

EMPIRICAL EVIDENCE IN AN GIANG PROVINCE ABOUT THE RESULTS OF ASSESSING FACTORS AFFECTING TOURISM DESTINATION SATISFACTION

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Abstract: This study was carried out in An Giang province, Vietnam, to examine the variables in explaining the factors affecting the satisfaction of domestic tourists in tourist destinations. This quantitative study used a convenience sampling technique from 400 tourists by questionnaire. Responses from the questionnaire were coded and analyzed using SPSS 29.0. The study uses Pearson correlation tests to examine the relationship between the natural environment, historical and cultural environment, infrastructure, tourism safety, and tourist satisfaction at destinations to travel. Research results show a strong correlation between the natural environment and the historical and cultural environment with tourist destination satisfaction. Infrastructure factor with tourist destination satisfaction has a medium correlation coefficient, while safety factor in tourism has a low correlation coefficient.

Keywords: tourist destination satisfaction, natural environment, historical and cultural environment, infrastructure, tourism safety, An Giang province

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INTRODUCTION

Today, tourism is considered one of the vital economic sectors that create jobs, increase foreign exchange earnings, improve the living standards of local people, and support the growth of other industries (Gabriel et al., 2017), as well as Vietnam's renovation and international integration process in the current context (Khuong et al., 2017). Tourism is “the totality of phenomena and relationships arising from the travel and stay of non-residents” (Gosling, 2002). It is highly regarded as the “smokeless industry” and is prioritized as an essential economic driver. It is also known as the “green economy” (Petrovic et al., 2018). Everett and Aitchison (Everett and Aitchison, 2008), Demirovic and associates (Demirović et al., 2016) find a strong relationship between tourism and local life, culture, and heritage, while Petrovic and associates (Petrovic et al., 2017) found that tourism is closely related to natural attractions. As a result, tourism can enhance national identity and benefit society significantly (Lucchetti and Arcese, 2014). In addition, the tourism industry also contributes significantly to the conservation and development of the value of the heritage, tangible and intangible relics in localities. The development of the tourism industry also plays a vital role in reducing poverty and promoting economic restructuring (Giao et al., 2021). The World Tourism Organization describes the tourism industry precisely because the behavior of travelers is outside of their typical atmosphere, and tourism activity is related to tourists' actions according to their attitudes and levels before and after traveling (Szromek et al., 2020). Baker and Crompton define travel as an emotional state that affects happiness only after a trip with a high degree of lightness (Baker and Crompton, 2000).

This satisfaction factor is often an essential consideration in business (Hung et al., 2021). It is possible to realize “the importance of tourist satisfaction in influencing arrivals and stimulating return visits through recorded data. Furthermore, a destination's attractions and natural beauty can increase tourist satisfaction. Likewise, the most beautiful and pleasant facilities ensure that tourists will enjoy their visit to the destination”. According to Kozak and Rimmington (2000), “tourist satisfaction is essential for effective destination marketing as it influences destination choice, the use of products and services, and the decision to return”. Natural environmental factors are one of the causes affecting tourists' satisfaction with tourist destinations. For destinations, the issue of the natural environment is now more critical than ever and is now an integral part of a sustainable development strategy. At the destination, first-time travelers will have more experiences based on the natural environment than other factors. For example, research on the Balearic Islands (Aguilo et al., 2005) has shown that “tourists increasingly demand their natural environment and quality”. Research by Mihalic (2013) has shown that “environmental tourist attractions must be maintained and provide visitors with the quantity and quality they ask for and the price they are willing to pay”. In addition, the cultural and historical environment, including the heritage and social lifestyle in a destination, can attract tourists to see the cultural diversity and historical sites.

Some potential heritage-based products include sites designated by UNESCO as World Heritage sites. According to Kim and associates, “fierce competition for visitors between destinations with historical and cultural sites, especially UNESCO-listed sites, means it is crucial to continuously improve the management of these sites” (Kim et al., 2017). In this view, “tourist satisfaction is essential, especially for tourist attractions in areas with cultural heritage” (Zhang et al., 2014).

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Infrastructure is an essential factor in tourism development. According to Rahmiati and associates (Rahmiati et al., 2020), "it is impossible to exclude infrastructure variables, such as visitor satisfaction with the quality of tourism products and services, including facilities at tourist attractions". Improving tourism infrastructure to increase the destination's attractiveness is essential to attract tourists. Studies by Naude and Saayman (Naude and Saayman, 2005) Seetanah and Khadaroo (Seetanah and Khadaroo, 2011) indicate that "a country's infrastructure determines its potential attractiveness as a country is a tourist destination". Safety in tourism is one of the critical factors affecting tourists' decision to choose a destination because it is directly related to their health and safety during the trip and their overall satisfaction with a tourist's surname (To, 2023). For tourists of An Giang province, safety in tourism is an essential factor affecting visitor satisfaction and determining the intention to return tourists. Due to its importance, local authorities must create a safe and secure tourist environment. Therefore, this study examines the relationship between the natural environment, cultural and historical environment, infrastructure, tourism safety, and tourist destination satisfaction of domestic tourists in the An Giang province, Vietnam, to assess and propose appropriate development directions.

LITERATURE REVIEW

Tourist Destination Satisfaction

"Tourist satisfaction is one of the consumer needs that can be increased by the criteria and expectations of tourists about the given travel package. Tourism organizations must adopt a definition to assist them in their ongoing efforts to balance capacity with needs and the quality of service provided to guests to satisfy them" (Kandampully, 2000). Visitor satisfaction is crucial for effective destination marketing, influencing destination selection, product usage, and return decisions. Comparing the wishes of the buyer before and after the purchase is satisfaction. The difference between such guest expectations and real value is tourist happiness. Delighted tourists should return to the site and encourage others to do the same. The frequency of complaints from tourists decreased as satisfaction increased.

In the context of globalization, visitor satisfaction is seen as a critical tool to increase tourism output and revenue. "Satisfaction with a tourist destination results from an evaluation between desire and encounter" (Ibrahim and Gill, 2015). "Satisfied customers can be an excellent strategy to promote tourist attractions by positive word of mouth" (Pavlic et al., 2011). "Tourists' happiness is only achieved when tourists realize that the quality received must be better than the money they spend" (Abbasi et al., 2021). The notable finding of Acharya et al. (2023) highlighted the importance of tourist satisfaction with the destination in maintaining sustainable tourism. It showed that more than investing in destination attributes may be needed to achieve the desired level of tourism for the destination.

Natural environment and tourist destination satisfaction

The environment is often identified with many factors and investigates the relationship with satisfaction (Jarvis et al., 2016). Tourist destinations are determined primarily by the quality of the natural environment, which has long been a tourist attraction. The environment has many positive benefits for tourist satisfaction. Therefore, "tourism management should be concerned with maintaining the environmental quality of tourist sites" (Khuong et al., 2016). "The natural environment in the tourism business indicates that all tourism activities directly depend on using natural resources such as landscapes, water resources, topography, flora, and fauna animals" (Fossgard and Fredman, 2019). Previous research has shown that tourists of all types are becoming more sensitive to dirty situations at various tourist destinations. As a result, "tourism activity is declining in some areas, which has recently become popular due to environmental problems" (Khuong and Nguyen, 2017). Lata et al. (2023) confirmed in their study that the natural environment positively influences tourist satisfaction at the destination. This study provides implications for local people and governments in considering tourism development.

Historical and cultural environment with tourist destination satisfaction

According to McKay (2018), the historical and cultural environment includes historical sites, customs, lifestyles, religions, festivals, historical landscapes, and the friendliness of local people. In addition, the cultural environment selects several cultural attributes, such as historic buildings, palaces, museums, theatres, galleries, festivals, and events (Martin et al., 2016). Moreover, people travel to experience and learn about the history, language, and daily life of ethnic minorities. Tourists choose An Giang province from different provinces and cities as a tourist destination because An Giang has many ethnic minorities with diverse languages, cultures, and environments (Hai et al., 2023).

Infrastructure and tourist destination satisfaction

Many studies have mentioned a close link between infrastructure and visitor satisfaction. "Tourism infrastructure refers to both the physical and technological facilities created by governments and tourism organizations to capitalize on the potential of tourism, such as hotels and residential complexes, products and services, amusement parks, transportation equipment, and infrastructure works. Infrastructure is a transport network, including road, rail, sea, and air" (Khuong et al., 2020). Furthermore, "tourist pleasure is influenced by location accessibility, including infrastructure, operational variables, government legislation, and equipment" (Virkar and Mallya, 2018). The infrastructure component of tourism development is essential as it supports the destination's competitive advantage. In addition, a compelling tourist destination significantly affects the satisfaction level of infrastructure (Nguyen, 2017). Previous studies have shown that accessible infrastructure and accessibility expand tourist destinations and develop new attractions. Furthermore, "developing adequate public infrastructure is necessary for high-quality tourist facilities in tourist destinations" (Jovanovia and Ilija, 2016). According to Nguyen (Nguyen, 2017), "many studies examine the relationship between infrastructure and tourism development. These studies have examined the relationship between infrastructure, tourist spending, distance, price, and satisfaction".

Tourism safety

Safety and security are among the most critical issues that almost every tourist is concerned with before visiting a place (Rittichainuwat et al., 2012) because of uncertainty and fickleness in contemporary society (Rojek, 2000). It deals with the protection from incidents and risks for the whole trip of tourists. Ngoc and Trinh (2015) define security as protecting tourists from permanent incidents and risks and call safety the protection of tourists from incidents and unexpected risks. Once security and safety are well ensured at the destination, visitors will have exciting experiences after the trip because they feel comfortable and secure in exploring the destination, contributing to building the destination's image as more beautiful, friendly, and safer. These tourists will share their good impressions with others who may be potential visitors to the destination. Burch has shown that the reward of security is more significant than any possible reward due to the high cost of uncertainty (Burch, 2009). The study's results by Huang et al. (2023) show that safety plays a vital role in tourism development, especially the safety of tourism at night, but the safety issue of night tourism receives little attention.

HYPOTHESIS

The research Framework is shown in Figure 1. This study uses the dependent variable "Tourist destination satisfaction" affected by four independent variables: natural environment, historical and cultural environment, infrastructure, and tourism safety. Based on the literature review, the following hypotheses were formulated for this study:

H1: Natural environment and tourist destination satisfaction have a significant relationship.

H2: There is a significant relationship between cultural and historical environment and tourist destination satisfaction.

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

H4: There is an essential relationship between tourist safety and tourist destination satisfaction.

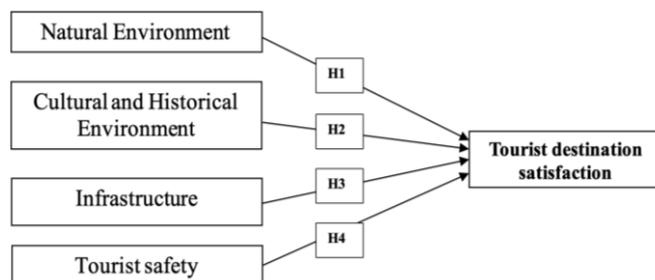


Figure 1. Research Framework

RESEARCH METHODOLOGY

Research area

The province of An Giang is located within the Mekong Delta region of Vietnam. The geographical location of An Giang province is shown in Figure 2. An Giang province holds a geographical position in proximity to the neighboring country of Cambodia, sharing a northern border stretch of 100 kilometers. It shares boundaries with Kien Giang Province to the southwest, Dong Thap Province to the east, and Can Tho to the southeast. An Giang encompasses two primary geographical terrains: the lowlands and the foothills.

This diversity contributes to the richness of the natural landscape while significantly influencing the activities of the local population and the socio-economic development. The amalgamation of abundant natural resources and distinctive cultural heritage forms the distinct allure of An Giang. This amalgamation has propelled the region to become an appealing destination, drawing the attention of both domestic and international tourists.

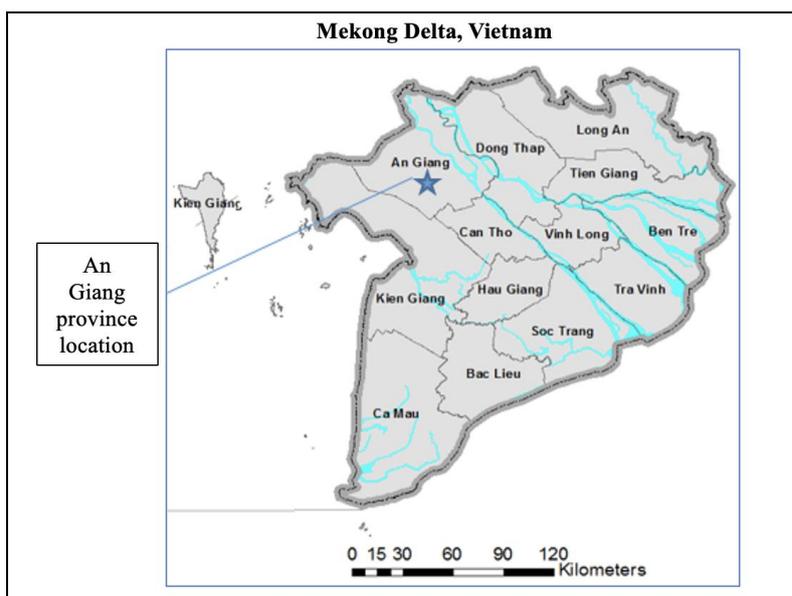


Figure 2. Location of An Giang province, Vietnam (Source: Author, 2023)

The tourism industry of An Giang Province, Vietnam, has made an essential contribution to the country's socio-economic development, especially in revenue and job creation for local people. This can be demonstrated when An Giang welcomes more than 7.3 million visitors, up 122% over the same period in 2021, including eight thousand international

guests, up 250% over the same period in 2021. Total revenue from tourism activities reached more than VND 4,600 billion, up 114% over the same period in 2021. Eighty-seven percent of tourists to An Giang are domestic (Nguyen et al., 2023).

Data collection

The subjects of this study include domestic tourists in An Giang province. The survey was carried out using a convenience sampling method. The total number of survey questionnaires distributed was 440, and the total number of votes collected was 416. After checking, there were 16 invalid survey questionnaires (mainly due to incomplete information or only choosing one option, not being serious in answering too neutral answer). Thus, the total number of valid questionnaires included in the analysis is 400 votes with complete answers, satisfying the minimum requirements of sampling, achieving a response rate of 94.5%, and valid votes reaching 96.2% of the total survey panels.

Measurement scales

Aspects of the cultural and historical environment developed by Martin et al. (2016), natural environment and infrastructure developed by Khuong and Nguyen (2017), safety in tourism developed by To (2023), and tourist destination satisfaction developed by Suanmali (2014). The questionnaire is designed with 25 variables evaluated on a five-point Likert scale (1- Completely disagree; 2- Disagree; 3- Normal; 4- Agree; 5- Completely agree. idea). Based on the collected data, the SPSS 29.0 software tests Cronbach's Alpha reliability coefficient to eliminate variables with a low confidence coefficient (<0.6), ensuring that the questions reflect the same content. From there, as a basis for testing Pearson correlation for the study.

Research design

Quantitative research to examine factors that have a relationship with tourist satisfaction at the destination. Descriptive statistics are also mentioned to determine the characteristics of the variable of interest. The research steps are shown in Figure 3.

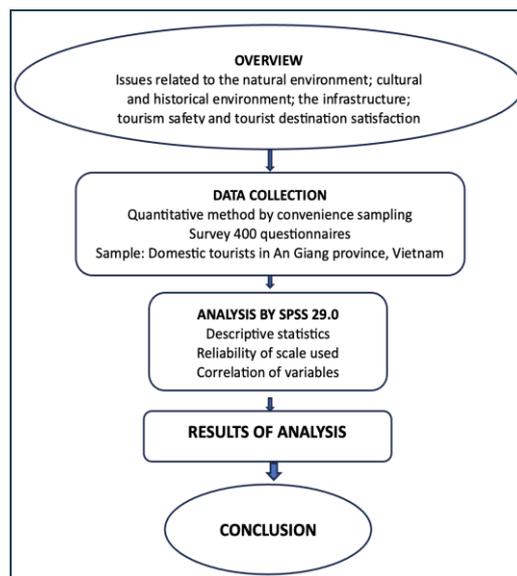


Figure 3. Methodology flow chart

Table 1. Characteristics of the survey sample (Source: Data analysis results from direct tourist survey in 2022, n = 400)

Factors	Component	Amount	Percent
Gender	Male	218	54.5 %
	Female	182	45.5 %
Employment	State employees	52	13.0 %
	Student	72	18.0 %
	Business	168	42.0 %
	Other	108	27.0 %
The time for traveling	Summer vacation	210	52.5 %
	Tet holiday	120	30.0 %
	Leisure time	24	6.0 %
	Weekend	46	11.5 %

RESEARCH RESULTS

Descriptive statistics of the study sample

Characteristics of the survey sample including gender, employment, and travel time are shown in Table 1 and Figure 4. The values of Cronbach's Alpha coefficient for the independent and dependent variables (Satisfaction with tourist destinations) in this study are shown in Table 2.

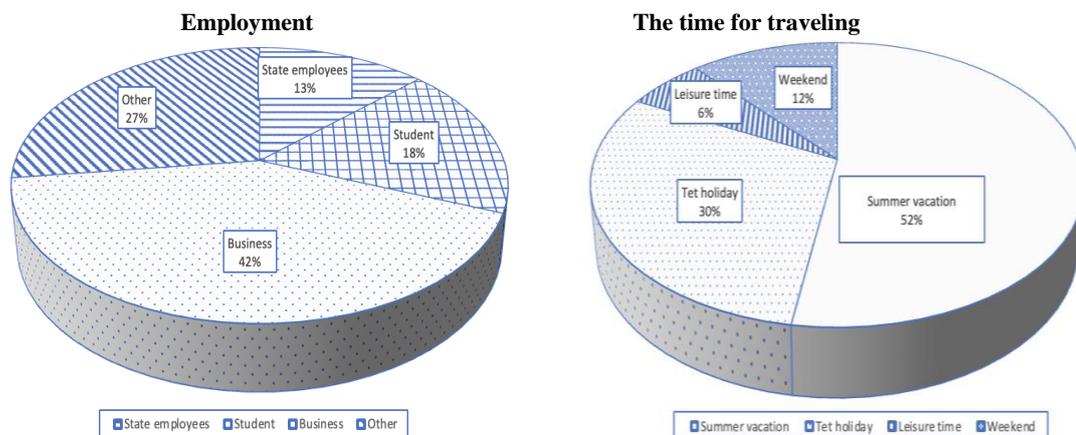


Figure 4. The chart depicts the research sample according to employment and the time for traveling

For the reliability of the scale, Hoang Trong and Chu Nguyen Mong Ngoc (2008) said that Cronbach's Alpha from 0.7 to nearly 0.8, the scale is usable, Cronbach's Alpha from 0.8 to close to 1, the scale is good. To ensure the reliability of the scale and measurement variables, from the results of the evaluation of the above criteria (25 variables), it is found that all variables have Cronbach's Alpha coefficient values higher than 0.8, showing that the questionnaire Questionnaire has high reliability and can continue research. The reliability of the questionnaire indicated that the respondents understood the questions

effectively, implying that the questionnaire was accepted for this study. The mean and standard deviation of the dependent and independent variables are shown in Table 2. The dependent variable's mean score is 3.32, and the standard deviation is 1.32.

Table 2. Cronbach's Alpha test results (Source: Data analysis results from direct tourist survey in 2022, n = 400)

Variables	Item	Value of Cronbach's Alpha	Mean	SD
Natural environment	5	0.898	3.44	1.28
Cultural and Historical environment	5	0.899	3.35	1.23
Infrastructure	5	0.895	3.45	1.34
Touristm safety	5	0.880	3.40	1.26
Tourist destination satisfaction	5	0.884	3.32	1.32

For Independent variables, the highest average score is the variable “infrastructure” which is 3.45, followed by the variable “natural environment” which is 3.44. The mean scores of the two variables, “safety in tourism” and “infrastructure” are 3.40 and 3.35, respectively. Table 3 shows the results of the analysis of the mean and standard deviation of the respondents for the independent variable “natural environment”. Item number one has the highest mean of 3.75. The respondents found that “The natural environment has many positive effects on tourist satisfaction”. Item number three has the lowest mean of 2.98. Only a few respondents agree, “Tourism is best when the destination has a favorable natural environment”. The standard deviation of the values in the data set from 400 respondents is all greater than 1.5, indicating that the values have a relative dispersion.

Table 4 shows the mean and standard deviation analysis on the independent variable “historical, cultural environment”. The highest mean for item number two is 3.79. Most respondents agree that “Cultural and historical heritage objects are an important asset of tourist destinations”. The lowest mean for item number one is 3.03. Only a few respondents agreed, “Exposure to cultural and historical heritage is the driving force of visitor engagement in the tourist destination”. A dataset from 400 respondents with the most standard deviations of low values below 1.5 shows values close to the mean.

Table 5 shows the analysis of respondents' mean and standard deviation on the independent variable “Infrastructure”. Item number four has the highest mean of 3.77. Most respondents agreed that “Providing attractive facilities and amenities is a contributing factor to attracting tourists”. The lowest mean is item number three, with a mean of 3.06. A few respondents found that “Complete infrastructure will determine the presence of tourists to tourist attractions”. From a dataset of 400 respondents with most standard deviations less than 1.5, the values are close to the mean and less scattered.

Table 3. Descriptive Statistics of Natural Environment (Source: Data analysis results from direct tourist survey in 2022, N = 400)

No	Item Description	Mean	SD
1	The natural environment has many positive impacts on visitor satisfaction	3.75	1.86
2	Tourism operators need to pay attention to preserving the environmental quality of tourist destinations	3.60	1.71
3	Tourism has the best conditions when the destination has a favorable natural environment	2.98	1.67
4	The level of visitor satisfaction depends on the geographical location, climate, and natural environmental conditions of the destination	3.58	1.86
5	Satisfaction with a tourist destination is mainly influenced by the quality of the natural environment and is considered a significant attraction for tourists	3.45	1.69

Table 4. Descriptive Statistics of Cultural and Historical Environment (Source: Data analysis results from direct tourist survey in 2022, N = 400)

No	Item Description	Mean	SD
1	Exposure to cultural and historical heritage is the driving force behind visitor engagement at the tourist destination	3.03	1.35
2	Cultural and historical heritage objects are an essential asset of tourist destinations	3.79	1.43
3	Tourism associated with culture and history has informational and educational value	3.35	1.33
4	Tourism provides funding to preserve cultural heritage and opens opportunities for cultural sharing and learning	3.20	1.39
5	Visitors can raise local community awareness by entering the tourism business in tourist destinations	3.54	1.43

Table 5. Descriptive Statistics of Infrastructure (Source: Data analysis results from direct tourist survey in 2022, N = 400)

No	Item Description	Mean	SD
1	The improved infrastructure in the tourist area will ensure the quality of tourism services	3.58	1.47
2	Good tourism services will promote tourists to tourist destinations	3.48	1.45
3	Complete infrastructure will determine the presence of visitors to tourist attractions	3.06	1.46
4	Providing attractive facilities and amenities is a factor that contributes to attracting tourists	3.77	1.41
5	Infrastructure is capable of generating diverse tourism activities and is the main attraction for visitors	3.32	1.40

Table 6. Descriptive Statistics of Tourist safety (Source: Data analysis results from direct tourist survey in 2022, N = 400)

No	Item Description	Mean	SD
1	The destination on the trip ensures safety	2.92	1.09
2	There are always safety measures taken at the destination to protect tourists	3.15	1.10
3	You feel comfortable using public transportation services at your destination	2.80	1.08
4	Staff and customer care systems at tourist destinations have provided safety support for tourists	3.18	1.07
5	Safety in tourism at a destination is one of the deciding factors for tourists' return	3.41	1.18

Table 6 shows the analysis of respondents' mean and standard deviation on the independent variable “Tourist safety”. The year item has the highest mean of 3.41. Most respondents agree that “Safety in tourism at the destination is one of the

factors that determine the return of tourists”. The lowest mean is item number three, with a mean of 2.80. A few respondents said, “You feel comfortable using public transit services at your destination”. From a dataset of 400 respondents with standard deviation, most values close to 1 show that the values are close to the mean and have very little dispersion.

Table 7 shows the analysis of respondents' mean and standard deviation for the dependent variable “Satisfaction with tourist destination”. The year item has the highest mean of 3.94. Most respondents agree that “Satisfaction about tourist destination can be considered from tourists' intention to return”. The lowest mean score is item 2, with a mean of 3.43. The respondents found that “Satisfaction with the tourist destination can relieve the physical and mental stress of tourists”. The values are relatively small from a dataset of 400 respondents, with most standard deviations of less than 1.5.

Table 7. Descriptive Statistics of Tourist Destination Satisfaction (Source: Data analysis results from direct tourist survey in 2022, N = 400)

No	Item Description	Mean	SD
1	Tourist destination satisfaction is driven by its popularity and satisfaction of tourists' desires	3.83	1.45
2	Satisfaction with the tourist destination can relieve tourists' physical and mental stress	3.43	1.42
3	Satisfaction with a travel destination can restore health	3.67	1.50
4	Satisfaction with the tourist destination helps connect emotional exchanges with family and friends	3.78	1.37
5	Satisfaction with a tourist destination can be considered from tourists' intention to return	3.94	1.41

Pearson correlation test

Table 8 analyzes the correlation between the four factors and tourist destination satisfaction, showing that all Sig values are equal to 0.000. The Pearson correlation coefficient between natural environment and tourist destination satisfaction is 0.877. This shows that the correlation is robust and the correlation is positive. There is a correlation coefficient of 0.765 between cultural and historical environment and satisfaction of tourist destinations, showing a strong positive correlation. There is a correlation coefficient between infrastructure and tourist destination satisfaction of 0.672, showing the average positive correlation and the correlation coefficient between safety in tourism and satisfaction of tourist destinations has a weak positive correlation coefficient; the correlation coefficient is only 0.477.

Table 8. Analysis of correlation factors and Tourist Destination Satisfaction (Source: Data analysis results from direct tourist survey in 2022, N = 400) **Significant at the 0.01 level (2-tailed)

		Tourist Destination Satisfaction	Natural Environment	Cultural and Historical Environment	Infrastructure	Tourism safety
Tourist Destination Satisfaction	Pearson correlation	1	0.877**	0.765**	0.572**	0.477**
	Sig. (2- sides)		0.000	0.000	0.000	0.000
	N	400	400	400	400	400

DISCUSSION

The conducted analysis shows the highest correlation of the relationship between the natural environment and tourist destination satisfaction (r=0.877, N=400, p<0.01). Research has discovered a positive and significant relationship between the natural environment and tourist destination satisfaction. The research results help local authorities and tourism operators have practical solutions to improve and enhance visitor satisfaction. These findings support the study of Jarvis (2016), who explained that the quality of the natural environment mainly affects the satisfaction of the tourist destination as a major attraction. Therefore, the natural environment is essential to determining tourist destination satisfaction.

Next, the results show that the power of historical and cultural environment on tourist destination satisfaction is quite strong (r=0.765, N=400, p<0.01). Findings show a positive and significant relationship between cultural and historical environment and tourist destination satisfaction. This is consistent with reality because An Giang is home to many famous communal houses, pagodas, and festivals in Vietnam. These factors have created a historical-cultural environment with unique architectural and long-standing historical-cultural values (To, 2023). This is an excellent advantage for An Giang to exploit spiritual and cultural tourism to promote the development of the province's tourism industry. This result is consistent with previous research by Haneef (2017), who emphasized that the cultural and historical environment plays a vital role in building a place's positive reputation among tourists and making them happy to come back again.

The results also show that the correlation relationship between infrastructure and tourist destination satisfaction is at an average level (r = 0.572, N=400, p<0.01). The findings suggest a positive and significant relationship between infrastructure and tourist destination satisfaction. Infrastructure is essential in tourism because the environment must be equipped with adequate service infrastructure to attract tourists to the destination. Tourism is a fragmented industry that includes various elements, such as attractions, activities, services, and infrastructure, that make up the overall appeal of a place point's natural and artificial features. Cooper (2005) argues that the destination's facilities are the most crucial thing for tourism. This place has exciting places to visit and must have all the necessary needs and facilities for tourists, such as accommodation, activities, and means of transportation to meet the needs and satisfaction of visitors. Moreover, finally, the correlation between tourism safety and satisfaction with tourist destinations is weak (r = 0.477, N=400, p<0.01). The findings show a positive and significant relationship between tourism safety and tourist destination satisfaction.

Furthermore, this indicates the need for authorities to enhance their efforts to conduct more rigorous inspections, closely monitor, and effectively manage security breaches. These breaches include luring tourists into purchasing items like incense, lanterns, and religious artifacts and engaging in fortune-telling, panhandling, and theft at various tourist destinations. Pertinent governing bodies should also thoroughly reconsider designated commercial zones and parking

facilities. This proactive measure aims to elevate the visual allure of these tourist locales while concurrently upholding the paramount concern of ensuring the safety and well-being of the visitors.

CONCLUSION AND STUDY LIMITATION

Research results confirm a strong correlation between the natural environment and the cultural and historical environment with satisfaction with tourist destinations. At the same time, infrastructure and safety in tourism positively correlate with tourist destination satisfaction at moderate and weak levels. This research has widely contributed to the body of knowledge on natural, cultural, historical, environmental, and physical environmental factors that drive tourism destination satisfaction. This study aids stakeholders in the tourism sector to gain a deeper comprehension of the matter and improve their capacity to devise and execute more efficient strategies for enticing tourists.

Study limitation: The scope of this research is confined to investigating the correlation between elements like the natural environment, cultural aspects, historical context, amenities, and safety in tourism, all about visitor satisfaction at travel destinations. Consequently, forthcoming studies could explore additional factors, such as the caliber of services tour operators provide their promotional efforts, and external environmental influences.

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