

Abstract

The main aim of the study is to investigate the impact of destination personality, self-congruity, on revisit intention with the mediating effect of destination psychological ownership, with special reference to domestic tourists, Sri Lanka. The study was adopted the Aaker's brand personality scale with some modifications relevant to the tourist destinations. The data from the three-hundred and fifty-one respondents (351) were taken using judgmental sampling for the data analysis. Accordingly, IBM SPSS and SmartPLS software were used to analyze the data.

Particularly, self-congruity was functioned as a potential mediator between destination personality and revisit intention by utilizing the theory of self-congruity in a tourism setting. The present study found that destination psychological ownership partially mediates the relationship between the destination personality and revisit intention. Notably, this finding contributed largely to the theory of psychological ownership while finding an important relationship; destination personality impacts on destination psychological ownership. That relationship has not been established in the existing literature.

Importantly, the study contributed to tourism literature by conceptualizing and proposing the mediator effect of destination psychological ownership which is an emerging concept, with the variables of destination personality, self-congruity, and revisit intentions. The inference of the study provided recommendations to the tourism industry particularly to promote domestic tourism, policymakers, and direction for future studies.

In conclusion, destination marketers and relevant government bodies can promote domestic tourism and encourage repeat visitation more by employing the unique destination branding aspects like destination personality, self-congruity, and more especially destination psychological ownership. Future researchers are encouraged to apply the same theoretical framework proposed by the present study in different destinations for different tourism types with different target groups.

Keywords: *Destination Personality, Self-Congruity, Destination Psychological Ownership, Revisit intentions, Domestic tourists*