted using the Structural Equation Model (SEM) using the Smart PLS software. The study population consisted of local and foreign tourists visiting international hotel chains. The results indicated a positive impact of adaptation strategies on tourists' revisit intentions. Additionally, customer attractiveness was found to mediate the relationship between adaptation strategies and tourists' revisit intentions, demonstrating a positive effect on both independent and dependent variables. These findings are beneficial for organizational management and stakeholders in the hospitality and tourism industry to enhance revisit rates for international hotel chains and to increase profitability. This study contributes to the theoretical background of this field. It can be recommended that hotel chains collaborate and form partnerships with different stakeholders. The study offers vital implications for both researchers and practitioners.

Keywords: Adaptation strategies, customer attractiveness, international hotel chains, organizational management, tourist revisit intention.