

EMPIRICAL EVIDENCE FROM THE TOURISM INDUSTRY ON THE FACTORS THAT AFFECT TOURIST DESTINATION SATISFACTION

Marlisa Abdul RAHIM* 

Universiti Malaysia Kelantan, Global Entrepreneurship Research and Innovation Centre (GERIC)
& Faculty of Hospitality, Tourism and Wellness, Kelantan, Malaysia, e-mail: marlisa@umk.edu.my

Nurzehan Abu BAKAR 

Universiti Malaysia Kelantan, Faculty of Hospitality, Tourism and Wellness, Kelantan, Malaysia, e-mail: nurzehan.ab@umk.edu.my

Nik Alif Amri Nik HASHIM 

Universiti Malaysia Kelantan, Faculty of Hospitality, Tourism and Wellness, Kelantan, Malaysia, e-mail: alifamri@umk.edu.my

Nor Maizana Mat NAWI 

Universiti Malaysia Kelantan, Faculty of Hospitality, Tourism and Wellness, Kelantan, Malaysia, e-mail: maizana.mn@umk.edu.my

Hassnah WEE 

Universiti Teknologi MARA, Faculty of Hotel & Tourism Management, Selangor, Malaysia, e-mail: hassnah739@uitm.edu.my

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Abstract: This study examines variables in explaining the factors that affect tourist destination satisfaction among local tourists in Langkawi, Malaysia. The objectives of this study include examining the relationship between natural environment and tourist destination satisfaction, examining the relationship between cultural and historical environment and tourist destination satisfaction, and examining the relationship between infrastructure and tourist destination satisfaction. This quantitative study incorporated a convenience sampling technique where the responses were taken from 275 respondents among local tourists in Malaysia through an online survey. Pearson Correlation was used in this research to investigate the relationship between the natural environment and tourist destination satisfaction, the relationship between cultural and historical environment and tourist destination satisfaction, and the relationship between infrastructure and tourist destination satisfaction. The result shows there were high positive relationship between the natural environment and cultural and historical environment with tourist destination satisfaction, while the infrastructure factor has low positive correlation with tourist destinations satisfaction.

Key words: natural environment, cultural and historical environment, infrastructure, tourist satisfaction

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INTRODUCTION

The world tourism organization describes tourism sectors precisely because the behaviors of people who travel outside their normal atmosphere and travel activity relate to the actions of visitors according to their attitudes before and after travelling (Szromek et al., 2020). The tourist industry in Malaysia is also a key contributor to the country's economic growth, particularly in terms of foreign exchange revenues and employment generation. This rise happens as a result of the large number of international and local tourists who have selected Malaysia as a tourism destination (Puah et al., 2021).

This can be proven when Malaysia received more than 26 million foreign tourists with the value of expenditure recorded to reach RM86.14 billion, increasing one and 2.4 percent respectively in 2019 compared to 2018 (Tourism Malaysia, 2020). Statistics for 2020 show that ASEAN countries remain the largest contributor of international tourists to Malaysia by welcoming a total of 4,576,636 tourists with a share of 7.8 percent, equivalent to 2,868,359 tourists.

However, in 2020, Malaysia was shocked by the spread of the coronavirus (Covid-19), which hit Malaysia and the whole world. As a result of the COVID-19 outbreak, Malaysia's tourism sector has lost a billion dollars in the first six months of this year (Hamid et al., 2021). The outbreak also shook the tourism industry, which was dealing with dwindling visitor numbers, a lack of product innovation, and a reluctance to convert to digital operations as a result of the epidemic. In actuality, the Visit Malaysia 2020 Year campaign's goal of attracting 30 million international tourists has yet to be realized. As a result, the government has set out on a quest to repair and reinvigorate the tourism industry, which includes Malaysia's famous island of Langkawi. Degradation of natural resources and land structure, detrimental tourism activity, modification of flora and fauna life, pollution, poor infrastructure, water shortages, and ferry service problems all contributed to the declining visitor arrival trend (Rossello et al., 2020). As a result of these difficulties, Langkawi's UNESCO Global Geopark classification has been revoked, putting the island's tourism business in jeopardy. To make matters worse, little has been done to address the problems and update the island's infrastructure, adding to the stress on an already vulnerable ecosystem.

* Corresponding author

When the data collected can determine the satisfaction of foreign tourists choosing Malaysia as a vacation location, the statistics of tourist arrivals may be used to further promote the tourism business. Tourist pleasure, as well as tourists' want to repurchase, is a crucial element that influences the desire to return to a destination. In addition, the government launched a promotional effort that effectively highlighted the country's originality, peace, and diversity in order to attract more foreign tourists while also ensuring that tourists are satisfied with their visit to a place. This satisfaction factor is often an important consideration in business (Hung et al., 2021). This is because goods and services that provide satisfaction will continue to be in demand in the future. Through the recorded data, it can realize the importance of tourist satisfaction in influencing the arrival as well as stimulating repeat visits. Furthermore, a destination's attractions and natural beauty might contribute to tourist satisfaction. Similarly, the nicest and most pleasant facilities ensure that tourists enjoy their visit to the destination. According to Kozak and Rimmington (2000), Tourist satisfaction is critical for efficient destination marketing since it influences destination selection, use of products and services, and return decisions. Therefore, three main factors affect the satisfaction of tourists towards tourism destinations in Malaysia among local tourists which are closely related the natural environment, cultural and historical environment factors and the last is the infrastructure factor. Factors in terms of the natural environment are one reason it affects tourist satisfaction towards tourism destinations. For example, some tourists really love nature and the beauty found in it has prompted them to choose the destination. For destinations, environmental issues are now more important than ever before and are now an integral part of their sustainable development strategies. The new tourists demand more environmental resource-based experiences and are becoming sensitive to the actual environmental quality of destinations, which increasingly influences their price-quality ratio judgments. For example, research on the Balearic Islands (Aguilo et al., 2005) has shown that tourists have become increasingly demanding in regard to the natural surroundings and their quality. Indeed, in the late 20th century, it became evident that environmental tourist attractions must be maintained and offered to visitors in the quantity and quality that they demand together with the price they are willing to pay (Mihalic, 2013).

In addition, cultural and historical environment tourism that includes heritage and social lifestyle at a destination can attract foreign tourists to see the country's cultural diversity and historical relics, so some potential heritage-based products definitely include sites that UNESCO has designated as world heritage sites. The strong competition for visitors between destinations with cultural and historical sites, especially UNESCO listed sites, means that making continual improvements to the management of these sites is essential. The current situation will only become more difficult in the future (Kim et al., 2017). In view of this, tourist satisfaction is an important factor to take into account, especially for tourist destinations in areas with cultural heritage (Zhang et al., 2014). Infrastructure variables, such as tourism satisfaction with the quality of tourism products and services, including facilities and tourist locations in Malaysia, cannot be ruled out (Rahmiati et al., 2020; Narayan et al., 2008). The importance of this issue cannot be overstated because tourists' contentment in Malaysia influences their decision to return to the country in the future. Therefore, it can be said that improving tourism infrastructure to increase the attractiveness of the destination is an essential factor in attracting tourists. The studies of Naude and Saayman (2005), and Seetanah and Khadaroo (2011) point out that a country's infrastructure determines its potential attractiveness as a tourist destination. Thus, this study examines the relationship between natural environment, cultural and historical environment, and infrastructure with tourist destination satisfaction among local tourists in Malaysia.

LITERATURE REVIEW

Tourist Destination Satisfaction

Tourist satisfaction is one of the consumer demands that can be increased by the criteria and expectations of tourists on the tourist package given. Tourism organizations must adopt a definition to aid them in their continual efforts to balance capacity with demand and the quality of services supplied to guests in order to satisfy them (Kandampully, 2000). The contentment of visitors is critical for efficient destination marketing since it influences destination selections, product use, and return decisions. Comparison of buyers' aspirations before and after purchase is fulfillment. The discrepancy between such guest expectations and the true value is tourist happiness. The thrilled tourists should return to the location and encourage others to do so as well. The frequency of complaints from tourists reduces as satisfaction levels rise.

Tourist pleasure hard be reached without the visitor's perception that the quality obtained is better than the money spent (Abbasi et al., 2021). In designing tourist regulations, the happy traveler who paints a positive impression of a tourist site is critical. In the context of globalization, visitor satisfaction is seen as a key tool for increasing tourism output. This is related to efforts to offer a tourist supply that can meet the needs of the industry. Satisfied customers can also be a great strategy to spread positive word of mouth (Pavlic et al., 2011). The satisfaction of the tourist destination is the product of the review among wishes and meetings (Ibrahim and Gill, 2015). Satisfaction is a high priority for businesses, and the more visitors achieve, the more money they are willing to spend. As a result, some firms tend to notice more client discrepancies, even at higher levels of satisfaction. Perceived value, perceived quality, and satisfaction are intermittent variables that can be used to define visitor motivation and measure the breadth of the reason of visiting or reviewing the tourist site when these aspects are considered in the picture of the target. This influences not only immediate repurchases but also prestige and morale. On the one hand, this view of satisfaction reflects the emotional nature, and on the other, the affective nature (associated feelings). Tourists evaluate the degree to which their demands and wishes for a wide variety of facilities supplied in the destination are met in a pleasurable manner in the case of a tourism destination. Baker and Crompton (2000) defined tourism as an emotional condition that only influences happiness after a trip with a high level of lightness.

Natural environment and tourist destination satisfaction

Environment was generally defined with multiple elements and investigated relationships with satisfaction (Jarvis et al.,

2016). Tourists' destinations are determined mostly by the quality of the natural environment which has long been a major tourist attraction. In reality, the environment has numerous positive benefits on tourist satisfaction. So that, tourism management should pay attention in maintaining the quality of the environment of tourist locations that are increasingly eager to work together to conserve the environment (Khuong et al., 2016). The natural environment in the tourist business indicates that all tourism is directly dependent on the usage of natural resources such as scenery, water features, terrain, flora, and fauna (Fossgard and Fredman, 2019). Previous research has indicated that, travellers of all types are getting more sensitive to dirty circumstances at their various tourist sites. As a result, tourism is diminishing in certain regions that have recently been quite popular due to environmental issues (Khuong and Nguyen, 2017). The government will next take a more natural approach to tourist and conservation development in the region. However, in this case, the cost of environmental upkeep and treatment is a factor. As a result, the authorities can charge an admission fee to cover the costs (Shukor, 2017).

Cultural and historical environment with tourist destination satisfaction

In the tourism industry, quality of life represents customs and lifestyle; adjustable language; the friendliness of the locals; religion; historical attractions; concerts or festivals (McKay, 2018). In addition, the cultural environment selects several cultural attributes such as historic buildings, palaces, museum, theaters, galleries, festivals and events (Martin et al., 2016). Furthermore, based on past findings, people who want to travel in order to boost their self-esteem and capacity to quantify oneself have become the key desire. These elements include aspects of language, culture and environment. These aspects need to be taken into account for every tourist. Malaysia is chosen as a tourist destination by visitors from different continents since it has its own language, culture, and environment.

Therefore, Malaysia has to run promotions across the country that have the ability to disclose the country's culture and environment in order to attract more tourists looking for a unique experience (Shukor, 2017).

Infrastructure and tourist destination satisfaction

Notably, the strong connection between infrastructure and traveler satisfaction was mentioned by various studies (Khuong et al., 2020). Tourism infrastructure refers to both material and technological facilities produced by the government and tourism organisations to utilise tourism's potential, such as hotel and residential systems, products, entertainment and leisure parks, transportation equipment, infrastructure works, and so on. Infrastructure was seen in terms of transportation networks, including road, rail, sea and air. Furthermore, tourist pleasure is affected by location accessibility, which includes infrastructure, operating variables, government laws, and equipment (Virkar and Mallya, 2018). The infrastructure component of tourist development is critical since it supports the destination's competitive advantage. In addition, effective tourist destinations greatly influence the level of satisfaction with infrastructure (Nguyen, 2017). Previous studies have shown that infrastructure and ease of access expand existing tourism destinations and develop new attractions. Furthermore, the development of adequate public infrastructure is required for high-quality tourism facilities in tourist sites (Jovanovia and Ilija, 2016). According to Nguyen (2017), many studies examine the relationship between infrastructure and tourism development. This research has examined the relationship between infrastructure, tourist spending, distance, prices, and tourist satisfaction.

Hypotheses

This study used three variables that consisted of natural environment, cultural and historical environment, and infrastructure as factors that affected tourist destination satisfaction. Based on literature reviews, the following hypotheses were formulated for this study:

H1: There is a significant relationship between natural environment and tourist destination satisfaction.

H2: There is a significant relationship between the cultural and historical environment and the satisfaction of tourist destinations.

H3: There is a significant relationship between infrastructure and the tourist destination satisfaction.

RESEARCH METHODOLOGY

Methodology flow chart was presented as shown in Figure 1.

Data Collection

In order to collect the data, a structured questionnaire was a private message to the selected online tourist group that have been visited Langkawi in social media such as in Facebook and Instagram. Langkawi was chosen as the study's destination because of its many histories, civilizations, natural wonders, and wonderful terrain. Langkawi Island, in fact, has been designated as a UNESCO World Geopark for its natural beauty and conservation efforts. Langkawi Island is a popular tourist destination for a variety of reasons, including leisure and businesses (Anuar et al., 2021).

The target population of this study involved domestic tourist in Malaysia and in year 2020, Malaysia welcomed 131.7 million domestic tourist (Department of Statistics Malaysia, 2020). According to Krejcie and Morgan (1970), sample sizes that represented the population was 384. Questionnaires that successfully distributed to the respondents in this study were

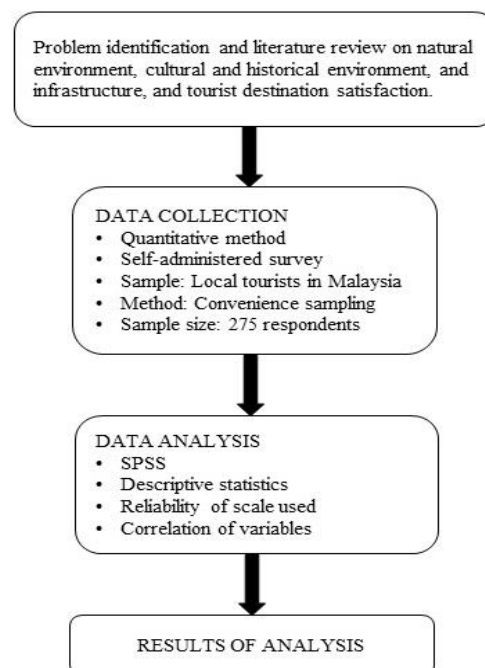


Figure 1. Methodology flow chart

350. The study incorporated a convenience sampling technique to collect the data. To expedite the process and to enable the respondents to complete the questionnaires, the researcher personally follows up with the respective respondents. Out of 350 questionnaires distributed, a total of 275 questionnaires were useful for analyzing the data with a response rate of 78.57%.

Measurement Scales

The dimension of cultural and historical environment was developed by Martin et al. (2016), natural environment and infrastructure was developed by Khuong and Nguyen (2017) and tourist destination satisfaction was developed by Suanmali (2014). The 20 items of the variables were rated on a ten-point Likert Scale where 1= strongly disagree and 10= strongly agree.

Research Design

The present study used a quantitative research design to examine the factors that have relationship with tourist satisfaction. The quantitative also refers as descriptive study was chosen to ascertain and be able to describe the characteristics destination of the variable of interest in situation. The purpose of a descriptive study is to provide a profile or description of relevant characteristics of the phenomena of interest to the researcher from a personal, organizational, industry-oriented, or other perspective. Therefore, this research design is used because is more systematic and detailed as a result of its approach.

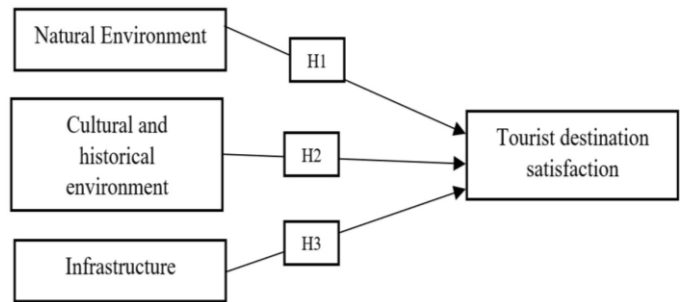


Figure 2. Conceptual Framework

Table 1. Reliability of Scale (Analysis) (Source: Primary Data)

Variables	Items	Value of Cronbach's Alpha
Tourist destination satisfaction	05	0.936
Natural Environment	05	0.935
Cultural and historical environment	05	0.934
Infrastructure	05	0.964

Table 2. Overall Descriptive Statistics (n=275) (Source: Primary Data)

Variables	Mean	SD
Tourist destination satisfaction	9.00	1.275
Natural Environment	8.93	1.227
Cultural and historical environment	8.82	1.232
Infrastructure	9.02	1.343

Cronbach's Alpha Coefficient values for the independent and dependent variables in this study are shown in Table 1. From the table, we can conclude all the variables were above the value of 0.964. Therefore, the result shown is reliable and it can be accepted in this study. Five questions were used to measure the tourist destinations satisfaction among local tourists. Cronbach's Alpha for this section's questions was 0.936, which was outstanding, according to Table 1.

Thus, the coefficient obtained for the questions in personal variable were reliable. Next, there were five questions in measuring the natural environment variable that influenced tourist satisfaction among local tourists. Cronbach's Alpha coefficient, which is shown in this section, is 0.935, which is considered excellent. Thus, the coefficient obtained for the questions in natural environment variable were reliable. Five questions were used to measure the cultural and historical environment variable that influenced tourist destinations satisfaction among local tourists. Cronbach's Alpha for the questions in this area was 0.934, which is considered excellent. Therefore, the coefficient obtained for the questions in this cultural and historical environment variable reliable. Lastly, when it comes to the infrastructure variable that related to tourism destinations satisfaction among local tourists, five questions were used and the Cronbach's Alpha result for this section's question was 0.964 which indicated as excellent. Therefore, the coefficient obtained for this question in measuring the infrastructure variable were also reliable. The Cronbach's Alpha charge for the variables had exceeded 0.9, it shows that questionnaires are highly reliable and the study can be proceeded. The reliability of the questionnaires has shown that the respondent comprehended the questions effectively, implying that the questionnaires have been acceptable for this study.

Table 2 shows the number of respondents and the mean and standard deviation of independent and dependent variables. For the independent variables, the highest mean was infrastructure which is 9.02, followed by tourist destination was 9.00 and natural environment was 8.93. The mean cultural and historical was 8.82.

Table 3. Descriptive Statistics of Natural Environment (n=275) (Source: Primary Data)

Item Description	Mean	SD
Tourist destination satisfaction mostly were influenced by the quality of natural environment that seem regularly the main attraction for tourists.	8.75	1.859
The natural environment has many positive impacts of tourist satisfaction.	8.98	1.703
Tourist operators should have a pay attention in preserving the environmental quality of tourist destinations that grow into increasingly love to work together to protect the environment.	8.98	1.665
Tourism is in the best condition when this destination has a conducive natural environment.	8.87	1.687
Satisfaction level of tourist depends on the natural environment and climate condition of the geographical location.	8.59	1.861

Table 3 revealed that the mean and standard deviation analysis of respondents for the independent variable which was natural environment. Items number two and three have the highest mean value of 8.98, where the respondents found that natural environment has many positive impacts on tourist satisfaction. Tourist operators should pay attention to protecting the environmental quality of tourist locations, according to the respondents, who are increasingly willing to work together to protect the environment. The lowest means was item number five, with the mean value 8.59, where tourist satisfaction depends on the geographical location's natural environment and climate condition. The standard deviation of most of the values in the data set from 275 respondents was larger than 1, indicating that the values were more dispersed.

Table 4 shows the mean and standard deviation analysis on the independent variable which was natural environment. The highest mean value was item number five which was 8.91, where respondents agreed that cultural tourism has informative and educational value. The lowest mean value was item number four, which was 8.68. The respondent slightly agreed that Tourist can certainly raise awareness among the local community that they should be involved in their traditional arts and crafts business. For the data set from 275 respondents with the standard deviation most of the value which lowest than 1, it indicated the values close to mean. Table 5 revealed the mean and standard deviation analysis of respondents on the independent variable, infrastructure. Item number one score the highest mean value which was 9.08, where the respondents agreed good travel services will encourage tourists to come to tourist places. The lowest mean was item number five, with the mean value of 8.96. The respondent found that infrastructure facilities that can generate enhanced operations and tourism activities are the main attraction for visitors. From the data set from 275 respondents with a standard deviation most of the value which lowest than 1, indicated the values close to mean while the standard deviation which greater than 1, it indicated the values were more dispersed. Table 6 shows the mean and standard deviation analysis of respondents on the dependent variable which was tourist destination satisfaction. Item number one score the highest mean value which was 9.12, where the respondents agreed that tourist destination satisfaction being attracted to a place by its reputation as a scenic spot and satisfying desire. The lowest mean was item number three, with the mean value 8.88, where the respondent found that protecting health status and improving physical health in travel destination will lead to satisfaction. From the data set from 275 respondents with the standard deviation most of the value which lowest than 1, indicated the values close to mean while the standard deviation which greater than 1, it indicated the values were more dispersed.

Table 4. Descriptive Statistics of Cultural and Historical (n=275) (Source: Primary Data)

Item Description	Mean	SD
Tourist engagement is important because contact with history and cultural heritage is the strongest incentive.	8.90	1.351
Objects of cultural and historical heritage are an important asset of the modern cities.	8.87	1.434
Tourism provides funding to preserve and conserve cultural heritage and opens door for cultural sharing and learning.	8.73	1.331
Tourist can certainly raise awareness among the local community that they are should involve in their traditional arts & crafts business	8.68	1.385
Cultural tourism has informative and educational value.	8.91	1.428

Table 5. Descriptive Statistics of Infrastructure (n=275) (Source: Primary Data)

Item Description	Mean	SD
Good travel services will encourage tourists to come to tourist places.	9.08	1.464
Improving the quality of services by taking into account the infrastructure facilities in the tourism area will provide guarantee security and quality of tourism.	9.01	1.453
Prioritizing complete infrastructure facilities will determine the presence of tourists to a tourist area.	9.01	1.456
Providing attractive and comfortable facilities is a contributor to the tourist attraction that comes.	9.02	1.415
Infrastructure facilities that are able to generate enhanced operations and tourism activities are the main attraction for visitors to the destination.	8.96	1.399

Table 6. Descriptive Statistics of Tourist Destination Satisfaction (n=275) (Source: Primary Data)

Item Description	Mean	SD
Tourist destination satisfaction being attracted to a place by its reputation as a scenic spot and satisfying desire.	9.12	1.452
Tourist destination satisfaction being able to relieve stress and relieve physical and mental exhaustion.	9.08	1.421
To protect health status and to improve physical health.	8.88	1.496
To increase the emotional exchange with family and friends.	8.94	1.365
Tourist destination satisfaction can make mood relaxation and stress relieving.	8.98	1.407

Table 7. Correlation Analysis for natural environment and tourist destination satisfaction (Source: Primary Data **Significant at the 0.01 level (2-tailed))

		Tourist Destination Satisfaction	Natural Environment
Tourist Destination Satisfaction	Pearson correlation	1	.849**
	Sig. (2 tailed)	.000	.000
	n	275	275
Natural Environment	Pearson correlation	.849**	1
	Sig. (2 tailed)	.000	.000
	n	275	275

Table 8. Correlation analysis for cultural and historical environment and tourist destination satisfaction (Source: Primary Data **Significant at the 0.01 level (2-tailed))

		Tourist Destination Satisfaction	Cultural and Historical Environment
Tourist Destination Satisfaction	Pearson correlation	1	.798**
	Sig. (2 tailed)	.000	.000
	n	275	275
Cultural and Historical Environment	Pearson correlation	.798**	1
	Sig. (2 tailed)	.000	.000
	n	275	275

Table 7 shows the Pearson correlation coefficient, significant value, and the total number of cases which was 275. The p-value was 0.000, which was less than significant level of 0.01. The correlation coefficient of 0.849 suggested a high positive correlation between natural environment and tourist destination satisfaction. Table 8 shows the Pearson correlation coefficient, significant value, and the total number of cases which was 275. The p-value was 0.000, which was less than significant level of 0.01. The correlation coefficient of 0.798 suggested a high positive correlation between the cultural and historical environment and the satisfaction of tourist destinations. Table 9 illustrated Pearson correlation coefficient, significant value and the number of cases which was 275. The p-value was 0.000, which was less than significant level of 0.01. The correlation coefficient of 0.458 suggested a low positive correlation between infrastructure and the tourist destination satisfaction.

DISCUSSION

Based on the analysis conducted, it was found that the strength of the relationship between natural environment and tourist destination satisfaction is at highest relationship ($r = 0.849$, $n = 275$, $p < 0.01$). The finding discovered a positive and significant relationship between natural environment and tourist destination satisfaction. From the findings, the probability value of natural environment shows the pressing need for pragmatic solution and suggestions for future development in order to improve and to enhance tourist satisfaction level. By doing so, this will help in maintaining the tourist loyalty and in return could play a role in promoting Langkawi economic development (Marzuki et al., 2014). The findings supported the study of Jarvis (2016) who expounded that the quality of the natural environment mostly influences tourist destination satisfaction as a major attraction. Hence, it is clear that the natural environment is a significant element in determining tourism destination satisfaction. Next, the result shows that the strength of the cultural and historical environment towards tourist destination satisfaction among local tourist is at moderate level ($r = 0.798$, $n = 275$, $p < 0.01$). The finding infers that there was a positive and significant relationship between cultural and historical environment and tourist destination satisfaction. This probably, the people of Langkawi have been isolated from the mainland helped them develop a very rich legacy of myths and legends that blend in with the fascinating oral history of their colorful, if often violent, past. In addition, Langkawi has the Laman Padi Rice Museum that preserve traditional paddy-farming techniques and to showcase the historical and cultural importance of traditional rice farming in the region. Thus, cultural and historical environment in Langkawi became important to tourist destination satisfaction (Kasim et al., 2017). This result was consistent with previous study carried by Haneef (2017) who emphasizes that cultural and historical environment play an important role in establishing a positive reputation of the places to tourist and made them satisfy to revisit again.

The findings reveal that the relationship between infrastructure and tourist satisfaction among Malaysian tourists is lower ($r = 0.458$, $n = 275$, $p < 0.01$). The findings imply a positive and significant relationship between infrastructure and tourist destination satisfaction. Infrastructure is an important element in tourism because in order to attract tourists to the destination, the environment must be equipped with efficient service infrastructure facilities. Tourism is a fragmented industry comprised of various elements such as attractions, activities, services and infrastructures, which build up the total appeals of the natural and man-made characteristics of the place. Cooper et al. (2005) suggested that destination facilities are the most important thing for tourism. It has interesting places to visit and must have all the necessities and facilities to the tourists such as accommodation, activities, and transportation that lead to tourist demand and satisfaction.

Inferences drawn from the Study

The findings of the study revealed and confirmed that there was high positive relationship between natural environment and cultural and historical environment with tourist destination satisfaction while infrastructure has low positive correlation between the tourist destinations satisfaction. The study's findings indicate that the tour operators need to effectively manage the environment, culture and historical environment and facilities provided in tourist attraction places to increase tourist destination satisfaction.

CONCLUSION & LIMITATIONS

This study contributed widely to the body of knowledge on the factors of natural environment, culture and historical environment and facilities towards tourist destinations satisfaction. This research aids tourism industry participants in better understanding the problem and improving their ability to develop and implement more effective tourist-attraction tactics. Like any other study, this research work does have its limitations.

This study is only focused at examining the relationship between natural environment, culture and historical environment and facilities with tourist destinations satisfaction. Hence, future research may be conducted to examine determinants such as service quality or promotion provided by tour operators and the external environment.

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Table 9. Correlation Analysis for infrastructure and tourist destination satisfaction (Source: Primary Data **Significant at the 0.01 level (2-tailed)

		Tourist Destination Satisfaction	Natural Environment
Tourist Destination Satisfaction	Pearson correlation Sig. (2 tailed) n	1 275	.458** .000 275
Natural Environment	Pearson correlation Sig. (2 tailed) n	.458** .000 275	1 275

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