Evaluating and Improving Tourist Satisfaction: A Holistic Study of Ecotourism Services in Malaysia

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ABSTRACT

The imperative nature of tourism industry awareness regarding economic, social, and cultural factors necessitates a comprehensive study of their impact on development. This survey aims to assess overall ecotourist satisfaction with ecotourism services in Malaysia, gauging the likelihood of return visits and recommendations. Employing two research techniques, the study first conducts a review of existing literature on tourism infrastructure, service quality, destination image, and tourist experiences. Subsequently, data from 400 tourists across various Malaysian destinations are collected through a survey utilizing a questionnaire. Regression analysis is employed to reveal insights into ecotourist satisfaction, tourism service quality, infrastructure, destination image, and overall satisfaction. The study's primary objective is to examine ecotourist satisfaction in relation to key variables such as quality, image, tourism experience, and overall satisfaction. The findings serve as a valuable benchmark for government organizations, the travel and hospitality sectors, and service providers, enabling them to assess and enhance the quality of their offerings.

Keywords: Satisfaction, Ecotourism Infrastructure, Service Quality, Destination Image, Ecotourism.

INTRODUCTION

In recent decades, the global tourism landscape has undergone a transformative paradigm shift, with an increasing emphasis on conscientious and sustainable travel practices. At the vanguard of this evolution is the burgeoning realm of ecotourism, wherein the intrinsic allure of natural landscapes converges with principles of environmental conservation and community empowerment. Positioned as a nation endowed with an unparalleled wealth of biodiversity and natural marvels, Malaysia has emerged as a premier destination for ecotourism, fostering an industry that seamlessly integrates adventure, education, and ecological stewardship.

Situated strategically in Southeast Asia, Malaysia is celebrated for its diverse ecosystems, encompassing pristine rainforests, luxuriant mangroves, vibrant coral reefs, and towering mountain ranges. The nation's commitment to preserving its environmental heritage while concurrently harnessing its economic potential has given rise to a dynamic ecotourism service sector. This sector not only provides distinctive and immersive experiences for travelers but also significantly contributes to the conservation of Malaysia's rich biodiversity and the welfare of its indigenous communities.

This research centers on evaluating the satisfaction of local tourists and the quality of services within the tourism sector when visiting ecotourism destination in Malaysia. Recognizing that the recurrence of tourism plays a crucial role in Malaysia's pursuit of its overarching goals, it becomes imperative to establish minimum levels of satisfaction within the industry. The diversity within Malaysia's population and its abundant

biodiversity contribute to the burgeoning expansion of ecotourism, elevating it to a pivotal position within the nation's economic landscape [1] (Choo & Halim, 2022).

This study shows, the emphasis lies on discerning the factors that contribute to the satisfaction of local tourists during their visits to ecotourism destinations in Malaysia. A fundamental premise is that the attainment of a certain threshold of satisfaction is paramount for the sustainable growth and success of the tourism sector. By comprehensively assessing and understanding the dynamics of tourist satisfaction and the quality of services provided in ecotourism settings, it aims to elucidate critical insights that can inform strategies for fostering repeat tourism.

The escalating significance of ecotourism in Malaysia is underscored by the nation's diverse cultural tapestry and the ecological wealth encapsulated within its rural landscapes. This sector, as underscored by the work of [1] Choo & Halim (2022), has emerged as a substantial contributor to the national economy. Consequently, exploring and enhancing the satisfaction of local tourists in rural areas not only aligns with the broader goals of the Malaysian tourism industry but also resonates with the imperative of ensuring a harmonious balance between economic development, cultural preservation, and environmental conservation.

The study aims to comprehensively evaluate various aspects of ecotourism destinations in Malaysia. Specifically, it seeks to assess the tourism infrastructure available at these destinations and investigate the quality of services provided. Additionally, the research aims to determine the overall destination image of Malaysia's ecotourism locations and examine the experiences of tourists who visit these sites. By addressing these objectives, the study endeavors to provide a holistic understanding of the factors contributing to tourist satisfaction in Malaysia's ecotourism sector.

Problem Statement

Tourism has consistently emerged as a significant undertaking with wide-ranging implications for the development of diverse locations globally. The surge in urban tourism has led to continuous infrastructure expansion, encompassing the construction of skyscrapers, residential developments, and the establishment of new transportation networks, such as highways. While these urban development’s signify progress, they also wield considerable influence over ecosystems and contribute to the broader challenge of climate change. Contemporary preferences increasingly gravitate towards urban tourism, sidelining the appeal of ecotourism, with some individuals expressing dissatisfaction due to perceived limitations in the ecotourism experience.

The profound impact of tourism on global landscapes has been a longstanding concern, given its direct and indirect implications for the development of various destinations [2] (Hall, Gössling & Scott, 2015). Understanding the impact of tourism on spatial growth for sustainable development of tourist destinations through the measure of land use efficiency examines how urban tourism drives infrastructural development and changes in land use, contributing to environmental challenges, particularly in vulnerable areas [3] (Nunna & Banerjee, 2022). As urban spaces expand with nonstop construction activities, including the erection of towering skyscrapers, extensive housing projects, and the establishment of new transportation arteries like highways, the delicate balance of ecosystems is perturbed [4] (Xie et.al, 2018). The resulting environmental changes contribute significantly to the broader discourse on climate change and sustainability, necessitating a careful examination of the long-term consequences of urban tourism [2] (Hall, Gössling & Scott, 2015).

In the contemporary landscape, the allure of urban tourism has gained prominence, steering attention away from rural counterparts. This shift in preference is marked by a societal inclination towards the dynamic and modern experiences offered by urban environments, coupled with the perception that ecotourism is constrained by certain limitations. Therefore, some individuals express dissatisfaction with the perceived constraints associated with ecotourism, influencing the broader tourism landscape and its implications for sustainable development [5] (Sharpley, 2014).

Challenges in ecotourism destinations encompass a scarcity of medical specialists and facilities, limited access to human services, and constraints in public transportation infrastructure. Like urban environments, rural locales exhibit a dichotomy of advantages and drawbacks. While they can serve as idyllic and tranquil living

spaces, they often lack the cultural amenities and conveniences commonly associated with cities [6] (Jansen, 2020). Providing adequate public transit and a diverse range of human services becomes a formidable task in such settings, compounded by the prevalence of widespread poverty in rural regions.

The multifaceted challenges faced by ecotourism destinations extend beyond a shortage of medical specialists and facilities to encompass restricted access to crucial human services and deficiencies in public transportation infrastructure. In contrast to the serene and picturesque ambiance that characterizes rural living, these areas grapple with the absence of many cultural amenities and conveniences typically abundant in urban settings [6] (Jansen, 2020). Addressing the complex interplay of factors in rural contexts, including the provision of efficient public transit and a comprehensive range of human services, becomes particularly challenging. These challenges are further compounded by the pervasive issue of widespread poverty that significantly exacerbates the existing difficulties in rural regions.

LITERATURE REVIEW

According to [7] Bachok, Hasbullah & Amin (2019), the rural landscape characteristics in Malaysia coastal regions are a wonderful asset that may be leveraged to advertise the east coast region while increasing locals' incomes via tourism-related activities. Rural areas' beautiful scenery may be leveraged to develop and build stronger or better tourist attractions, such as cultural, traditional, and educational tourism. Landscape architects, tourism planners, and local governments must recognize the distinctiveness of rural landscape traits and incorporate them with the current tourist attractions to produce a rich tourist experience. Based on this problem statement for this study, people just focused on urban areas and rural areas not popular for visitor. But according to this article, Malaysia has wonderful asset for nature area and tourist can attracted with rich scenery on ecotourism destination.

Ecotourism Industry

Tourism is viewed as a tool through which the local economy can profit from beneficial advantages and perks that occur elsewhere in the world [8] (Ramukumba, 2023). In general, whether rural, urban, or ecotourism, several variables such as environment and scenery, culture, heritage, and natural resources, infrastructure, conservation, and literacy are used to attract tourists to the tourism destination. Tourism can also be categorized as an economic sector related to relaxation and recreation, which is regarded as one of the fastest-growing businesses in many nations that considerably boosts local economies.

Additionally, ecotourism is one of the fastest expanding industries in the global tourism business. Ecotourism is described as "responsible travel to natural areas that conserves the environment, sustains the well-being of the local people, and involves interpretation and education" by the International Ecotourism Society, or [9] TIES (2018). Moreover, ecotourism practices aim to preserve natural and cultural heritage while maintaining ecological integrity through low-impact activities and non-consumptive usage of local resources [10] (Hui et.al, 2020). Using the region's natural and cultural resources as a base, this tourist sector employs local people in its operations.

Service Quality

Service quality can be described in terms of perfection, value, and, to a certain extent, uniformity and quality is seen as being particularly crucial for achieving tourist consumer expectations. According to [11] Topalovic & Marinkovic (2020), as a service industry, understanding the requirements, attitudes, expectations, and preferences of service consumers is essential for tourism. Quality service is becoming a more important factor in ecotourism destinations as it is seen as an assessment of performance [12] (Aseres & Sira, 2020). The tourism industry may flourish by improving the marketing strategy for tourist locations, which involves service quality and the availability of key items in the market [13] (Sumantri, 2020). Quality tourism has emerged as one of the key challenges for future global tourism strategies to the tourist industry's explosive growth. Therefore, there are some indicators that are related to the service quality in this study. Firstly, service providers should be courteous and welcoming.

Next, the service providers should respond quickly. Other than that, the service providers should be well-versed in the products and services on offer. The service provider also needs to maintain a level of professionalism. Lastly, the service providers should constantly be eager to help. As a result, these indicators are essential to maintaining ecotourism, especially when foreign visitors are happy with the services our nation offers.

Destination Image

Destination image plays a crucial role in assessing tourists' emotional reactions and aids rural areas in gaining competitive advantages. According to [14] Siregar et.al (2021), a positive destination image is essential for the growth of the tourist industry. According to [15] Azeez (2021), this image is crucial in visitors' decision-making processes. The author also mentioned that inaccurate representations of the destination experience that are marketed might have a significant negative effect on the local tourist industries. Additionally, it is well known that the destination's image has a significant impact on traveler behaviour, tourism-related choices, and destination marketing [16] (Picazo and Moreno-Gil, 2019; [17] Song et al., 2019).

While in another study, [18] Nguyen (2021) mentioned the most crucial components of a tourism location for visitors from abroad are the destination service infrastructure and the destination amenities, meanwhile [19] Elbaz et al. (2023) identified four dimensions of destination attractiveness, namely access, amenities, scenery, and locals. The cognitive components make up a larger portion of the overall image than the emotive ones. [20] (Lam et.al, 2020). Therefore, there are six indicators that are related to the destination image in this study. Firstly, a travel destination should have a positive image in the global community. Secondly, travel destinations should be committed to the continuous improvement and development of a high-quality destination.

Next, a travel destination should have a positive image in the global community. Moreover, a travel destination should be committed to providing a safe and secure environment. Lastly, a travel destination should provide tourists with an enjoyable vacation experience. From this point, it shows that these indicators are very important to sustain the ecotourism industry in our country.

Previous Experiences

A study done by [21] Genc & Temizkan (2023) found the role of destination aesthetics in influencing tourists' behavioral intentions, including willingness to pay, revisit intentions, and word-of-mouth recommendations. The findings highlight that while positive aesthetic judgments enhance these intentions, significant aesthetic distance can negatively impact tourists' willingness to pay. The aesthetic experience was also proven to improve customers' responses and behaviour, both positively and negatively [22] (Zhang & Xu, 2020). Due to the complete nature of the visit and stay in a rural region, which includes a range of factors, the study of service experiences in ecotourism is a crucial area of research in the field of tourism [23] (Chen et al., 2023). As a result, the thought of a tourist destination will create an emotional bond with the followers, and in this way, stories and experiences will be created that stay in the memory of the visitors and are shared with friends and acquaintances in a personal (word of mouth) and online (social networks) way. Based on a sample of visitors to the Peneda-Gerês National Park, [24] Martins (2023) found that there is a positive and significant correlation between the destination brand experience and satisfaction and, as a result, with the intention to return loyalty and to recommend it as a good tourist destination [25] (Pereira et al., 2023).

The perception, experience, preference, and recommendations of their products and services provide evidence of the equity or of value of a brand, whether it represents an industry, a location, or a tourist attraction [24] (Martins, 2023). Due to good experiences, whenever a person chooses an area of tourism that makes him want to return and promote it to others, he is talking positively about that location and valuing it [26] (Baptista, Santos, & Figueira, 2022; [27] Camilleri, 2018; [25] Pereira et al., 2023).

Tourist Infrastructure

It is necessary to develop or provide infrastructure for industry in order to enhance the tourism sector. Infrastructure refers to all the facilities that make it possible for the economic process to function as smoothly

as possible and enable individuals to achieve their requirements. As a result, it serves to finish the tourism facility so that it may offer services as effectively as feasible [28] (Fafurida & Apriliani, 2019). Tourism infrastructure includes basic infrastructure such as railways, airports, canals, roads, water supply, power, drainage, sewerage, solid waste management, and services. Tourism infrastructure also may include accommodations, dining, recreational, and shopping amenities [29] (Ramyar & Halim, 2020).

Infrastructure for the tourist industry has a lot of possibilities to grow tourism's sustainability. Infrastructure has a significant impact on the growth of this rapidly developing sector. The decision- making process for choosing a tourist location is directly influenced by the infrastructure for that destination's industry. Infrastructure for tourism serves as a push and pull component for the travel sector [30] (Rosli et.al, 2022).

Travelers' pleasure, their intention to return, and eventually the growth of the tourism business in an area are significantly, directly, and favorably correlated with factors like quality of accessibility, accommodations, transportation, venues, and their individual components [31] (Azam, 2023).

Hypothesis

Based on the literature review, hypothesis proposed for this study are:

i. Hypothesis 1 (H1): Tourism infrastructure is significantly contributed to improving an ecotourism destination.
ii. Hypothesis 2 (H2): Service quality is significantly contributed to improving tourist satisfaction of an ecotourism destination.
iii. Hypothesis 3 (H3): Destination image significantly contributed to improving tourist satisfaction of an ecotourism destination.
iv. Hypothesis 4 (H4): Tourist experiences significantly contributed to improving tourist satisfaction of an ecotourism destination.

METHODS

This study analyzes about the satisfaction for ecotourism destination in Malaysia. A quantitative technique was employed in this study to analyze data on service, outdoor activities, scenery, location, and reason of interest. When choosing a data collecting and analysis strategy, the major factors were reliability, reproducibility, and validity. The respondents were instructed to complete a questionnaire via Google Form. Data was collected from 400 local tourists who visited ecotourism attraction in Malaysia from 2019 to 2023.

A preliminary questionnaire was first developed based on items of the four elements tourist satisfaction that could be measured, which were generated from literature reviews. The questionnaire was finalized after being configured to examine the hypotheses across all constructs of the proposed model. Respondents were asked to indicate their degree of agreement with each item for each construction in a five-point Likert scale (1-strongly disagree and 5-strongly agree). To questionnaire contained five sections. The first section queried the respondent demography, second section for tourist infrastructure, third section for service quality, fourth section for destination image and the last section for tourist experiences.

Participants were chosen from a pool of Malaysians who were at least 18 years old and had previous experience travelling to rural tourist destinations. Participants were obliged to visit at least one rural location. The proponent received a total of 400 replies from Malaysians. The convenience of reaching out to members of this specific target group led to their selection as survey respondents. Furthermore, the study's findings show that respondents will have no difficulty accessing and completing the survey. Several preliminary analyses were run with the IBM SPSS 25 before the measurement and structural analysis were carried out. The goal of these studies was to eliminate the possibility of missing data and straight lines. In addition, the Partial Least Square— Structural Equation Modelling (PLS-SEM) estimate technique has been carried out with the help of the SmartPLS programme (version 4.0) to perform the analysis of the research model that has been built. When doing analysis of the data obtained from the questionnaire, descriptive statistics were analyzed

RESULTS AND DISCUSSIONS

Demographic Profile

Based on this Table 1 is demographic profile for this study. The total sample consisted of 400 valid questionnaires visitor over the age 18 who had any experience travelling in Malaysia's rural areas. For gender, the highest of result is male which is 193 respondents with 48.3% and for female with 207 respondents (51.7%). Meanwhile, for age the highest are 18- to 24-year-old and the lowest are 45 and above. Based on this, it shows the youngest people who like travel at Malaysia's rural area. According to Strumskyte, Magaña, Bendig in OECD 2022, the information received indicates that most women prefer to go to a place with a comfortable and relaxing ambiance because they want to escape their daily routines and are more concerned about the environment and sustainable development. As a result, women are more likely than males to travel to the rural.

Table I demographic profile

DemographicFactors	Categories	Frequency	Percentage
Gender	Male	193	48.3
	Female	207	51.7
Age	18 – 24	198	49.5
	25 – 34	108	27.0
	35 – 44	68	17.0
	45 – Above	26	6.5
Occupations	Government	69	17.3
	Self Employed	72	18.0
	Private	65	16.3
	Student	184	46.0
	Retired	8	2.0
	Others	2	0.5
Status	Single	234	58.5
	Married	145	36.3
	Divorced	21	5.3
Do you have any experience travelling inMalaysia's rural areas?	Yes	332	83.0
	No	68	17.0

Besides, for occupations the highest result is student carry out with 184 respondents (46%) because mostly respondent from student. Meanwhile, the lowest result is others and retired which is 10 respondents only. For marital status, it is found that the highest result is single (58.5%) followed by married (36.3%0 and divorced (5.3%).

Lastly, for questions 'Do you have any experience travelling in Malaysia's rural areas?' have the highest result is 332 respondents (83%) for "Yes" and for "No" which is 68 respondents (17%) only. Travelers generally like the experience of being in a rural location because of its simplicity in ways and customs. Furthermore, they like interacting with locals who are more likely to speak their native languages in addition to English. It might seem like going back in time or venturing out into nature without feeling crowded. The scenery is lovely and calm. It's an opportunity to get away from the city's hustle and bustle and enjoy the simpler pleasures in life. Nature is at its most lovely when surrounded by fresh, quiet air. It can even help you become more ecologically conscious.

Reliability Test

Cronbach's Alpha Reliability test was used to determine the questionnaire's reliability to ensure that each question used in the questionnaire has an acceptable consistency level. This research studies the link between Cronbach's Alpha and reliability level.

Table 2 reliability test analysis

Independent Variable	No of Item	Cronbach's Alpha	Interpretation
Tourist Infrastructures	5	0.827	Good
Service Quality	5	0.911	Excellent
Destination Image	5	0.942	Excellent
Tourist Experience	5	0.826	Good
Dependent Variable			
Tourist Satisfaction	20	0.826	Good

Based on table 2, this study about satisfaction on Malaysia' rural area has sent 400 respondents for online survey. For tourist infrastructures has subscale consisted of 5 items (α = 0.827) and the level of interpretation is good. For service quality has subscale consisted of 5 items (α =0.911) and the level of interpretation is excellent. After that, for destination image also have subscale consisted of 5 item (α = 0.942) and for tourist experiences has subscale consisted of 5 item (α = 0.826). The overall reliability interpretation on level excellent and good.

Hypothesis Testing (Correlation and Regression)

Based on table 3, shows the correlation has measure based on two variables. Its value can be from -1 to 1. First. tourist experience between have high correlations which is 0.677. Second, service quality between destination images has moderate correlations which is 0.605. Third, destination image between tourist experiences also has moderate correlations carry out with 0.734. Lastly, for tourist experiences between tourist infrastructure also carry out with moderate correlations which is 0.728. Total overall for correlations interpretation is moderate correlations carried out with a good result.

Multiple Linear Regression Analysis

Table 3 model summary regression analysis

Model	R	R. Square	Adjusted R. Square	St. Error of The Estimate
1.	0.854	0.729	0.726	0.46124
Predictors: (Constant), Infrastructure, Destination Image, Service Quality Dependent: Tourist Experience				

Table 4 Hypotheses Result

Hypothesis	Significant Value (P-Value)	Correlation Coefficient	Relationship Strength	Remarks
(H1): There is a significant relationship between touristinfrastructure and tourist satisfaction.	0.000	1.00	High	Accepted
(H2): There is a significant relationship between servicesquality and tourist satisfaction.	0.000	0.677	Moderate	Accepted
(H3): There is significant relationship between destination image and tourist Satisfactions	0.000	0.479	Moderate	Accepted
(H4): There is a significant relationship between touristexperience and tourist satisfaction	0.000	0.728	Moderate	Accepted

Table 4 shows that the path coefficient is significant ($p < 0.001$) since there aren't any non- significant coefficients. The significant of the coefficients was estimated using PLS bootstrapping with 400 respondent samples, an appropriate quantity to obtain reasonable estimations of standard errors.

Regarding the hypothesis 1 and 2, "There is a significant relationship between tourist infrastructure and tourist satisfaction." and "There is a significant relationship between services quality and tourist satisfaction". For correlation for tourist infrastructure is 1.0 and service quality is 0.677 carry out for level excellent and good.

Based literature review, travellers' pleasure, their intention to return, and eventually the growth of the tourism business in an area are significantly, directly, and favourably correlated with factors like quality of accessibility, accommodations, transportation, venues, and their individual components [31] (Azam, 2019). So, it is clear how the quality of tourism services and tourist infrastructure are connected to satisfaction on Malaysia's rural area.

Hypotheses 1.3 and 1.4, "There is significant relationship between destination image and tourist satisfactions, and "There is a significant relationship between tourist experience and tourist satisfaction". For correlation for destination image is 0.479 and service quality is 0.728 carry out for level excellent and good. Based on literature, the perception, experience, preference, and recommendations of their products and services provide evidence of the equity or of value of a brand, whether it represents an industry, a location, or a tourist attraction [32] (Martins et al., 2023). Lastly, it proves destination image and tourist experience contributed and connected to this survey of satisfaction of rural area in Malaysia.

Overall, all hypotheses were accepted because based on regression analysis all p-value is 0.000 which is the lower than significance level for alpha value is 0.05.

CONCLUSIONS

Through an examination of the outcomes derived from the questionnaire, discernible conclusions and ramifications emerge concerning tourist infrastructures, service quality, destination image, and the experiences of tourists. These findings furnish a nuanced understanding of the inherent strengths and weaknesses within the extant tourism environment, thereby presenting instructive recommendations aimed at enhancing the overarching satisfaction of tourists.

The evaluation of tourist infrastructures predominantly yielded favourable ratings. This implies that extant facilities, encompassing transportation, lodging, and amenities, align with tourists' expectations. The positive assessment of tourist infrastructures signifies concerted endeavours by the destination to establish a hospitable and convenient milieu for visitors. Pertaining to service quality, responses exhibited a spectrum from commendation to neutrality. While a faction of tourists expressed contentment with the rendered services, a considerable cohort conveyed a neutral stance. This underscores the potential for improvement in service delivery and customer contentment. An imperative consideration for the tourism industry is the augmentation of service quality to ensure a positive and indelible sojourn for tourists.

An evaluation of destination image disclosed a relatively diminished satisfaction or neutrality. This intimates that the destination encounters challenges in cultivating a favourable perception among tourists. It is imperative to scrutinize and rectify factors contributing to this neutral or dissatisfied sentiment, such as marketing strategies, cultural offerings, or accessibility. This concerted effort aims to enhance the destination's image and allure a more substantial influx of visitors. Tourist experiences were predominantly characterized by neutral or contented responses. While this signifies a generally gratifying encounter for tourists, the neutral appraisals underscore an avenue for enhancement. Identifying facets of tourist experiences that garnered neutral evaluations is imperative, guiding remedial actions to address any deficiencies and thereby elevate the overall tourist experience.

An exception to the overall positive assessment of tourist infrastructures is evident in the neutral evaluation of service quality, indicating a potential discrepancy between infrastructure quality and the services rendered within. An in-depth inquiry is warranted to pinpoint specific areas where service quality enhancements can be made, including staff training, responsiveness, and personalized attention. The implications of these findings extend both theoretically and practically within the tourism industry. The favourable appraisal of tourist infrastructures underscores the significance of investing in and upkeeping high-quality infrastructure to substantially contribute to overall tourist satisfaction. This underscores the continual importance of infrastructure development and maintenance as pivotal elements in attracting and retaining tourists. The neutral rating for service quality underscores the imperative of adopting a customer-centric approach. Enhancing service quality through initiatives such as staff training, improving communication channels, and addressing customer feedback can lead to heightened satisfaction, fostering positive word-of-mouth recommendations and

repeat visits. The discontent or neutrality regarding destination image underscores the urgency of strategic marketing endeavours. Strengthening the destination's image through effective branding, targeted promotional campaigns, and showcasing distinctive cultural or natural attractions can positively shape tourist perceptions and draw a larger customer base.

The tourist infrastructures are generally satisfactory, there are areas for improvement in terms of service quality and destination image. Addressing these shortcomings can lead to enhanced tourist experiences and overall satisfaction. Recommendations include conducting regular evaluations of service quality and implementing targeted improvements based on customer feedback. Investing in marketing initiatives to enhance the destination's image and promote its unique attractions and offerings. Focusing on customer-centric strategies, such as staff training, to improve service quality and create a positive and memorable experience for tourists. Monitoring and addressing any issues or challenges that arise in the delivery of tourist infrastructures, ensuring they continue to meet the expectations of visitors. By implementing these recommendations and continuously assessing and improving upon the identified areas, the destination can enhance its attractiveness to tourists, foster positive destination experiences, and ultimately achieve ultimate success in the tourism industry.

Furthermore, to enhance the effectiveness of future studies, researchers should consider integrating qualitative methodologies, such as interviews or focus groups, to obtain deeper insights into tourists' experiences and expectations. Expanding the sample to include international tourists would provide a more comprehensive perspective on ecotourism satisfaction from a global standpoint. Additionally, employing advanced statistical techniques, such as Structural Equation Modeling (SEM), could improve the robustness of the analysis by capturing complex relationships between variables. Conducting longitudinal studies to account for seasonal variations would offer a more dynamic understanding of how satisfaction levels fluctuate over time. The future research also might include integrating objective data sources, such as service quality assessments or environmental impact evaluations, could complement self-reported survey responses, thereby reducing potential biases and enhancing the overall validity of the findings.

Moreover, these findings offer significant insights into tourist satisfaction, service quality, and destination image. Researchers can use this data to expand tourism models, particularly those focused on customer satisfaction and experience, and inform future studies on infrastructure, service delivery, and destination branding. On the other hand, the analysis of tourist infrastructures and service quality may provide valuable feedback for government bodies responsible for tourism development. By recognizing the areas for improvement, such as service delivery and destination image, governments can allocate resources more effectively to improve tourist satisfaction. Furthermore, the insights on tourist satisfaction can inform sustainable tourism policies, ensuring that infrastructure development aligns with long-term environmental and cultural preservation goals while fostering an improved visitor experience.

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