



## **SATISFACTION OF INTERNATIONAL AND DOMESTIC TOURISTS IN MALAYSIA’S OLDEST NATIONAL PARK: TAMAN NEGARA PAHANG**

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### **Abstract**

This study evaluates the satisfaction of both international and domestic tourists within Malaysia’s oldest national park, Taman Negara Pahang, employing a quantitative methodology through a survey comprising eight distinct dimensions: amenities, service quality, natural allure, accommodation, food services, transport, recreational offerings, and expense. The researchers garnered a sample of 387 respondents via convenience sampling and analysed using frequency distribution and independent sample t-tests. Findings indicate a general satisfaction among tourists with their park visitation experience. However, the researchers identified that service quality, transport, and cost require substantial enhancements to elevate the tourist experience. While both tourist groups displayed similar satisfaction levels, international tourists reported marginally higher satisfaction across most dimensions except for recreational activities. Varying motivations, influenced by geographical origins, attribute this discrepancy to the criteria for satisfaction evaluation. The study underscores the importance of continual tourism demand for sustaining national park conservation efforts through revenue generation. The researchers anticipate that the insights derived from this research will guide enhancements in the performance of tourism products and services through diversified feedback. Marketing strategies tailored to cater to the distinct preferences of domestic and international tourists are recommended, especially for Taman Negara Pahang, which enjoys popularity among both visitor segments.

**Keywords:** Tourist Satisfaction, International tourists and domestic tourists, National Park

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## **INTRODUCTION**

Many income sources for national park management were tourism-related, for example, recreation activity fees, accommodation charges, entrance fees, merchandise sales, equipment rental, etc. (Eagles, 2014). National Park Service of the United States reported that visitor spending contributes to park management and supports jobs, labour income, value-added and economic output in local gateway economies surrounding the national parks (Thomas et al., 2022). Likewise, tourism contributed significantly to the gateway communities at South Luangwa National Park, Zambia, by providing income and business opportunities (Chidakel et al., 2021). Undoubtedly, economic benefits continued to expand with tourism or ecotourism development in national parks, creating jobs and business sales for local communities (Chidakel et al., 2021; Thomas et al., 2022).

Hence, it is crucial to create continuous tourism demand that sustains tourism revenues as one of the critical financial resources to support park operations and conservation and the livelihood of the local communities. Satisfied tourists may revisit or recommend the tourist destinations to others (Zeng & Li, 2021; Seebunruang et al., 2022; Otsuka et al., 2023), which would generate sustainable income for the national parks. Although substantial research has been conducted on biodiversity and ecosystems, ecotourism and sustainable tourism, and other tourism-related research, much less has been done to assess the effect of different geographical locations on tourists' satisfaction with national parks in Malaysia. As a result, the research was conducted to measure the tourist satisfaction level and whether there is any difference in satisfaction between international and domestic tourists who visit Taman Negara Pahang. Eventually, these findings will help governments and tourism operators ensure that the park's performance, tourism products and services meet all international and domestic tourist's expectations. These satisfied tourists would create demand and help sustain revenue for the national park conservation.

## **LITERATURE REVIEW**

Satisfaction results from the interaction between expectation and experience (Kozak, 2001). In tourism, tourist satisfaction compares a tourist's pre-travel expectations and post-travel experience. Eagles and McCool (2000) indicated that tourist satisfaction with a destination was influenced by the interaction between tourists' overall experience with the tourism services and products and their expectations. They are satisfied when their experience exceeds expectations and vice versa. According to Arabatzis and Grigoroudis (2010) and Lee et al. (2022), tourists' satisfaction with Dadia-Lefkimi-Souflion National Park and Taman Negara National Park was affected by personnel, natural characteristics, recreation facilities, infrastructure, and information communication. In contrast, Sangpikul (2018) discovered that attractions, people, valued destinations,

services and facilities, safety, and cleanliness affected tourist satisfaction at the beach. Oviedo-García et al. (2019) found that informational services, accessibility, directional signs, information, food, and facilities in protected areas were equally important.

In addition to the tourism products and services, tourist satisfaction was also affected by other factors, such as tourism marketing or information sources (Carlos Castro et al., 2017; Nurbasari et al., 2022; Shahrivar, 2012), tourist profiles or demographics (Carlos Castro et al., 2017; Shahrivar, 2012), travel behaviour (Shahrivar, 2012) and cultural characteristics (Park et al., 2015; Shahrivar, 2012). Based on tourist demographics, previous studies reported that tourists of different nationalities had different behaviours in activities (Farahani & Mohamed, 2013; Park et al., 2015), interaction, destination knowledge, commercial transaction or expenditure, time management, respectfulness, facilities (Farahani & Mohamed, 2013), motivation (Barkhordari et al., 2014; Park et al., 2015), overall satisfaction and post-trip behaviour (Park et al., 2015).

Tourist satisfaction may vary depending on the origin of the tourists. Choi and Chu (2000) concluded that Asian tourists emphasised the value factor while Western tourists valued the room quality factor. Similarly, Bowie and Chang (2005) discovered that different cultural backgrounds may have caused Asian tourists to be concerned with more personalised and customer-oriented service in a mixed international guided tour package than other international tourists. Kozak (2001) found that German tourists were likely to have higher expectations than British tourists with destination attributes in Mallorca and Turkey. Later, Campo and Garau (2008) discovered that satisfaction levels differ with destination attributes and hospitality among tourists visiting the Balearic Islands, Spain, due to the different nationalities.

Other research also discovered that satisfaction levels might differ between international and domestic tourists. McDowall and Ma (2010) found that international and domestic Thai tourists differed in their demographic characteristics, evaluation of Bangkok's performance, satisfaction, and destination loyalty. Years later, Bui and Le (2016) noted that domestic tourists were more satisfied than international tourists with service attributes at Ha Long Bay, Vietnam, as domestic tourists were likely to have lower expectations. As research continues to evolve, it becomes clear that understanding tourist satisfaction requires a multifaceted approach that considers the diversity of tourist expectations, experiences, and cultural contexts. Given these, in the context of a national park in Malaysia, the following hypotheses are proposed:

H1: There is a significant difference in tourist satisfaction with destination attributes between domestic and international tourists.

H2: There is a significant difference in overall tourist satisfaction between domestic and international tourists.

## **METHODOLOGY**

### *Study Area*

Taman Negara is Malaysia's largest protected area and the oldest national park (UNESCO World Heritage Centre [WHC], 2015). It covers the borders of 3 states and forms Taman Negara Pahang, Taman Negara Kelantan, and Taman Negara Terengganu. Taman Negara Pahang is also known as Taman Negara Kuala Tahan due to its location in Kuala Tahan, Jerantut district. This park offers tourists better access to tourism facilities and more recreational activities. It houses various rare and endangered species of flora and fauna in the country. It is a famous travel destination among domestic and international tourists for its biological and geological attractions. Gunung Tahan was the highlight and was found to be the most crucial attraction in the park, in addition to adventure activities (Aziz et al., 2018). Other iconic features are the canopy walkway, Orang Asli settlements, where tourists are exposed to the aboriginal culture and lifestyle, rapid shooting, jungle trekking, cave exploration, wildlife observation, and birdwatching as the latest attraction in the national park.

### *Method and Analysis*

This descriptive research employed a four-page questionnaire to collect the socio-demographic profiles, travel characteristics, and tourist satisfaction attributes. The first part includes socio-demographic information, the second section focuses on various aspects of the tourists' travel experience, and the following section assesses tourist satisfaction. Researchers adapted the attributes for measuring tourist satisfaction from the studies of Arabatzis and Grigoroudis (2010) and Sukiman et al. (2013).

A 7-point Likert scale ranging from 1 (strongly disagree) to 7 (strongly agree) with "0" for not applicable is employed. The "0" selection is available to tourists who did not stay and dine there. Data collection was conducted within the park and the opposite village, Kampung Kuala Tahan, as these were the areas where tourists carried out most of the activities. Respondents were selected through convenience sampling at the bus stop, the park's main entrance, eatery outlets, and other rest areas. Descriptive analysis (frequency and mean) was used to analyse demographic data and respondents' satisfaction. An inferential analysis (independent sample t-test) was also deployed to test the hypothesis.

Forty responses were selected as pilot study samples before the data collection phase to assess the reliability of the research instrument. Overall, Cronbach's alphas for all attributes range from 0.709 to 0.905, which is considered adequate for the internal consistency of the research instrument

(Nunnally & Bernstein, 1994). The reliability of .660 resulted in overall tourist satisfaction because of the item "I shall revisit this park." The return intention remained as it seems to be a critical element in measuring overall tourist satisfaction in some past research (Alegre & Cladera, 2009; Chi & Qu, 2008). Lastly, only eight items remained to calculate the cost. "Long-boat service" was removed because there may be an overlap between items. A total of 387 responses were collected from the fieldwork.

## **RESULTS AND DISCUSSION**

### *Social-Demographic Characteristics and Travel Purpose*

Cross-tabulations were performed to show the tourist socio-demographic profile as listed in Table 1. Almost two-thirds of respondents were international tourists (64.6%), most were female (54.3%), and the majority were between 19-34 years old (71.6%). These active and energetic young people favoured the setting and natural features of Taman Negara Pahang. Perhaps it was perceived as a wilderness area more suitable for them to carry out challenging outdoor activities. However, the park also offers recreational activities like fishing, picnics, and swimming, which are ideal for all age groups. It can be observed that there were still a few elderly foreign tourists (1.6%) visiting the park for birdwatching.

Almost one-third of the respondents earned less than RM10,001 yearly. This demographic diversity suggests that visiting Taman Negara Pahang is affordable across income groups, aided by a low entrance permit fee of RM1 per person. Samdin (2008) indicated that raising this fee could sustain the park better. At the same time, tourists can choose to stay at a hostel, hotel room, guest house, or chalet. Besides, the national park is accessible by private or public transport. Thus, a trip to the national park can be economical or luxurious depending on one's travel budget. A strong economy and favourable exchange rates contribute to higher incomes among a quarter of international respondents.

The tourists visited the national park mainly because of the wildlife or flora and fauna (32.3%), scenery or landscape (21.7%), and spending time with friends and family (21.2%). Wildlife and the natural beauty of the national park were the focus of tourist visits. In addition, natural-based tourism destinations that offer a peaceful retreat from the hustle and bustle of the city are the best choice for tourists to spend quality time with family and friends. According to Barkhordari et al. (2014), domestic tourists were more friendly, active, and intended to relieve stress than international tourists when travelling to Taman Negara. However, the findings of the current study were slightly varied. The result shows that the park's natural beauty attracted international tourists, while domestic tourists wanted to spend their holidays with family and friends. Although domestic tourists still showed the travel purpose of socialising or perhaps relieving stress, international tourists would be more active in engaging

with nature this time. The allure of destination attributes may appeal more to international tourists, influenced by travel distance, over-social interaction, and family togetherness. Hence, the purpose of travel may be different for both tourist groups.

**Table 1:** Demographic profile and travel purpose of domestic and international tourists

Variables	Nationality				Total (n=387) 100%	
	Domestic (n=137) 35.4%		International (n=250) 64.6%			
Gender						
Male	46	11.9	131	33.9	177	45.7
Female	91	23.5	119	30.7	210	54.3
Age						
18 and below	15	3.9	4	1.0	19	4.9
19-34	89	23.0	188	48.6	277	71.6
35-60	33	8.5	52	13.4	85	22.0
Above 60	0	0.0	6	1.6	6	1.6
Annual income (RM)						
Below 10,001	58	15	64	16.5	122	31.6
10,001 – 30,000	23	5.9	13	3.4	36	9.3
30,001 – 60,000	36	9.3	33	8.5	69	17.8
60,001 – 100,000	15	3.9	46	11.9	61	15.8
Above 100,000	5	1.3	94	24.3	99	25.6
Purpose						
Workshop/seminar/ training	11	2.8	0	0	11	2.8
Spend time with friends/family	50	12.9	32	8.3	82	21.2
Education/research and monitoring	10	2.6	1	0.3	11	2.8
Teambuilding/camping/ campaign	28	7.2	10	2.6	38	9.8
Scenery / Landscape	21	5.4	63	16.3	84	21.7
Wildlife/flora & fauna	14	3.6	111	28.7	125	32.3
Experience the culture of Indigenous people	3	0.8	15	3.9	18	4.7
Bird watching	0	0	6	1.2	6	1.2
Others	0	0	12	3.1	12	3.1

*Tourists' satisfaction with tourism attributes*

The descriptive analysis of tourist satisfaction is shown in Table 2. The natural attractions were the most satisfactory tourism product (M=5.60); relatively, the cost had the lowest mean (M=4.21) because the price of tourism products and services was considered high. Besides transportation (M=4.48) and service and

hospitality (M=4.63), the performance of other tourism products was above average. However, the overall satisfaction was still satisfactory (M=5.66). The park performance was still above average based on the results shown by the park facilities, natural attractions, and recreational activities. Tourists may not have high expectations for their visit, as maintaining a wilderness area is difficult.

**Table 2:** Descriptive analysis of tourist satisfaction

Dimensions	Mean	SD	Skewness	Kurtosis
Park facilities	5.11	0.980	-0.376	-0.111
Natural attractions	5.60	1.128	-0.781	0.514
Accommodation	5.15	1.650	-1.578	2.618
Food	5.32	1.464	-1.431	2.787
Transportation	4.48	1.587	-0.322	-0.850
Services and hospitality	4.63	1.322	-0.520	0.125
Recreational activities	5.22	1.452	-1.361	2.562
Cost	4.21	1.465	-0.920	1.320
Overall satisfaction	5.66	1.092	-1.203	2.109

Cheng et al. (2022) include price reasonableness as one of the factors for tourist' satisfaction. According to Abdul Latip et al. (2020), park management plays a vital role in planning and implementing ecosystem protection and conservation strategies, which leads to tourist satisfaction. Abdul Latip et al. (2021) also found similar findings. Hence, the park manager and the Department of Wildlife and National Parks (DWNP) have managed Taman Negara Pahang well, meeting the expectations of tourists. Nevertheless, the park manager needs to ensure that directional and information signages function well and that the pathway is safe to use so that tourists can carry out activities in the park easily without a guide. Simultaneously, this will ensure their safety. Besides, the park manager also needs to limit tourist numbers. This measure may improve the quality of the tourist experience and reduce environmental damage. Most importantly, immediate actions are essential to address complaints or any feedback from tourists.

The national park houses various rare and endangered species of flora and fauna. As the first and oldest protected area in the country, it was secured by the Taman Negara Pahang management plan besides the Taman Negara Master Plan, National Ecotourism Plans (NEPs), and Wildlife Conservation Act 2010 [Act 716] and guidelines provided by NGOs such as United Nations Development Programme (UNDP) and Global Environment Facility (GEF). However, tourism activities in the park may have affected the natural ecology and habitats. Tourists claimed that chances of observing wild animals dropped. Therefore, legislation and enforcement come into play in enhancing the effectiveness of the plans.

The recreational activities seemed quite exciting and varied but lacked educational value. There was a lack of information on flora and fauna species and directional signages, which caused the tourists to have difficulties understanding flora and fauna better when they did not hire any nature guide during their visits to the park. There were many accommodations and dining options in Kampung Kuala Tahan. Tourists can choose from the most economical to the most luxurious accommodation, for example, campsite, dormitory, guest house, hotel room, and chalet. They can try local, Asian, or Western cuisine based on their budget and preference. Perhaps tourists did not expect it to be so easy to access such facilities in a remote area like Taman Negara Pahang. Hence, they were pleased with the food and accommodation offered around the park area.

Nevertheless, transportation, service and hospitality, and tourism products and services charges showed areas for improvement. There was no official source for the public bus schedule. While most domestic tourists travelled by personal transport, international tourists faced difficulties accessing public transportation, except for those who took a coach provided by the travel agency. In addition, bus schedules were subject to last-minute changes based on passenger numbers. Apart from fixing the bus schedule, there is a need for air conditioning installation to cope with the hot weather in the country and consistent maintenance to improve the bus condition. Jerantut District and Land Office, the local authority, are urged to monitor and enhance the quality of facilities provided to address these issues.

Most local tourism operators did not have relevant qualifications, and others were poorly educated. They needed improvements in communication, hospitality, and language skills. In addition, there was a shortage of well-trained workers in service and hospitality. Relatively, the performance of nature guides and park rangers remained satisfactory. The result is consistent with the other study by Teo et al. (2010), though nature guides and park rangers received high compliments for their professional service. Similarly, Bhuiyan et al. (2021) also highlighted the importance of having skilled workers at the destination.

The Ministry of Tourism, Arts and Culture Malaysia (MOTAC) offers tourism-related courses such as tourist guide, mesra Malaysia, and Eco-host Malaysia for front-liners and other tourism operators to improve product knowledge, customer service, and communication skills. The ministry must identify the requirements for all front-line workers and mandate that they complete specific courses annually to monitor their performance. To keep the license valid, the existing nature guides must pass a tour guide course and attend two yearly tourism-related courses. Therefore, service quality is assured.

Many respondents did not hire nature guides due to perceived high fees. Nevertheless, tour guiding is vital in facilitating conservation and environmental education for ecotourism (Yamada, 2011). According to Manuel des Guides



(Ormsby & Mannle, 2006), nature guides play a crucial role in ecotourism by providing conservation education, ensuring environmental protection, guiding safely through wilderness areas, and maintaining visitor adherence to park rules. Most importantly, they need to ensure the safety of tourists in a wilderness area. Despite the cost, their professional service is highly valued.

Overall, tourist satisfaction in Taman Negara Pahang was above average. Respondents were satisfied with the journey and would recommend the place to others. However, most said they would not revisit the park due to the travel distance and time. Improving the maintenance of facilities and service quality among local employees could enhance the overall tourist experience and perception, potentially justifying current charges through added value in travel products and services.

#### *International and domestic tourists' satisfaction*

The data follow a normal distribution. The skewness is between -0.322 and -1.578, and the kurtosis is between -0.850 and 2.787. Therefore, independent sample t-tests were conducted to determine if there was a significant difference in satisfaction between domestic and international tourists visiting Taman Negara Pahang. The international tourists had higher satisfaction than domestic tourists except for recreational activities, as shown in Table 3. The result indicates they may not have high expectations of the tourist products and services. The independent sample t-tests reveal significant differences in satisfaction levels between the domestic and international tourists with regards to the park attributes ( $t=-2.55$ ,  $df=385$ ,  $p<.05$ ), natural attractions ( $t=-2.03$ ,  $df=385$ ,  $p<.05$ ), accommodation ( $t=-6.95$ ,  $df=385$ ,  $p<.05$ ), food ( $t=-5.13$ ,  $df=385$ ,  $p<.05$ ), transportation ( $t=-6.07$ ,  $df=385$ ,  $p<.05$ ) and cost ( $t=-4.18$ ,  $df=385$ ,  $p<.05$ ). But there are no significant differences between the two groups of tourists in service and hospitality ( $t=-1.73$ ,  $df=385$ ,  $p>.05$ ) and recreational activities ( $t=0.96$ ,  $df=385$ ,  $p>.05$ ). In general, there is no significant difference between nationalities in overall satisfaction.

The findings do not support the comparative analysis of international and domestic tourists who travelled to Ha Long Bay, Vietnam (Bui & Le, 2016). Generally, international tourists who visited Taman Negara Pahang had lower expectations and thus higher satisfaction levels with the tourist products and services than domestic tourists, except for recreational activities. According to Stone (2014), Western tourists love nature-based tourism and enjoy adventurous activities. Similarly, Matolo et al. (2022) also highlighted that international tourists left the destination feeling satisfied due to good services, reasonable prices, and a good image of the destination. Besides, this contradictory result may be that Malaysians are not adventurous and expect a more comfortable visit.

**Table 3: Independent Sample T-Test on Tourist Satisfaction Attributes**

Attribute	Nationality	N	Mean	Std. Deviation	t	Df	Sig. (2-tailed)
Park	Domestic	137	4.94	1.07	-2.55	385	.01
	International	250	5.20	0.91			
Natural attractions	Domestic	137	5.44	1.25	-2.03	385	.04
	International	250	5.69	1.05			
Accommodation	Domestic	137	4.40	1.98	-6.95	385	.00
	International	250	5.55	1.27			
Food	Domestic	137	4.82	1.70	-5.13	385	.00
	International	250	5.60	1.24			
Transportation	Domestic	137	3.85	1.32	-6.07	385	.00
	International	250	4.83	1.61			
Hospitality	Domestic	137	4.48	1.31	-1.73	385	.08
	International	250	4.72	1.33			
Recreational activities	Domestic	137	5.31	1.18	0.96	385	.34
	International	250	5.17	1.58			
Cost	Domestic	137	3.79	1.79	-4.18	385	.00
	International	250	4.43	1.20			
Overall satisfaction	Domestic	137	5.55	1.18	-1.36	385	.17
	International	250	5.71	1.01			

In particular tourism attributes, there are significant differences and similarities in satisfaction levels between domestic and international tourists. In contrast to an earlier finding (Campo & Garau, 2008), the result shows significant differences in tourist satisfaction with the park, natural attractions, accommodation, food, transportation and cost but not service and hospitality, and recreational activities. According to Saikia (2020), both categories of tourists favour cleanliness, improved amenities and safety and security as essential factors in ensuring overall tourist satisfaction. Regarding cost, Kang et al. (2022) discovered that local and international tourists have divergent preferences regarding their willingness to pay.

Taman Negara Pahang is a protected area with limited development. Hence, the existing recreation activities may be sufficient to meet the satisfaction of tourists, especially the highest peak (Gunung Tahan) in Peninsular Malaysia, one of the most extended canopy walks in the world, and a visit to the Orang Asli settlement, which is unique. Aziz et al. (2018) concluded that the existing adventure activities are essential attractions for young adults visiting the park. However, both groups of tourists responded that the service and hospitality of tourism employees required improvement. Possibly, due to the tourists' unfamiliarity with the area, there was an expectation for better service and hospitality in a remote and wilderness setting like a national park to enhance the travel experience.

On the other hand, there are significant differences in satisfaction levels, where international tourists were more satisfied than domestic tourists with the park, natural attractions, accommodation, transportation, and food. A possible explanation is that international tourists visit the park mainly because of its natural scenery and wildlife. In contrast, domestic tourists wanted to spend time with family and friends. Thus, international tourists could be more adventurous, willing to try new things, may not expect high amenities and facilities, and be ready to face challenges at natural-based destinations. In comparison, domestic tourists may seek comfort while spending time with family and friends. As a result, the purpose of travel may have influenced the focus on assessing their satisfaction level.

International tourists accounted for nearly two-thirds of the respondents, and more than 50% were European tourists. The higher exchange rate could have caused different perceptions of the costs of tourism products and services. Thus, international tourists perceived the cost to be cheaper than domestic tourists. Lastly, the two groups of tourists show no significant difference in overall satisfaction. Perhaps the overall performance of the national park would have met their expectation from different perspectives.

## **CONCLUSION**

Tourist satisfaction is one of the indicators used to measure tourism sustainability. Previous studies found that tourist satisfaction was affected by the performance of tourism attributes and other factors such as tourist demographics, travel behaviour, cultural characteristics, tourism marketing, etc. This study attempted to assess tourist satisfaction with the performance and tourism development of Taman Negara Pahang and explore whether there is any difference in satisfaction between domestic and international tourists. The research findings show that tourists were satisfied visiting the national park. The ecological and biological resources were well conserved, besides the recreation activities, accommodation, and food businesses. While there were some comments about crowd management and park facilities, remarks from tourists regarding environmental issues were notably fewer.

However, the state tourism office and the local authority must pay close attention to the problems arising from the service and hospitality, transport arrangements, and costs. Together with the park manager, they become the key stakeholders who can contribute in different ways to sustainable tourism development in the national park. The park manager plays a role in conserving wildlife and its habitat; the state tourism office helps develop skilful and knowledgeable human capital in tourism, while local authorities provide guidelines in business setup and operations. Taman Negara Pahang and Kampung Kuala Tahan complement each other. Cooperation between key stakeholders is

essential in planning a more comprehensive tourism development that covers the national park and the opposite village, Kampung Kuala Tahan.

Significant differences and similarities exist in satisfaction with tourism attributes between domestic and international tourists. Generally, international tourists had lower expectations of tourism products and services than domestic tourists. International tourists travel to Taman Negara Pahang for its natural landscape and wildlife. They are more adventurous, have lower expectations, and are ready to face challenges when travelling to natural destinations. Instead, domestic tourists travelled to the park to spend time with family and friends. Therefore, they expected a well-equipped and comfortable tourist destination that would create a better travel experience. Travel motivations vary by location, so destination marketers can design promotional messages to achieve a more effective marketing strategy. Understanding these differences in tourist satisfaction based on nationality can help stakeholders identify strengths and weaknesses of the destination and improve services to better cater to tourists, regardless of their origin.

The present study has several limitations and suggestions for future research. First, convenience sampling employed in this study may weaken the generalisation of the results. Second, the researcher should avoid selecting day-trippers respondents. They may be unable to answer such questions accurately as they may not experience the accommodation and food the tourism operators provide. Further study can be developed based on regions or countries to understand better the differences in expectations that may exist due to the influence of national cultures among tourists. Besides, each of the critical stakeholders of Taman Negara Pahang plays an essential role in managing tourism activities and park conservation. Hence, more studies are necessary to assess stakeholders' involvement in park tourism planning and whether their interactions affect sustainable tourism development, eventually resulting in tourist satisfaction.

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