ABSTRACT

Late king Birendra Bir Bikram Shah Dev of Nepal once said, “Tourism, if cultivated properly, may help a country to earn foreign exchange as well as friends from across the land seas, helping to forge link of mutual understanding and appreciations for a better world of tomorrow.” Thus, tourism is emerging as good option for rural development as well as for raising the living standards of people in developing countries like Nepal. Increasingly, there is a need for a strong emphasis on recognizing the value of one of the oldest forms of tourism, i.e., religious tourism. Religious tourism in Nepal has economic advantages for the tourism industry as it benefits local economic and social development. However, revisit intention of tourists is one of the most important contexts of religious tourism, as in general, paying a visit to religious site is not a one-time phenomenon. Therefore, this research investigates factors influencing revisit intentions of tourists to the birthplace of Lord Buddha in Lumbini, Nepal.

400 respondents were surveyed who have visited the birthplace of Lord Buddha in Lumbini, Nepal, in order to measure their revisit intentions. The questionnaire was completed by both male and female respondents who were visiting Maya Devi Temple, also known as the birthplace of Lord Buddha, in Lumbini, Nepal. The questionnaire comprised of statements related to demographic factors, tourism service quality dimensions, destination image, word of mouth, tourist satisfaction and, revisit intention. Both simple and multiple linear regression analysis for data analysis were applied.

Final results indicate that tourism service quality in terms of reliability, tangible facility and, empathy statistically influence destination image. Additionally, destination image, word of mouth and, tourist satisfaction statistically influence revisit intention. Consequently, tourism industry of Nepal should develop strategies to boost tourism service quality, to build destination image, to spread word of mouth and to improve tourist satisfaction in order to encourage revisit intention of the visitors.