

Assessing Visitor Satisfaction and Its Determinants: An Empirical Analysis of Tourists at Chobhar

Mandira Gautam¹ and Damodar Niraula²

Abstract

This study assessed the determinants influencing visitor satisfaction in Chobhar, a developing tourist destination located on the outskirts of Kathmandu, Nepal. The research focused on five key independent variables- environment, society, service quality, cost, and accessibility to explore their effect on overall tourist satisfaction. A quantitative research design was employed, targeting tourists visiting Chobhar as the study population. Primary data were collected through a structured close-ended questionnaire administered to 85 respondents selected via convenience sampling. The data were analyzed using descriptive statistics, correlation, and linear regression with the help of Jamovi software. The findings revealed that accessibility and cost had statistically significant and positive effect on visitor satisfaction, suggesting that ease of access plays a critical role in shaping positive tourist experiences. The result showed positive but non-significant effect of society on tourist satisfaction. In contrast, environment and service quality exhibited a minimal and non-significant effect on tourist satisfaction. These findings suggest that not all commonly assumed determinants have the same effect on visitor satisfaction. The study offers practical implications for tourism planners and local stakeholders aiming to enhance satisfaction and sustain tourism growth in Chobhar.

Keywords: visitor satisfaction, service quality, tourist, eco-tourism, Chobhar

Introduction

Tourism is a social, cultural and economic phenomenon related to the movement of people to places outside their usual place of residence, pleasure being the usual motivation. It has an impact on the economy, the natural and built environment, the local population at the places visited and the visitors themselves (World Tourism Organization (UNWTO), 2010).

¹ Research Scholar, Nesfield International College, Lagankhel, Lalitpur. Corresponding concerning this article should be addressed to Mandira Gautam.

Email: mandira.gautam77@gmail.com  <https://orcid.org/0009-0005-2835-9060>

² Faculty Member, Nesfield International College, Lagankhel, Lalitpur.

Email: damodarniraula@gmail.com  <https://orcid.org/0000-0002-6858-3893>

In context with a particular destination, tourist satisfaction may be the result of multiple factors, including the expectations generated before and during the trip, as well as the tourist's perception of service (Xingjun, 2022), destination facility, accessibility and attraction (Al-Ababneh, 2013), and is affected by tourist motivations and personal characteristics of tourists (Sharma, 2023). High tourism satisfaction not only boosts positive reviews and recommendations but also leads to their desire to revisit (Huu et al., 2024). By focusing on improving tourist experiences, destinations can increase economic benefits and establish a competitive edge in the travel industry.

Numerous studies have identified various determinants of visitor satisfaction in the tourism industry which can be broadly categorized into tangible and intangible factors of the tourist experience. Tangible factors refer to those physical aspects of the tourist experience that can be easily measured, seen, touched, or quantified such as the quality of infrastructure, food, amenities, and transportation facilities. On the other hand, intangible is easily measured or quantified such as cultural immersion, nature, and overall perceived value of the visit (Sapkota, 2024).

Tourist Satisfaction is deeply influenced by a combination of factors that shape the overall travel experience. In most cases, destination attributes like the quality of the accommodation, accessibility of the destination, beautiful scenery, weather conditions or climate, and neatness are considered important attributes for a tourist's overall satisfaction (Som et al., 2012). If the general service provided to tourists goes beyond or meets their expectations, then tourists will be satisfied. If not, they not only do not return to the destination but also do not recommend it to others (Braimah et al., 2024).

Similarly, a study conducted by Bigne et al. (2001) revealed that when tourists are willing to share their experience about a destination with their friends and family, their intention to revisit is an indication of their satisfaction with the destination. Satisfied tourists are more willing to recommend the destination to others which is not only free, but also the most effective form of marketing and promotion (Beeho & Prentice, 1997; Hallowell, 1996).

In addition, Ragavan et al. (2014) found that the accommodations and foods, attractions, climate and image, products, accessibility, culture, communities and price can jointly explain the tourists' satisfaction. Equally significant determinants of tourist satisfaction are behavioral elements like the friendliness and hospitality of local people, the presence of helpful guidance and signage and the perceived authenticity of cultural and natural attractions (Mindanao et al., 2020). On the other hand, the study of Shahriver (2012) mentioned that the attractiveness of the destination is explained by attributes such as natural factors, cultural factors, accessibility, services, cost and price, etc.

Satisfied tourists exhibit intention to return and share positive word-of-mouth communication (Taylor & Baker, 1994). These behavioral intentions are crucial for the sustainable development of emerging destinations like Chobhar, which largely depend on positive tourist experiences for future growth. In this study, satisfaction is assessed not only as a measure of how well the expectations of visitors are met but also as an indicator of Chobhar's potential for long-term tourism development. Several studies in tourism research have consistently identified key determinants of tourist satisfaction, such as cleanliness, hospitality, attraction, accessibility, infrastructure, environment, safety and security (Suanmali, 2014; Shahrivar, 2012) which have been shown to significantly influence tourist's overall experience, likelihood of revisiting, and word-of-mouth recommendations. In addition, customer satisfaction is a direct driver of loyalty, mediating the relationship between service quality, perceived value, and loyalty outcomes (So et al., 2025) and satisfied tourists are more likely to return and become loyal, which leads to the destination's long-term economic success (Kozak, 2001).

Since eco-tourism is known as tourism related to ecology and environment (Dhakal, 2023), Chobhar with its caves, lake, temples, traditional settlements and spiritual value serves as a fitting example. Basically, locals from Kathmandu, Lalitpur and Bhaktapur come to Chobhar at the weekend. Besides, domestic and foreign tourists also visit the site daily for trekking and sightseeing. It is highly preferred destination for educational tour. Since Chobhar is directly related to the civilization of the Kathmandu Valley, this site is on special interest to students of history. So, the increasing influx of domestic and international visitors to Chobhar demands a comprehensive understanding of the key factors influencing their satisfaction to promote sustainable tourism and improve service delivery.

In case of Chobhar, where natural beauty, cultural heritage, historical importance, and local interactions contribute significantly to the tourist experience, understanding how each of these factors relates to overall satisfaction is essential. Hence, analyzing these relationships allow for a more comprehensive understanding of how to improve tourist experiences and promote sustainable tourism in lesser-explored destinations like Chobhar. In this context, this study has been conducted to analyze the relationship of tourist satisfaction with key determinants; environment, society, service quality, cost and accessibility of Chobhar.

Methods

To examine the factors influencing domestic visitors' satisfaction at Chobhar, this study employed a quantitative research design using primary data collected through a structured questionnaire. The questionnaire included both closed-ended and Likert-scale

questions and was designed to assess six key variables: environment, society, service quality, cost, accessibility (independent variables), and tourist satisfaction (dependent variable). A total of 85 valid responses were obtained through convenience sampling from tourists visiting Chobhar. The survey was conducted on-site during peak visiting hours over a period of several weeks to ensure diversity in responses. The questionnaire measured each variable using four specific indicators, derived from prior literature and adapted to the local context. The collected data were coded and analyzed using Jamovi statistical software. Descriptive statistics (such as frequencies and percentages) were used to describe respondent demographics. To test the relationships between variables and their impact on overall tourist satisfaction, correlation and regression analysis were conducted. The findings aim to provide empirical evidence on the key determinants shaping visitor experiences and satisfaction in an emerging ecotourism destination like Chobhar.

Study Variables

Tourist Satisfaction. In the tourism context, satisfaction basically stands for the function of pre-visit expectations and post-visit encounters (Asmelash & Kumar, 2019). Tourist satisfaction refers to the evaluation made by the tourists regarding the level of performance that has been delivered in line with their expectations. It refers to the extent to which tourists' wants, aspirations, and expectations are fulfilled, leading to repeated and sustainable purchases (Ria et al., 2024).

Environment. The environmental dimension assesses the natural appeal and cleanliness of the destination. When tourists perceive a destination to offer high environmental value such as natural beauty, ecological conservation, and sustainable practices, it is anticipated that these environmental values will positively influences tourists' overall satisfaction at the destination (Vermeersch et al., 2016). Accordingly, this study hypothesized as follows:

H1: Environment has positive effect on tourist satisfaction.

Society. The social aspect captures tourists' interactions with the local community and their perception of the cultural atmosphere. Elements like local hospitality, cultural authenticity, and community engagement play a crucial role in shaping tourist satisfaction. A study analyzing tourist reviews of Indonesian villages found that elements like the friendliness of local people, traditional buildings, village atmosphere, people's way of life and village authenticity were top satisfaction determinants (Sari & Lestari, 2021). Accordingly, this study hypothesized as follows:

H2: Society has positive effect on tourist satisfaction.

Service Quality. Service Quality reflects tourists' evaluation of the services and facilities at the destination. In some earlier studies, service quality has been defined to the extent where service fulfills the need or expectation of the customers (Dotchin & Oakland, 1994). Service Quality is a significant factor in influencing travelers' views and experiences within the tourism industry. Providing service of superior quality might result in favorable emotional reactions, heightened contentment, and enhanced determination to return to a certain location (Akbaba, 2006). Accordingly, this study is hypothesized as follows:

H3: Service quality has positive effect on tourist satisfaction.

Cost. In the tourism industry, prices at tourist attractions play an important role in determining visitor satisfaction. Prices set for entrance tickets, accommodation, food, and tourist activities affect the perceived value received by visitors. Prices that are reasonable and in line with the facilities, services, and experiences provided will increase visitor satisfaction because they feel they are getting value for money. Conversely, prices that are too high or disproportionate to the quality of services received may decrease visitor satisfaction and lead to the perception that they are not getting good value (Yonnata, 2024). Accordingly, this study is hypothesized as follows:

H4: Cost has positive effect on tourist satisfaction.

Accessibility. Tourist satisfaction and decision to revisit are significantly influenced by accessibility. Accessibility directly affects the amount of time and effort travelers need to invest in visiting and enjoying the attractions and services available at a place (Ria et al., 2024) and thus plays crucial role in trip planning, as tourists require accurate and timely information about safe activities and sites, as well as entertainment, leisure activities, restaurants, and accommodation (Castro et al., 2017). Accordingly, this study is hypothesized as follows:

H5: Accessibility has positive effect on tourist satisfaction.

Results

Demographic Features of the Respondents

So far, the demographic features of the respondents are concerned, the majority of respondents are female, accounting for 67.06% of the sample, i.e. 57 respondents (Table 1). The majority of the respondents fall between the ages of 25 and 35 years (40%) followed by the age group of below 25 years (25.88%) and 36-45 years (22.35%).

Table 1*Frequency of the Respondents Based on Demographic Variables*

Baseline Characteristics	N	Percent	Baseline Characteristics	N	Percent
Gender			Age		
Male	28	32.94	Less than 25 years	22	25.88
Female	57	67.06	25-35 years	34	40.00
Others	0	0.00	36-45 years	19	22.35
Level of Education			Above 45 years	10	11.77
No Formal Education	0	0.00	Profession		
Primary Level	5	5.88	Student	29	34.12
Secondary Level	7	8.24	Government Employee	6	7.06
High School	15	17.65	Private Sector Employee	37	43.53
Bachelor's Degree	35	41.17	Business Person	5	5.88
Master's Degree	23	27.06	Self-Employed	5	5.88
			Retired	3	3.53
			Others	0	0.00

Note. N = 85

On the other hand, a total of 35 respondents has Bachelor's Degree of education. Similarly, 27.06% of the respondents reported that they are master's degree qualified followed by 17.65% having high school education. Most of the respondents worked as a private sector employee counting 37 (43.53%) followed by 29 (34.12%) respondents being student.

Correlation Analysis

The correlation matrix presented in Table 2 shows the relationship between the dependent variable Tourist Satisfaction (TS) and the independent variables: Environment (ENV), Society (SOC), Service Quality (SER), Cost (COST), and Accessibility (ACCE). The values represent Pearson correlation coefficients, which measure the strength and direction of the linear relationship between the variables.

The correlation analysis showed that all independent variables are significantly and positively correlated with Tourist Satisfaction (TS) at the 0.001 significance level. Among them, Accessibility ($r = .907^{***}$), Environment ($r = .898^{***}$), and Cost ($r = .875^{***}$) show the strongest positive correlations with Tourist Satisfaction. This

suggests that tourists are more satisfied when destinations are easily accessible, provide high-quality services, and are perceived as cost-effective.

Table 2

Correlation Matrix

	TS	ENV	SOC	SER	COST	ACCE
TS	1					
ENV	.898***	1				
SOC	.852***	.886***	1			
SER	.874***	.939***	.919***	1		
COST	.875***	.930***	.859***	.912***	1	
ACCE	.907***	.919***	.814***	.880***	.834***	1

Note. * $p < .05$, ** $p < .01$ *** $p < .001$

In addition, strong positive correlations are observed among the independent variables themselves. For instance, Environment and Service Quality are very highly correlated ($r = .939***$), suggesting that tourists who appreciate environmental aspects such as cleanliness, natural beauty and sustainability also tend to rate the service quality favorably. Likewise, Society and Service Quality show a strong correlation ($r = .919***$), indicating that social elements such as friendliness of locals and cultural experiences may align closely with the perceived quality of service. Furthermore, Environment also demonstrates strong correlations with both Accessibility ($r = .919***$) and Cost ($r = .930***$), implying that environmental factors may influence how accessible and affordable a destination feels to tourists. These strong interrelationships among variables highlight the interconnected nature of tourist perceptions and suggest that improvements in one area can positively impact others.

Overall, the correlation matrix indicates that improvements in these independent variables especially Accessibility, Cost, and Service Quality can significantly enhance Tourist Satisfaction at the destination. The strength and significance provide empirical support for their inclusion as determinants in the satisfaction model.

Regression Analysis

A multiple linear regression analysis is conducted to examine how different visitor experience factors influence overall tourist satisfaction in Chobhar. The overall

regression model is statistically significant, with an F-value of 34.789, which indicated that the predictors collectively explain a meaningful portion of the variation in visitor satisfaction (Table 3). The model has a strong fit, as reflected by an R^2 value of 0.879 and an Adjusted R^2 of 0.853, meaning that approximately 85.30% of the variance in satisfaction levels is explained by the combined effects of environment, society, service quality, cost, and accessibility.

Table 3

Regression Result

Predictor	Coefficient	Std. Error	t Stat	P-value
Intercept	-0.1946	0.372	-0.523	0.606
Environment	-0.0726	0.314	-0.231	0.819
Society	0.2799	0.202	1.388	0.178
Service Quality	-0.1112	0.223	-0.497	0.624
Cost	0.3553	0.212	1.68	0.080
Accessibility	0.6155	0.195	3.161	0.004
$R^2 = .879$, Adjusted $R^2 = .853$, F value = 34.789, p-value (F) = .000				

Among five predictors in the model, the regression result showed that only the factors cost and accessibility have statistically significant effect on tourist satisfaction. Furthermore, accessibility shows a positive regression coefficient, indicating that better accessibility to the destination is associated with higher levels of visitor satisfaction. Similarly, the coefficient of cost is also found positive (0.3553) which suggests that the tourists often do not compromise on price of service and product that are directly linked to their pleasure and entertainment. The other variables- environment, society, and service quality do not show statistically significant effects, although they may still contribute in meaningful ways.

Overall, the findings suggest that visitor satisfaction in Chobhar is best explained by a combination of factors, with accessibility, followed by cost, playing the most influential role. This highlights the importance of ensuring convenient and easy access for tourists to improve their overall experience. While the other factors do not reach statistical significance in this study, they could still be relevant and should not be overlooked in practical tourism planning.

Discussion

The purpose of this study was to identify and analyze the key determinants influencing tourist satisfaction in Chobhar. The findings revealed a diverse effect of the studied variables, where not all relationships were statistically significant or aligned with initial expectations.

The variable environment was expected to have a positive influence on tourist satisfaction, as suggested by earlier studies emphasizing the role of cleanliness, natural beauty, ecological conservation, and sustainable practices in shaping visitor experiences (Sahabuddin et al., 2024). However, in this study, the effect of environmental factors was found to be negative, though statistically insignificant. This result may indicate that while Chobhar's natural environment holds potential, it might not currently meet visitor expectations due to issues such as unmanaged waste, pollution, or lack of green infrastructure.

Society, which refers to the hospitality, friendliness, and cultural interaction with local people, also showed a positive but insignificant influence on tourist satisfaction. This result is partially in line with the finding of Sari and Lestari (2021), where they had found that community interaction and local friendliness were major satisfaction drivers in rural Indonesian villages. While tourists in Chobhar may appreciate local interactions, the results suggest that social factors alone may not strongly determine their overall satisfaction unless combined with other positive experiences.

The effect of service quality on tourist satisfaction appears to be negative and insignificant. This finding diverges from existing literature, which generally associates service quality with higher satisfaction as service fulfills the need or expectation of the customers (Dotchin & Oakland, 1994). The unexpected direction of this result may reflect inconsistencies in service delivery, lack of trained personnel, or misalignment between tourist expectations and actual services offered in Chobhar.

Cost showed a weak positive and statistically insignificant effect on tourist satisfaction. This aligns with past studies suggesting that affordability can enhance satisfaction and dissatisfaction may occur due to too high prices (Yonnata, 2024). The small coefficient (0.3553) implies that visitors may not find cost to be a decisive factor in shaping their experiences. It is possible that tourists perceive the value for money as acceptable, but not impactful enough to greatly influence their overall satisfaction.

Lastly, accessibility was found to be a significant and positive determinant of tourist satisfaction. This supports finding of Ria et al. (2024) which argued that ease of transportation, clear direction, and infrastructure access play a vital role in creating a

favorable tourist experience. In the context of Chobhar, accessibility seems to be a strength, possibly due to its close proximity to the capital city; Kathmandu.

Overall, while the literature mostly supported positive relationships between all independent variables and tourist satisfaction, the actual findings reveal mixed results in the context of Chobhar. This suggests a need for local stakeholders to address gaps in environmental management and service quality, while continuing to enhance accessibility to sustain and improve tourist satisfaction. These insights provide useful guidance for local tourism authorities and stakeholders aiming to enhance Chobhar's appeal as a tourist destination.

References

- Akbaba, A. (2006). Measuring service quality in the hotel industry: A study in a business hotel in Turkey. *International Journal of Hospitality Management*, 25(2), 170-192. doi:<https://doi.org/10.1016/j.ijhm.2005.08.006>
- Al-Ababneh, M. (2013). Service Quality and its Impact on Tourist Satisfaction. *Interdisciplinary Journal of Contemporary Research in Business*, 4(12), 164-177.
- Anderson, E. W., & Sullivan, M. W. (1993). The Antecedents and Consequences of Customer Satisfaction for Firms. *Marketing Science*, 12(2), 125-143. doi:<https://doi.org/10.1287/mksc.12.2.125>
- Beeho, A. J., & Prentice, R. C. (1997). Conceptualizing the experiences of heritage tourists: A case study of New Lanark World Heritage Village. *Tourism Management*, 18(2), 75-87. doi:[https://doi.org/10.1016/S0261-5177\(96\)00103-3](https://doi.org/10.1016/S0261-5177(96)00103-3)
- Bigne, J. E., Sanchez, M. I., & Sanchez, J. (2001). Tourism image, evaluation variables and after purchase behaviour: inter-relationship. *Tourism Management*, 22(6), 607-606. doi:[https://doi.org/10.1016/S0261-5177\(01\)00035-8](https://doi.org/10.1016/S0261-5177(01)00035-8)
- Braimah, S. M., Solomon, E. N.-A., & Honson, R. E. (2024). Tourists' satisfaction in destination selection determinants and revisit intentions; perspectives from Ghana. *Cogent Social Sciences*, 10(1), 1-20. doi:<https://doi.org/10.1080/23311886.2024.2318864>
- Castro, J., Quisimalin, M., Pablos-Heredero, C., & Gancino, V. (2017). Tourism Marketing: Measuring Tourist Satisfaction. *Journal of Service Science and Management*, 10(3), 280-308. doi:<http://dx.doi.org/10.4236/jssm.2017.103023>
- Dhakal, C. P. (2023). Eco-Tourism in the Chepang Hill Trail in Nepal. *Interdisciplinary Journal of Management and Social Sciences*, 4(2), 56-68. doi:<https://doi.org/10.3126/ijmss.v4i2.57203>

- Dotchin, J. A., & Oakland, J. S. (1994). Total Quality Management in Services: Part 1: Understanding and Classifying Services. *International Journal of Quality & Reliability Management*, 11, 9-26.
doi:<http://dx.doi.org/10.1108/02656719410056459>
- Hallowell, R. (1996). The relationships of customer satisfaction, customer loyalty, and profitability: An empirical study. *International Journal of Service Industry Management*, 7(4), 27-42. doi:<https://doi.org/10.1108/09564239610129931>
- Huu, T. N., Ngoc, H. N., Dai, L. N., Thu, D. N., Truc, L. N., & Trong, L. N. (2024). Effect of tourist satisfaction on revisit intention in Can Tho City, Vietnam. *Cogent Business & Management*, 11(1), 1-15.
doi:<https://doi.org/10.1080/23311975.2024.2322779>
- Kozak, M. (2001). Repeaters' behavior at two distinct destinations. *Annals of Tourism Research*, 28(3), 784-807. doi:[https://doi.org/10.1016/S0160-7383\(00\)00078-5](https://doi.org/10.1016/S0160-7383(00)00078-5)
- Mindanao, R. M., Abarintos, R. C., Briones, R. C., Espiritu, J. F., Vergara, P. M., & Apritado, J. M. (2020). Factors Influencing Tourist Attendance at Historical Attractions. *Journal of Tourism and Hospitality Research*, 17(1). Retrieved from <https://shorturl.at/nMLFV>
- Ragavan, N. A., Subramonian, H., & Sharif, S. P. (2014). Tourists' Perceptions of Destination Travel Attributes: An Application to International Tourists to Kuala Lumpur. *Prodedia- Social and Behavioral Sciences*, 144, 403-411.
doi:<https://doi.org/10.1016/j.sbspro.2014.07.309>
- Ria, E., Gumilang, A., Hutahaean, N. A., & Heriyati, P. (2023). Factors that Determine Tourist Satisfaction and Tourists' Intention to Return to Tourist Destinations in Tarutung. *Business and Entrepreneurial Review*, 23, 303-320.
doi:<https://doi.org/10.25105/wljxvtv56>
- Sahabuddin, M., Alam, M. S., & Nekomahmud, M. (2024). How do perceived and environmental values influence tourist satisfaction, loyalty, and environmental awareness? *Environ Dev Sustain*. doi:<https://doi.org/10.1007/s10668-024-05094-3>
- Sapkota, P. (2024). Unveiling Intangible Factors in Tourism: A Case of Gandaki Province, Nepal. *Journal of Business and Management*, 8(2), 115-129.
doi:<https://doi.org/10.3126/jbm.v8i2.76150>
- Sari, P. I., & Lestari, Y. D. (2021). Determinants of Tourist Satisfaction and Dissatisfaction on Tourism Village. *Jurnal Pendidikan Ekonomi Dan Bisnis*, 9(1), 9-24. doi:<https://doi.org/10.21009/009.1.2>
- Shahrivar, R. B. (2012). Factors That Influence Tourist Satisfaction. *Journal of Travel and Tourism Research*(Special Issue). Retrieved from <https://shorturl.at/LdoP7>

- Sharma, L. K. (2023). Measuring the Satisfaction of Student Tourists in Pokhara: An Analysis of Travel Life Domains. *COGNITION A Peer Reviewed Transdisciplinary Research Journal*, 5(1), 68-77.
doi:<https://doi.org/10.3126/cognition.v5i1.55410>
- So, K. K., Yang, Y., & Li, X. (2025). Fifteen Years of Research on Customer Loyalty Formation: A Meta-Analytic Structural Equation Model. *Cornell Hospitality Quarterly*, 66(2), 253-272. doi:<https://doi.org/10.1177/19389655241276506>
- Som, A. P., Marzuki, A., Yousefi, M., & AbuKhalifeh, A. N. (2012). Factors Influencing Visitors' Revisit Behavioral Intentions: A Case Study of Sabah, Malaysia. *International Journal of Marketing Studies*, 4(4), 39-50.
doi:<http://dx.doi.org/10.5539/ijms.v4n4p39>
- Suanmali, S. (2014). Factors Affecting Tourist Satisfaction: An Empirical Study in the Northern Part of Thailand. *SHS Web of Conferences*. EDP Sciences.
doi:<https://doi.org/10.1051/shsconf/20141201027>
- Taylor, S. A., & Baker, T. L. (1994). An assessment of the relationship between service quality and customer satisfaction in the formation of consumers' purchase intentions. *Journal of Retailing*, 70(2), 163-178.
doi:[https://doi.org/10.1016/0022-4359\(94\)90013-2](https://doi.org/10.1016/0022-4359(94)90013-2)
- The structural relationship between tourist satisfaction and sustainable heritage tourism development in Tigray, Ethiopia. (2019). *Heliyon*.
doi:<https://doi.org/10.1016/j.heliyon.2019.e01335>
- Vermeersch, L., Sanders, D., & Willson, G. (2016). Generation Y: indigenous tourism interests and environmental values. *Journal of Ecotourism*, 15(2), 184-198.
doi:<https://doi.org/10.1080/14724049.2016.1165233>
- World Tourism Organization (UNWTO). (2010). *International Recommendations for Tourism Statistics 2008*. New York: United Nations.
doi:<https://doi.org/10.18111/9789211615210>
- Xingjun, Z. (2022). An Empirical Study on the Tourist Satisfaction. *Journal of Digitainability, Realism & Mastery*, 1(7), 47-56.
- Yonnata, Y. (2024). The Influence Of Facilities And Prices On Tourist Satisfaction At Pantjoran PIK, North Jakarta. *Eduvest- Journal of Univarsal Studies*, 4(9), 7958-7968. doi:<http://dx.doi.org/10.59188/eduvest.v4i9.6409>