



Factors Affecting Tourists' Satisfaction: An Empirical Study on Rangamati as a Tourism Destination

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Research Article

Abstract

Purpose: This study aims to unearth the determining factors of tourist satisfaction in the Rangamati as a tourism destination and explores the degree of interdependence.

Method: Using a survey questionnaire data were collected from 140 tourists who visited Rangamati since 2019. They were selected based on convenience. Descriptive statistics were used to express the demographic profile of the respondents. Multiple regression was run to test the hypotheses.

Result: The findings of the study revealed that out of five, two factors such as natural factors, and cultural factors were found to have a positive influence in determining tourists' satisfaction. However, the other three such as tourism products, destination support services, and financial factors do not influence tourists' satisfaction.

Implications: The findings will help to improve the performance of the government agencies as well as the tourist services and it will gradually bring satisfaction to the local and international tourists.

Limitations: As the study is based on convenience sampling the result of this study can't be generalized.

Keywords: Tourism, Satisfaction, Natural factor, Rangamati, Bangladesh.

1. Introduction

Bangladesh is a northeastern country of South Asia surrounded by India on the west-north and northeast while Myanmar on the south-east and the Bay of Bengal on the south. This country is blessed with plenty of natural attractions that create appeal for tourists and travelers (Shahid, 2004). According to the (Report-WTTC, 2019), the contribution of the travel & tourism industry in the GDP of Bangladesh was 4.4% in 2018. This rate was 11.6% higher than the previous year and it is also a matter of hope that Bangladesh secured 11th position in the list of fastest-growing economies in terms of contribution of the travel & tourism industry to its GDP. A statistical report

of (BTB, 2020) portrait that the number of foreign tourist arrival had been increasing gradually for the last four consecutive years as 1,82,469 in 2016, 2,37,452 in 2017, 2,67,209 in 2018 and 3,23,295 in 2019. Hossain & Wadood, (2020) predict the tourism industry as one of the growing industries of Bangladesh that can enhance national income as well as accelerate the economic development of the country. This country is full of numerous attractions, delightful environment, tourist-friendly climate, hospitable local inhabitants and safe surroundings for the tourists, etc. However, the pace of growth of tourism in Bangladesh is very slow although all the potentials and facilities are present there (Hassan, Ullah, & Chowdhury, 2013). Henceforth, the country should focus on every opportunity to bring the tourism industry as its best form and the best way to use this opportunity is to enhance and utilize the beauty of the places so that it can be able to attract local and foreign tourists.

A large number of local and foreign tourists are willing to visit and take the taste of the beauty of hill district Rangamati each year. Chattagram is the commercial capital of Bangladesh and the Rangamati district is about 77.8 kilometers away from it. This district is a heavenly destination famous for Kaptai Lake along with its panoramic natural beauty, colorful tribal culture, hanging bridge, local handicrafts as well as a vibrant lifestyle of local tribes (Shamsuddoha & Nedelea, 2008). Another destination “Sajek valley” has become one of the most visited attractions in this area. For tourists, there are a large number of attractions available in Rangamati like exploring tribal lifestyle and culture, fishing at Kaptai Lake, speed-boat and paddle boat cruising, hiking, bathing, and its heavenly nature.

Bangladesh has a great opportunity to develop the tourism industry to accelerate economic advancements along with other sectors. Majumder & Hossain, (2011) identified a lack of adequate marketing practices as the major reason for the failure of this industry. Henceforth, the authority should focus more on proper marketing practices and work for attracting more local as well as foreign tourists to increase revenue. To increase its business value of this tourist destination administrations must focus on tourist’s satisfaction. Therefore, the factors that contribute to satisfaction among tourists need to be addressed properly. This study is based on the determination of the factors that influence the satisfaction of the tourists and provide insights to the policy-makers to improve the attractiveness of Rangamati. Specifically, this study seeks to answer the following research questions:

RQ1: What are the different factors influencing the satisfaction of the tourists?

RQ2: What steps should be taken to improve the overall performance of the tourism service in Rangamati?

2. Literature Review

2.1 Tourism and Satisfaction

Tourism is the act and process of spending time away from home in pursuit of recreation, relaxation, and pleasure while making use of the commercial provision of services (Walton, 2012). The world tourism organization (UNWTO, 2008) ascertain, Tourism is a set of social, cultural, and economic activities that results in the mobility of people from one place to another place outside their regular location for personal or business purposes. This industry is one of the fastest-

growing service industries in the world (Hui, Wan, & Ho, 2007). This industry offers the opportunity of providing jobs for different classes of people and thereby contributing to the alleviation of poverty in developing countries. It creates job opportunities directly & indirectly through providing accommodation, transportation, food services, and also through ensuring the supply of different necessities of tourism businesses (Parveen, 2013). But, the contribution of the tourism industry in the economic progress of Bangladesh is not as satisfactory as like as its neighboring countries like Malaysia, Thailand, Indonesia, India, and China, and this poor performance of contribution of the tourism industry also prevails in the area of employment creation and capital investment (Hossain & Wadood, 2020). They also opine insufficient budget, lack of government supports, poor transport system, moldy infrastructures in remote areas, inadequate amount of research & publications, and inadequate facilities are responsible for this poor performance of the tourism industry in Bangladesh.

Tourist satisfaction is the term derived from customer satisfaction (Y. Chen, Zhang, & Qiu, 2013) which means, a state of feelings of consumers, measured by comparing performance with expectations perceived by consumers on a given product or service (Kotler & Armstrong, 2010). In the tourism context, the interaction between a tourist's expectation and their real visit experience is referred to as satisfaction (Pizam, Neumann, & Reichel, 1978). They also express, tourists became satisfied when their visit experience meets all the expectations and they became dissatisfied or feel displeasure when their experience doesn't meet their need and want. In destination marketing, a strong level of satisfaction among tourists increases revisit intention and also ensures a positive recommendation to others to visit the place (Kozak & Rimmington, 2000). A study performed by (Baker & Crompton, 2000) depicts that, the more level of satisfaction delivers more loyalty and revisit intention, greater price tolerance, positive word-of-mouth, and a higher level of reputation. (Y. Chen et al., 2013) adds, the degree of satisfaction among tourists not only affect the tourism service provider and destination reputation but also increase tourist loyalty, decrease price elasticity, decrease the future transaction cost and increase the productive force. Satisfying tourists by exceeding their expectations can accelerate the economic prosperity of a region and this satisfaction relies on different factors (Prabhu, Abdullah, & Madan Mohan, 2019).

2.2 Tourists' Satisfaction Factors and Hypothesis Development

2.2.1 Natural Factors and Tourists' Satisfaction

The impact of nature on tourist satisfaction is found to be most important (Khuong & Nguyen, 2017). Another study shows, variety of natural attractions ranked first as a determining variable of tourist satisfaction in Bangladesh (Islam & Khayer, 2018). In the study of (D. Roy, Dhir, & Ahsan, 2016) the impact of natural beauty is found significant in determining tourist satisfaction. The resources that are not created by humans but exist in the environment naturally are called natural resources (Khuong & Uyen, 2016). Natural factors comprise of weather, beach, lake, mountain, desert, etc. (Beerli & Martin, 2004). Coban (2012) also ascertains that the natural environment and climate conditions possess a great impact on tourist satisfaction. Another study conducted by Wan & Chan (2013) found eight factors that affect satisfaction significantly among

them the impact of location and environment is crucial. Haque & Islam, (2015) argued sightseeing, relaxation, and fun as the major reasons for the visit. Whereas, the Destination image is also considered by some tourists as an antecedent for attracting a destination (Baloglu & Brinberg, 1997). Roy & Hoque (2015) found the brand image of a destination as a pertinent element of tourist loyalty. Another important fact, the facility of adventure tourism in a specific destination is studied by Giddy & Webb, (2016) where they found, the role of the natural environment in adventure tourism is fundamental rather motivational. From the above literature, we can develop the following hypothesis:

Hypothesis 1. Natural Factors have an impact on tourist satisfaction.

2.2.2 Cultural Resources and Tourists' Satisfaction

In the tourism industry, cultural attractions can create a higher level of satisfaction (Khuong & Uyen, 2016). Shahriyar (2012) found a significant role is played by cultural factors in forming satisfaction among tourists, whereas; historical, religious and heritage sites are the most important players to form this satisfaction. Khuong & Nguyen (2017) found cultural and historical attractions form an intention to revisit among satisfied tourists along with other factors. Different elements jointly create a cultural environment of tourism where museums, historical buildings, and monuments, festivals and concerts, handicrafts, local cuisine, folklore, religion and customs, and style of life are most important (Beerli & Martin, 2004). They also identified the language barrier and hospitality of local people as a source of creating satisfaction among tourists. Rahman (2012) opines archeological attractions, cultural attractions, religious attractions, Tribal attractions, and Fairs & festivals as the most integral elements of cultural tourism. The role of local communities as an integral part of tourism development is also reviewed (Aref, Gill, & Aref, 2010). Another piece of literature expresses destination attractiveness increases as a result of good perception of local cuisine (Guan & Jones, 2015). Although the main objective of a tourist is to travel around, sometimes tourist satisfaction might depend on their experience of shopping local clothing, souvenirs, artworks, and handcrafts (Vega-Vázquez, Castellanos-Verdugo, & Oviedo-García, 2017). Most of the tourists visit Chittagong Hill Tracts because of its various cultural attractions like marriage ceremony, Biju utsab, Pani utshab, etc. (Shamsuddoha, Alamgir, & Nasir, 2011). After analyzing the above discussion, we can draw the following hypothesis:

Hypothesis 2. Cultural factors have an impact on tourist satisfaction.

2.2.3 Tourism Products and Tourists' Satisfaction

UN (2008) proposed a list of categories of tourism characteristic consumption products where accommodation, food & beverages, and transport services were given the most importance. Le & Dong (2017) also analyze the significance of accommodation, food and beverages, and transportation services in the tourism business. Tourists need accommodation facilities as they often stay apart from home (Nedelea, Ali, & Alamgir, 2017). According to Le & Dong (2017), accommodation product combines all the services and facilities from the time of the first conversation with the hotel to the actual services experienced by the tourist at the hotel. And if the need and wants of the tourist meets it can increase revisit intention among them. They also

add, a favorable experience with food and beverages increases the trip's overall value and creates a positive impression of the destination among tourists. The significance of foodservice is indispensable to form satisfaction in the mind of tourists (Nield, Kozak, & LeGrys, 2000). The availability and quality of transport, condition of roads, mode of transportation all are crucial elements to encourage tourists to visit a specific destination (Nedelea et al., 2017). Therefore, based on the discussions, the following hypothesis is developed:

Hypothesis 3. Tourism products have an impact on tourist satisfaction.

2.2.4 Destination Support Services and Tourists' Satisfaction

Tourist satisfaction is explicitly influenced by destination support services and security (Hau & Omar, 2014). Destination utility, accessibility, and communication facilities are major components of destination support services which combinedly explain almost one-fourth of the total variance of destination competitiveness (Vengesai, Mavondo, & Reisinger, 2013). Destination accessibility has been treated as one of the most crucial determinants of selecting travel destinations by Apolito (2017) as it ensures true access for visitors and a convenient stay at the destination. Chen, Lee, Chen, & Huang (2011) define access quality as an indicator of satisfaction which comprises two dimensions: (a) convenience and (b) information. These sub-dimensions have a pertaining relationship with tourist satisfaction. Ortega & Rodriguez, (2007) opines, tourists positively evaluate the flow of information during their stay at the destination. A study performed by CNN (2017) on consumer's travel perception selected respondents from more than 70 countries shows that 67% of tourists are more concerned about safety and security than price, reputation, and information flow while traveling to a destination. 55% of tourists talk about the knowledge and availability of information as to their main concern at the time of travel. Tan, Chong, & Ho (2017), studied the importance of safety and security in the tourism industry and found safety and security can be of different forms for a tourist. It may like safety in hill climbing and water surfing, safety from pickpocketing and stealing and safety from being attacked by terrorists. Safety and security issues are mainly concerned with crime rates, terrorism, food safety, health issues, and natural disaster (Ayob & Masroni, 2014). Out-break of different diseases like dengue, pandemic flu, SARS, Chikungunya, and Ebola are also treated as an influential issue for the tourism industry in their study. Because, a safe and secured tourist destination increases satisfaction (Nedelea et al., 2017). From the above literature we can develop following hypotheses:

Hypothesis 4. Destination Support Services have an impact on tourist satisfaction.

2.2.5 Financial Factor and Tourists' Satisfaction

A study performed by Nedelea et al., (2017) found that the financial factors of the tourist service influence the level of satisfaction and choice of destination. Gnanapala (2015) opines, as most of the tourists are price-sensitive, they always concern about the price they have to pay for the services during their visit. The perception regarding expenditure is considered as an effective attribute for forming satisfaction in a tourist's mind (Yu & Goulden, 2006). The interrelation of values spent on food, lodging, and transportation with the satisfaction of a tourist has been examined in the study of Shahrivar (2012). His study also reveals a significant relationship

between the cost of values spent for lodging and transportation, where the value of food is found indifferent with satisfaction. Furthermore, several studies found an adverse association between perceived price and tourist satisfaction. (Dmitrovic et al., 2009; Nedelea et al., 2017). After analyzing the literature, we can construct the following hypothesis:

Hypothesis 5. *Financial factors have an impact on tourist satisfaction.*

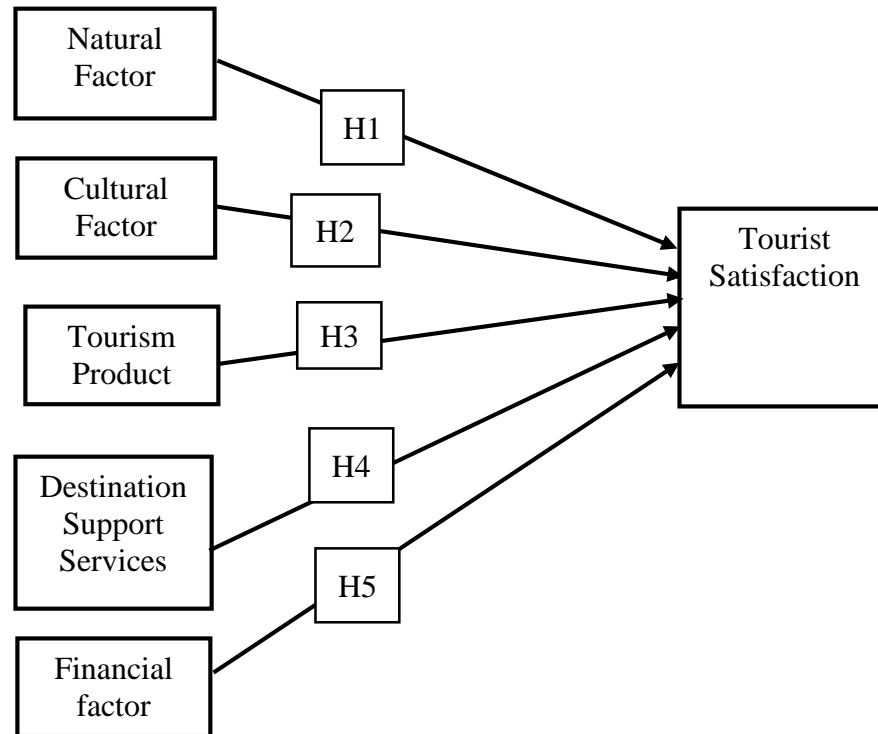


Fig. 1. Research Framework

3. Research Methodology

This study is based on both quantitative and qualitative approaches. An interview was conducted among different tourists, hotel owners, boat owners, vehicle renters, tour operating agencies, and individual freelance tour operators to discuss the main areas that a tourist often emphasizes while they visit Rangamati. After that, a detailed study of current literature about the research problem was done to find out the considering factors for further study. Then, a survey questionnaire was designed and sent to 200 tourists regardless of their demographic attributes who visited Rangamati since 2019 according to the researcher's convenience to collect the primary data. From these 200 tourists, 140 responded. Thus, the response rate is exactly 70% which is good in the count. This survey questionnaire was comprised of seven different sections. The first section was about the demographic characteristics (sex, age, location, occupation, marital status, education, family income) of the tourists. It also includes the optional questions about the reason behind their visit and an open-ended question regarding their observations and suggestions about Rangamati Tourism destination. The second section was developed to identify the tourist's perceived feelings regarding their visit to measure their level of satisfaction. The remaining five sections were about the experience and perception of tourists about different aspects of tourism product and service, i.e., natural factors, cultural factors, tourism products, destination

supporting service, and financial factors that shape their satisfaction. Twenty statements were developed to measure these five different factors in a Likert's five-point scale where "1= Strongly Disagree" to "5= Strongly Agree". Secondary data was collected from different reports, journals, and websites.

Descriptive statistics were used to express the demographic profile of the respondents and to rank the individual factors to find out which factors are most important for determining the dependent variable. Then, correlation analysis and multiple regression analysis were used to judge the degree of relationship among independent and dependent variables. Statistical Package for the Social Sciences (SPSS)-2020 software was used for this analysis.

4. Result Analysis and Discussion

4.1 Demographic Profile of Respondents

Table 1. Represents the demographic profile of the respondents. The survey findings on gender show that the majority of the respondents (83.6%) are male.

Table 1: Demographic Profile of Respondents, (N= 140)

Variables	Characteristics	Frequencies	Percentage (%)
Gender	Male	117	83.6
	Female	23	16.4
Age	Less than 20	13	9.3
	21-30	79	56.4
	31-40	39	27.9
	41-50	5	3.6
	More than 50	4	2.9
Marital Status	Married	53	37.9
	Single	83	59.3
	Widowed	3	2.1
	Separated	1	0.7
Occupation	Business	20	14.3
	Housewife	4	2.9
	Service	60	42.9
	Student	43	30.7
	Unemployed	10	7.1
	Others	3	2.1
Education	Postgraduate	61	43.6
	Graduate	59	42.1
	HSC	16	11.4
	SSC	3	2.1
	Others	1	.7
City of Residence	Chattogram Division	68	48.6
	Barishal Division	2	1.4
	Dhaka Division	49	35
	Sylhet Division	7	5
	Rajshahi Division	7	5
	Rangpur Division	1	.7
	Khulna Division	3	2.1
	Mymensingh Division	3	2.1

Female respondents comprise only 16.4%. Where most of the respondents (56.4%) are from 21 to 30 years of age group followed by 27.9% are from 31 to 40 years. Besides that, 42.9% of them are service holders, whereas 30.7% were students. Moreover, most of them 59.3% are single, and 37.9% of them are married. Regarding their city of residence, the majority of them are from the Chattogram division (48.6%) and Dhaka Division (35%). The rest of them are from the remaining areas of Bangladesh. Furthermore, more than 85% of the respondents have graduation or above degree.

4.2 Reliability Test

Before implementing any statistical analysis, it is important to test the internal consistency and reliability of the collected data using Cornbach's Alpha. Internal reliability has been tested for each of the dependent and independent variables of the survey data set. Table-2 shows that Cronbach's Alpha is 0.859 is calculated for the dependent variable (Tourist Satisfaction). This coefficient is considered reliable as anything more than 0.70 is satisfactory (Mahmood, Uddin, & Fan, 2019; Uddin, Mahmood, & Fan, 2019). The result of Cornbach's Alpha for independent variables shows that the reliability of the independent variables is ranging from 0.738 to 0.852 which also indicates strong reliability among the survey data questions.

Table 2: Reliability analysis of dependent Variable

Variables	Number of Items	Cornbach's Alpha
Tourist Satisfaction (TSAT)	5	.859
Natural factors (NF)	4	.773
Cultural Factors (CF)	5	.773
Tourism Products (TP)	4	.738
Destination Support Services (DSS)	4	.852
Financial Factors (FF)	3	.748

4.3 Correlation Analysis

Correlation is the measure of the relationship between variables. Table-3 indicates the Pearson's correlation coefficient (r) between the dependent variable, Tourists Satisfaction (TSAT) and independent variables, Natural Factors (NF), Cultural Factors (CF), Tourism Product (TP), Destination Support Services (DSS) and Financial Factors (FF) are 0.687, 0.559, 0.505, 0.575, .421 respectively.

Table 3: Correlation Analysis

Variables	TSAT	NF	CF	TP	DSS	FF
TSAT	1					
NF	.687**	1				
CF	.559**	.637**	1			
TP	.505**	.644**	.596**	1		
DSS	.575**	.700**	.561**	.702**	1	
FF	.421**	.621**	.585**	.756**	.668**	1

*** Correlation is significant at the 0.01 level (2-tailed).

And the association between dependent and independent variables in this correlation analysis is said to be significant. This analysis also reveals, there is a strong correlation between tourist's satisfaction (TSAT) and natural factors (NF). And the dependent variable (TSAT) has the least association with economic factors (EF) where the coefficient is 0.421. The remaining independent variables have a moderate association with the dependent variable as they are ranging from 0.575 to 0.505.

4.4 Multiple Regression Analysis

Multiple linear regression is used in this study to analyze the impact of independent variables (NF, CF, TP, DSS, and FF) on the dependent variable, Tourists Satisfaction (TSAT). The equation of the model is as follows:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5$$

[Where, Y= Tourists Satisfaction (TSAT), β_0 = constant (coefficient of intercept), X_1 = Natural Factors (NF), β_1 = regression coefficient of factor 1 (NF), X_2 = Cultural Factors (CF), β_2 = regression coefficient of factor 2 (CF), X_3 = Tourism Product (TP), β_3 = regression coefficient of factor 3 (TP), X_4 = Destination Support Services (DSS), β_4 = regression coefficient of factor 4 (DSS), X_5 = Financial Factors (FF), β_5 = regression coefficient of factor 5 (FF).]

Therefore,

Tourists Satisfaction = .966 + 0.511* Natural Factors (NF) + 0.222* Cultural Factors (CF) + 0.076* Tourism Product (TP) + 0.160* Destination Support Services (DSS) - 0.187* Financial Factors (FF).

Table 4: Hypothesis testing (Logistic Regression)

Hypothesis	Path Relations	Unstandardized		Standardized	t Value	P-value	Result
		Coefficients		Coefficients			
		B	S. E	β			
Constant		0.966	0.287		3.365	0.001	
H1	NF	0.511	0.097	0.495	5.256	0.000	Supported
H2	CF	0.222	0.091	0.203	2.449	0.016	Supported
H3	TP	0.076	0.105	0.074	0.723	0.471	Not Supported
H4	DSS	0.16	0.083	0.186	1.932	0.055	Not Supported
H5	FF	-0.187	0.099	-0.186	-1.893	0.061	Not Supported
ANOVA: F (5,134) = 29.023; P value = .000; p<.05.							
Model Summary: R= 0.721; R ² = 0.520; Adjusted R ² = 0.502.							

The multiple regression analysis indicates the value of R² is 0.520. This means the predictors (NF, CF, TP, DSS, FF) combinedly effects 52% variance in tourists' satisfaction (TSAT). Since the significance level (P-value) is less than .05. Which means, the regression model is significant. The multiple regression model also depicts the unstandardized and standardized coefficient, t-value, and p-value of each variable studied in the model. The P-value indicates the level of influence an

independent variable has on the dependent variable. This analysis reveals that the first two hypotheses (H_1 : $p=0.000$ and H_2 : $p=0.016$) are supported as they have a p-value of less than 0.05. That means, Natural Factors (NF) and Cultural Factors (CF) directly affecting tourist satisfaction in Rangamati. The remaining three hypotheses, (H_3 : $p=0.471$, H_4 : $p=0.055$ and H_5 : $p=0.061$) are not satisfying the assumption. So, these hypotheses are rejected as they are having a p-value which is very close to the significant level (0.05). This means the remaining factors; Tourism Products (TP), Destination Support Services (DSS), and Financial Factors (FF) does not affect tourist satisfaction directly. This also means that the tourists who visited Rangamati are more satisfied with natural and cultural factors than other variables. The regression model also expresses, among the five different factors the financial factors have a negative association with tourist satisfaction as it has a negative beta ($\beta_5=-0.187$) The negative coefficient of financial factors (FF) reveals that if the price of accommodation, food, and transportation increase the satisfaction of tourists will decrease. This result is quite natural as more price leads to dissatisfaction among tourists. Therefore, we can conclude that Natural Factors.

5. Recommendations and Conclusion

In this current study, we tested five variables that have an impact on tourist satisfaction in visiting Rangamati. We found the direct influence of natural and cultural factors on the tourists' satisfaction. The other three factors such as tourist products, destination support service, and financial factors are found not significant in influencing tourists' satisfaction. A set of recommendations have been also found in this study. These recommendations are very crucial for improving the overall performance of tourism in Rangamati. There is a great chance for increasing income from the tourism industry by adopting these recommendations. The recommendations are:

- Authorities such as Bangladesh Parjatan Corporation (BPC) and Rangamati District Administration both need to take collaborative steps to preserve and improve the tourism ecosystem.
- New natural attractions are required to be explored as this area is full of natural beauties and there is plenty of opportunities to utilize all of its beauties to attract tourists.
- A suitable transportation system (including road and air transport) should be developed and decrease the current obstacles to ensure accessibility in remote spots.
- Tourist friendly infrastructure in hilly areas needs to be established.
- Hotels and restaurants for budget travelers should be established with luxurious facilities.
- Authorities should arrange more cultural events highlighting the local culture of the hill tracks, surfing facilities in the lake at moonlit night, strengthening the security system, promote local crafts markets for tourists to enjoy the evening and nightlife.
- The tourists should be provided with the proper guidelines for tracking hills and visiting "Kaptai Lake".
- Facilities should be arranged at tourist spots for physically challenged tourists, as well as for women and children.
- Law enforcement authorities should have strict diligence regarding the cleanliness of the tourist's spots.

- Public transportation facilities should be made available for solo/single travelers. Variety of transportation modes may increase tourist's preference.
- Security must be improved to gain tourists' confidence.
- More promotional activities like branding through tourism fair, advertising in different magazines, publishing brochures, ensuring proper information flow are needed to uphold the image of Rangamati as a lucrative destination for local and international tourists.
- Bangladesh Parjatan Corporation (BPC) as well as Rangamati District Administration should create a database management system for ensuring all kinds of information, like hotel booking, food, weather, transport, cultural programs, festivals, etc.

6. Limitations and Future Directions

The study has several limitations. As this study considers only five different categories of variables, future researchers should focus on the other variables which may contribute to the satisfaction of the tourists. As the sample size is small, it does not represent the total population well. Another important issue is the method of sample selection. Convenience sampling is not the best way for doing research. Another crucial issue is that, as most of the respondents are from two divisions of the country mostly from Chattagram, so the result of this study can't be generalized. The survey questionnaire is prepared only in the English language that does not allow us to collect data from tourists who do not know English. Besides, the number of female respondents is very low. Finally, this study considers only the local respondents. Thus, the factors affecting the satisfaction of foreign tourists can be explored in future studies.

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