

The Impact of Destination Attributes on Tourists' Repeat Visits: Case of Tbilisi.

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Declaration

As the author of this paper, I declare that this thesis is an original report of my research and has been written by me. Due references have been provided on all supporting literatures and resources. I declare that this thesis was composed by myself, that the work contained herein is my own except where explicitly stated otherwise in the text, and that this work has not been submitted for any other degree or professional qualification.

Name: Imelda Zillah Atu

Date: 30th January 2021

Signature:

A handwritten signature in blue ink, appearing to be 'Imelda Zillah Atu', written on a white background.

List of Abbreviations

Abbreviation	Explanation
COVID-19	Corona Virus Disease 2019
GDP	Gross Domestic Product
GNTA	Georgian National Tourism Administration
HOLSAT	Holiday Satisfaction
ISU	Ilia State University
IATA	International Air Travel Association
UNWTO	United Nations World Tourism Organization

Abstract

Tourism as a thriving industry in Georgia has seen a substantial upsurge in inbound international tourists. The purpose of this study is to examine the influence of destination attributes on repeat visit in the context of tourism in Tbilisi, Georgia. The research utilized semi-structured interview. The primary data was generated based on purposive sampling of 24 international tourists. The open-ended questionnaires were used to gather qualitative data with thematic coding for interpretation based on the emergent themes. The data is analyzed using thematic analysis, coding and memo writing to derive a balanced interpretation. Findings from the research indicated that: (1) there is positive impact of destination attributes to repeat visit as influenced by previous visit experiences; (2) there is consistency in recurring visit as shown by majority of respondents. Thus, results show that destination attributes play a vital role in influencing and ensuring increased tourists' repeat visits. Therefore, the findings provide recommendations for marketers and relevant authorities to consider developing strategies for improvement on destination attributes as significant factors in increasing recurring tourist visits. This study limits its focus on inbound tourists' repeat visit and did not examine the push-based factors.

Key words: inbound tourists, pull-based factors, destination attributes, repeat visits, Georgia