

Review

Are we ready for the predicted high tourist influx? The case of management effectiveness of Sheikh Badin National Park, Pakistan

Waqar Ahmad¹, Asad Ullah¹, Al Fauzi Rahmat², Lóránt Dénes Dávid^{3,4,5,*}¹ The University of Agriculture-Peshawar, Peshawar 25130, Pakistan² Doctoral School of Economic and Regional Sciences, Hungarian University of Agriculture and Life Sciences (MATE), HU-2100 Gödöllő, Hungary³ Department of Tourism and Hospitality, Faculty of Economics and Business, John von Neumann University, HU-6000 Kecskemét, Hungary⁴ Department of Sustainable Tourism, Institute of Rural Development and Sustainable Economy, Hungarian University of Agriculture and Life Sciences (MATE), HU-2100 Gödöllő, Hungary⁵ Savaria Department of Business Economics, Savaria University Centre, Faculty of Social Sciences, Eötvös Loránd University, HU-9700 Szombathely, Hungary* **Corresponding author:** Lóránt Dénes Dávid, david.lorant.denes@nje.hu, david.lorant.denes@uni-mate.hu

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Abstract: The major objective of this research paper is to assess the management effectiveness of Sheikh Badin National Park District Dera Ismail Khan Khyber Pakhtunkhwa, Pakistan with respect to tourist's satisfaction. A sample size of 389 respondents (local community, wildlife staff, tourists) were selected through simple random sampling to conclude respondents' attitude towards phenomenon investigated through three-level Likert scale as a measurement tool. Association between a dependent variable (management effectiveness) was assessed on the independent variables (tourist satisfaction) through a chi-square test. Association of management effectiveness was highly significant with tourists satisfaction from promos of park ($p = 0.000$), access to information ($p = 0.000$), roads network ($p = 0.000$), residential facilities ($p = 0.000$), trained guides ($p = 0.000$), safety from crimes and criminals ($p = 0.000$), provision of health and security services ($p = 0.000$), overall satisfaction of tourists ($p = 0.000$), recommendation of SBNP to other tourists ($p = 0.000$) and revisit intentions of tourists ($p = 0.000$). Improvement in security measures, better advertisement and improvement in park infrastructure were major recommendations considering the study.

Keywords: management effectiveness; tourist satisfaction; Sheikh Badin National Park

1. Introduction

Travel and tourism industry is widely acknowledged and has significantly grown all around the world. Tourism is declared as a growth engine for global economies in terms of jobs, regional development, foreign investment, and contribution to national GDP (WTO, 2020; OECD, 2020). The world travel and tourism council reported that the industry supports 319 million jobs and generates 10.4% of world GDP (WTTC, 2020). Tourism industry supports social development by supplementing transport services, hoteling retail and construction businesses (Hui et al., 2007). Therefore, the governments are putting extra emphasis on tourism development, across the globe being the important drives of economic growth and an important employment source (Gaki et al., 2016).

In past, attraction of tourist spots was believed as the sole reason that attracted tourist to a destination. However, subsequent studies found that a venture of proper facilities and tourist attraction elements could promote influx and sustainability in tourism industry. Thus, tourism in modern times is a product and amalgamation of

different components including services, events, places, information, physical goods, ideas and experiences, etc. (Smith, 2001; Kotler, 2001). The authorities, therefore, manage the tourist destinations to maximize travel satisfaction service which is essential for an effective business outcome strategy (Adinegara et al., 2017; Sriarkarin and Lee, 2018; Uysal, 2003).

Theoretical models on tourist satisfaction dismiss the idea of linear relationship between tourist satisfaction and effective management of tourist spots, especially in the context of ecotourism and management of national parks (Dmitrovic et al., 2009). The theory explains that complex multifaceted psychological nature of the context of tourist satisfaction, multiplicity of stakeholder groups involved in management of tourist spots and conflicting interest in management of ecological tourists spots and tourists desires make it difficult to devise a linear model that explain simple cause and effect relationship between tourist satisfaction and management effectiveness (Simkova, 2014; Yuksel and Yuksel, 2008; Spenceley et al., 2019; Neal and Dogan, 2008; Hughes, 1991; Ogutu et al., 2023).

In general, tourist satisfaction is measured by comparing the pre-travel expectation of tourists with their post travel experiences (Yun and Pyo, 2016; Sukiman et al., 2013; Prakash et al., 2019; Wong et al., 2013). Such experiences related to tourist satisfaction are linked to the level of tourist's contentment from the overall services and facilities provided to at destination. Therefore, the firms, agencies and the overall tourism industry devise such measures to meet tourists' expectations (Miller et al., 2017; Pavlic et al., 2011; Fredman et al., 2012; Yuksel and Yuksel, 2008). The need and expectations of the visitors not only help the management to devise standard tourists' facilities at the destination but are also helpful in devising standard indicators for evaluation of tourist industry (Taplin et al., 2016; Aliman et al., 2016; Juutinen et al., 2011; etc.). Furthermore, a successful marketing of a destination is also planned by keeping in view the customer choices and desires, and consumption of products and services (Castro, 2017; Kozak and Rimmington, 2000).

In nutshell the theoretical framework devised for measuring tourists' satisfaction in context of tourism research perceive tourist satisfaction as an emotional and cognitive phenomenon related to perception and experiences of tourists about facilities, services and goods provide to them before and during the visit (Sanchez et al., 2006; Bigni and Andreu, 2004). Yoon and Uysal (2005) further added that desire to travel is an emotional aspect that push for availing tourism opportunities while of the destination is the pull factor to attract travellers to a particular destination. The managers of a destination, therefore, plan and implement awareness raising campaigns besides development of standard accessibility, accommodation and other facilities at a destination that are compelling to push and pull the traveller to a destination (Chen and Huang, 2019; Pinkus et al., 2016; Dmitrovic et al., 2009). An effectively manage destination is evaluated in term of destination performance is reflected in number of visitors to a destination, repeat visits and their willingness to recommend the destination to others (Corte et al., 2015; Chi and Qu, 2011; Nagy, 2019).

In recent times, the concept of controlled tourism has steadily been penetrated in the ecologically fragile areas. Therefore, the national parks and reserves once manage for the sole purpose of conservation are now open for multi-purpose integrated uses without disturbing the ecological and cultural deli cases. Such tourism, however, keep

a balance of tourist satisfaction in term of physical infrastructure and facilities. While keeping the ecological integrity of the area is the primary objective. Thus, the tourists are supposed to sacrifices some of the facilities and lesser in these national parks and reserves areas which they normally exercise in commercial tourism destination (Torres-Sovero et al., 2012). Khuong and Ngoc (2014), therefore, emphasized on the balancing of management effectiveness of national park with tourists' satisfaction to achieve the ecological, social and economic goals in an efficient manner (Bagri and Kala, 2015; Forozia et al., 2013; Jani and Han, 2013).

Cracoli and Nijkamp (2008) elaborated that integrated management of national parks is a balance between ecological conservation and tourist satisfaction. The tourist satisfaction is the function of destination environment, traveling, living, food quality, information services, hospitality attributes, and cultural events, etc. Whereas the ecological integrity components in compasses the protection and development of the flora, fauna and their natural environment for the ecological and conservation purposes (Chi and Qu, 2008; Wang and Qu, 2006; Pritchard, 2003).

The government of Pakistan has taken several steps to secure natural resources and declared some specific areas as protected areas. For the purpose, the government of Pakistan categories protected area in five subcategories namely as wildlife sanctuaries, community control hunting areas, private game reserves, game reserves and national parks. National parks are example of such untouched, remote and low facility areas that are potential source of mass and ecotourism and are actually managed for conservation purposes in addition to recreation and education. As IUCN define national park are large natural or near natural areas set aside to protect large-scale ecological processes, along with the complement of species, ecosystems characteristic and provide a foundation for environmentally and culturally compatible spiritual, scientific, educational, recreational and visitor opportunities (IUCN, 2014; Leung et al., 2018), to protect ecological integrity and benefits of economic activity (Miller et al., 2014; Christian et al., 1996; Dudley, 2008).

Pakistan has 29 national parks covering about 29,589 (km²) areas which are estimated 3% of total land. Six national parks, including SBNP, are located in Khyber Pakhtunkhwa (KPK) province (PWF, 2012). Sheikh-Badin national park was declared and managed as a reserved forest since 1952 and it was also declared as a game sanctuary in 1972. In 1993 it was designated as a national park by the Khyber Pakhtunkhwa provincial wildlife department to protect the indigenous biological resources of this area. It is located near District Dera Ismail Khan in KPK and spread over an area of 15,515 hectare (38,336) acres with an altitude of 1400 m above sea level. The park is situated between 32.38°N and 70.94°E. The park area comes under forest type of sub-tropical thorn forest with abundant growth of scrub forests which are surrounded by desserts. The park has 107 plant species belonging to 90 different genera's (Ullah et al., 2015). Moreover, Sheikh Badin is the only reasonably extensive chunk of the mountain range for the safety of different animals and birds in the area (Mahmood and Mishkatullah, 2015). The average annual rainfall recorded from 200 mm to 280 mm (from June to September) during monsoon season. The prior settlement in Sheikh Badin hills was by, a Sheikh Bahaudin (Sufi/Saint) in 17th century who came from Kashmir before 300 years ago, still his offspring are as yet living at SBNP and are locally known as Pirs or Piran of Sheik Badin hills. The second noteworthy

settlement was made by the British army in 1860 and left in 1914. In addition, there were about 25 to 30 houses, one primary school for girls and boys and four mosques inside park area (Luqman et al., 2019; Mahmood and Mishkatullah, 2015).

SBNP is the only destination of south region of KP to promote tourism inside and outside the province. Unique sceneries, pleasant weather, camping sites, flora and fauna of park may develop willingness of visitors to visits SBNP. Moreover, its unique cultural integrity and historical background have a great potential to attract interested visitors in the area. SBNP have great capacity to capture tourism market in the region, and improvement in infrastructure will open window for ecotourism and mass tourism in future.

The changing socio-economic scenario is favoring high influx of tourists to explore the natural, cultural, and historical hot spots in the country in like SBNP. However, a satisfied tourist is the best judge and promoter of tourism in a destination. Therefore, prior study has looked at identical topics, but there is a gap in the literature for an in-depth analysis that considers alternative perspectives and offers empirical novelty. The present article aims to enhance our understanding of the selected case investigations and generate practical results that may expand upon existing studies and potentially yield novel outcomes. This study, therefore, explores the views and perception of tourists, inhabitants and park management at SBNP with respect to tourists' satisfaction from the park facilities and its association with management effectiveness of SBNP.

2. Materials and methods

Across sectional study was carried out in SBNP located in District Dera Ismail Khan, Khyber Pakhtunkhwa, Pakistan. The park is inhabited and surrounded by nine villages. In addition, the park is managed by provincial wildlife department of Khyber Pukhtunkhwa, Pakistan. The total population of the park inhabitants and wildlife staff amount to 2055 persons, the record of tourists in the area was unavailable. A sample size of 389 suffices for the said population (Sekaran, 2003). Respondents from villages and wildlife department were randomly selected while the visitors were selected via convenience sampling. The conceptual framework for the current study comprises of two variables, i.e., independent variable (tourists' satisfaction) and a dependent variable (management effectiveness) (**Table 1**). An explanatory mix method approach was adopted in this research. A structured questionnaire was designed and collected the data through Likert scale which covers all the dynamics of the research. Chi-square test statistics through cross tabulation and indexation method were applied to determine the association among variables (Coper and Pamela, 2010; Tai, 1978). Additionally, in order to study this occurrence, we employed bivariate analysis as a methodological framework, enabling us to delineate the specific study topic under inquiry. Moreover, for qualitative study focus group discussion was carried out to highlight those areas which were not covered in questionnaire.

Table 1. Conceptual framework.

Independent variable	Dependent variable
Tourists' satisfaction	Management effectiveness

3. Results and discussions

3.1. Socio-demographic sketch of the respondents

This section explains the socio-demographic information of the respondents like age, family type, family size, educational qualification and occupation.

The socio-demographic sketch of respondents shown in **Table 2** reveals that majority 34.8% of respondents were from the age group of less than 21–30 years followed by 32.7% were from 31–40, 17.1% were from 41–50 years, 9.1% were from 51–60 years, 4.2% were from 20 and below and 1.3% were from 60 years. Due to research limitation and cultural obligations only male respondents were selected for interview schedule. A regard to marital status majority 76.6% were married, 21.1% were unmarried and only 2.3% were widower. By profession 21.1% were unemployed, 17.9% laborers, 16.2% farmers, 13.1% businessman, 12.6% government employs, 11% drivers and 8.2% privately employed in different organizations or firms. Educational background explains that 27.2% were uneducated followed by 27.2% matriculate, 15.7% obtained middle level, 13.4% were intermediate level, 9.8% were primary pass, 3.4% were bachelor holders and 3.1% respondent were having master level education. 92% respondents were live in joint family structure and 8% prefer nuclear family system. The data showed that 66.2% were having 10 or more family members, 18.8% had 8–9 family members, 9.7% had 6–7 family members and remaining 5.4% of the respondent had 4–5 family members.

Table 2. Socio-demographic profile of the respondents ($N = 389$).

Age group	Frequency	Percentage	Profession	Frequency	Percentage
20 & below	16	4.2			
21–30	135	34.8	Labor	68	17.5
31–40	127	32.7	Government servant	49	12.6
41–50	66	17.1	Businessman	51	13.1
			Unemployed	82	21.1
Marital status	Frequency	Percentage	Farmer	63	16.2
Married	298	76.6	Driver	44	11.3
Unmarried	82	21.1	Private employee	32	8.2
Widowed	09	2.3			
Education	Frequency	Percentage	Family type	Frequency	Percentage
Primary	38	9.8	Joint family	358	92.0
Middle	61	15.7	Nuclear family	31	8.0
Metric	106	27.2			
F.A/FSc	52	13.4	Family size	Frequency	Percentage
B.A	14	3.6	5–below	21	5.4
Master	12	3.1	6–7	38	9.7
Uneducated	106	27.2	8–9	73	18.8
			10–above	257	66.2

Source: field survey.

3.2. Bivariate analysis

Bi-variate analysis tries to explain the association between dependent variable (management effectiveness) and independent variable (tourist satisfaction) by cross tabulation (chi-square test). The details of each variable and appropriate reason are discussed in the following section in **Table 3**.

Table 3. Association between tourist satisfaction and management effectiveness.

Tourist satisfaction	Attitude	Management effectiveness			Total	Statistics (χ^2) (<i>P</i> -value)
		High effective	Moderate effective	Low effective		
The promos of SBNP are widely publicized to attract tourist.	Yes	75 (33.0)	77 (33.9)	75 (33.0)	227 (100.0)	$\chi^2 = 104.73$ (<i>p</i> = 0.000)
	No	0 (0.0)	81 (85.3)	14 (14.7)	95 (100.0)	
	Uncertain	0 (0.0)	34 (50.7)	33 (49.3)	67 (100.0)	
Information on various aspects of SBNP is easily accessible to tourist.	Yes	69 (23.2)	119 (39.9)	110 (36.9)	298 (100.0)	$\chi^2 = 47.97$ (<i>p</i> = 0.000)
	No	0 (0.0)	12 (70.6)	5 (29.4)	17 (100.0)	
	Uncertain	6 (8.1)	61 (82.4)	7 (9.5)	74 (100.0)	
The park and its inner facilities easily accessible through a road network.	Yes	0 (0.0)	0 (0.0)	1 (100.0)	1 (100.0)	$\chi^2 = 2.194$ (<i>p</i> = 0.334)
	No	75 (19.3)	192 (49.5)	121 (31.2)	388 (100.0)	
The park is provided with sufficient residential facilities for the tourist.	Yes	35 (30.7)	36 (31.6)	43 (37.7)	114 (100.0)	$\chi^2 = 25.711$ (<i>p</i> = 0.000)
	No	40 (15.4)	145 (56.0)	74 (28.6)	259 (100.0)	
	Uncertain	0 (0.0)	11 (68.8)	5 (31.3)	16 (100.0)	
Properly trained guides are available at the park to facilitate the tourists.	Yes	12(100.0)	0 (0.0)	0 (0.0)	12 (100.0)	$\chi^2 = 59.630$ (<i>p</i> = 0.000)
	No	63 (18.5)	172 (50.4)	106 (31.1)	341 (100.0)	
	Uncertain	0 (0.0)	20 (55.6)	16 (44.4)	36 (100.0)	
The park is safe from crimes and criminals.	Yes	32 (29.1)	32 (29.1)	46 (41.8)	110 (100.0)	$\chi^2 = 34.509$ (<i>p</i> = 0.000)
	No	37 (14.0)	151(52.2)	76 (28.8)	264 (100.0)	
	Uncertain	6 (40.0)	9 (60.0)	0 (0.0)	15 (100.0)	
The park is provided with sufficient signboards and maps to guide tourists.	Yes	75 (19.3)	192 (49.5)	121 (31.2)	388 (100.0)	$\chi^2 = 2.194$ (<i>p</i> = 0.334)
	No	0 (0.0)	0 (0.0)	1 (100.0)	1 (100.0)	
Emergency health and security services are available at park.	Yes	17 (94.0)	0 (0.0)	1 (5.6)	18 (100.0)	$\chi^2 = 68.628$ (<i>p</i> = 0.000)
	No	58 (15.6)	192 (81.8)	121 (32.6)	371 (100.0)	
Tourist satisfied from overall facilities provided at park.	Yes	75 (54.0)	30 (21.6)	34 (24.5)	139 (100.0)	$\chi^2 = 177.355$ (<i>p</i> = 0.000)
	No	0 (0.0)	92 (59.4)	63 (40.6)	155 (100.0)	
	Uncertain	0 (0.0)	69 (73.4)	25 (26.6)	94 (100.0)	
Tourist recommended to their friends to visit the park.	Yes	75 (25.3)	122 (41.1)	100 (33.7)	297 (100.0)	$\chi^2 = 46.782$ (<i>p</i> = 0.000)
	No	0 (0.0)	9 (56.3)	7 (43.8)	16 (100.0)	
	Uncertain	0 (0.0)	61 (80.3)	15 (19.7)	76 (100.0)	
The visitors revisit SBNP.	Yes	15 (21.6)	165 (47.6)	107 (30.8)	287 (100.0)	$\chi^2 = 13.405$ (<i>p</i> = 0.009)
	No	0 (0.0)	9 (52.9)	8 (47.1)	17 (100.0)	
	Uncertain	0 (0.0)	18 (72.0)	7 (28.0)	25 (100.0)	

The results show a highly significant ($p = 0.000$) association between promos of park and management effectiveness. The results make it clear that due to proper promos or publicity of park the number of tourist and their flow may increase which determine their satisfaction and will lead to the effective management of the park. Soegoto et al. (2018) investigated that internet and social media are highly effective promotional tools to attract tourist on the tourism destination. Social media and internet-based promos of any tourist destination enable managers to promote their destination around the world. Moreover, a highly significant ($p = 0.000$) association was found between park information and management effectiveness. The results

clarified that most of visitors had access to park related information that is major indicator of effective park management. Local community and wildlife department were facilitating tourists in term of park information. Moreover, availability of cellular network inside park makes it easy for tourist to get information before visit. According to Shittu (2013) that information access enables tourists to maximum their satisfaction. Information access regarding national park visitors' management lead to tourism growth in effective manners. Well-managed national parks information services are considered central component of ecotourism development in natural settings. However, provision of residential facilities to visitors is having a highly significant ($p = 0.000$) association with management effectiveness. It is evident from the results that an improvement in residential facilities to the visitors can improve the overall satisfaction of the visitors and will lead to the effective management of the park. According to Eagles et al. (2002), it was approximately axiomatic that national parks and accommodation facilities went together. Today, most of the world national parks established accommodation facilities for tourists during their stay. However, those national parks that are unable need to accommodate their tourists in nearby towns and villages. However, well-designed accommodation facilities attract more tourists and are a source of satisfaction from park management. Moreover, availability of proper trained guide is having a highly significant ($p = 0.000$) relationship with management effectiveness. Availability of train guide at park facilitates visitors in explaining important cultural and ecological spots and helping them in arranging stay, food and travel. Such interventions can improve the tourist satisfaction and will lead to the effective management of the park. Phan (2017) explained that the role of tour guides in natural settings is to educate tourists about the environment and culture as well. The service quality of guides in natural settings characterize by many attributes as assurance, reliability, empathy, responsiveness and tangibility. Presence of appropriate guides in natural areas may also play an important role in tourist satisfaction. Similarly, a highly significant ($p = 0.000$) relation was found between park safety from crimes and criminals and management effectiveness. It is cleared from the results that park protection from crimes and criminal activities attract more tourists and can improve their level of satisfaction during their visits at park and will lead to the effective management of the park. Pendleton (1996), in his study found that crime exist as pristine in natural settings. For instance, in USA national parks crime are common, included interpersonal crimes, environmental crimes, property offences, usage of drugs and weapon offenders. Such crimes and criminal activities negatively affect reputation or image of national parks.

A highly significant ($p = 0.000$) association was found between provision of security and health services and management effectiveness. Provision of health and security facilities at park can improve the overall satisfaction of the visitors and will lead to effective management of the park. Chockalingam and Ganesh (2010), find out that most of tourist in India faced safety/security and health care problems during their visits. Such factors influence the revisit intentions and level of satisfaction among tourists. Similarly, a highly significant ($p = 0.000$) association was found between overall tourist satisfaction and management effectiveness. It is evident from the results that overall satisfaction of tourist from available facilities established tourist revisit intentions, recommendation and destination loyalty which led to the effective

management of the park. According to Phan (2017), that accessibility, information, cleanliness, water, park infrastructure, sanitation, maps and signage's are major attributes to assess tourist satisfaction in national parks. The performances of these facilities define the level of satisfaction among the tourists.

Furthermore, a highly significant ($p = 0.000$) association was found between tourist park recommendation to others and management effectiveness. From the results it is cleared that high portion of tourist recommendation to friends and family members indicate satisfaction of tourist from park and will lead to the effective management of the park. Agapito et al. (2011), stated that tourist recommendation of destination to others is a global phenomenon. Majority of tourists recommended same destination to their friends and families based on destination loyalty and past experience. The recommendation of tourist defines moderate satisfaction form visited site and provide credible information to others to choose a destination for holiday trip. Similarly, revisit intention of visitors is having a highly significant ($p = 0.000$) association with management effectiveness. Moderate revisit intentions of tourist identify their level of satisfaction which leads to the effective management of the park. Luo and Hseih (2013) explain that tourist's revisit intentions naturally are based on destination maturity. Again, visits of visitors are based on psychological factors such as feeling of inertia, indifferences, criteria of cost, place attachment, cultural differences and satisfaction from quality of facilities. These are significant factors to determine visitors' revisits intentions and constitute level of satisfaction among tourist regard same destination.

Conversely, a non-significant ($p = 0.334$) association was found between access through road and management effectiveness. Similarly, a non-significant ($p = 0.334$) relationship was found between availability of signboards/maps for tourist and management effectiveness. Non significance of above association is probably due to non-availability of these facilities or non-satisfaction of respondents from these facilities.

Tourist satisfaction is one of the major indicators of management effectiveness of national parks. It is evident that the park administration has made efforts in creating awareness among masses and visitors regarding the location and available facilities in the park, that positively contribute to effective management of the park. However, sufficient facilities at park in term of poor accessibility, insufficient residential facilities, lack of trained guides, prevalence of crimes at park vicinity and insufficient health facilities was a source of dissatisfaction to the visitors and required improvement for effective park management. The scenic beauty, cultural heritage and local hospitality, however, were major sources of attraction for tourists that enhanced their revisit and recommendation of park to other tourists to visit.

3.3. Focus group discussion

Tourism, according to FGD participants, has high scope in SBNP. The area has potential ecological, cultural and historical sites that attract visitors. They added that some informational and accessibility related facilities were provided at park that included guide maps, signboards, awareness billboards, etc. However, poor accessibility to these tourist sites in term of approach through roads, bridal paths and transport services in addition to insufficient overnight stay and residential facilities

hindered mass tourism in the area. The rate of tourism inflow has slightly increased, according to participants of FGD, after introduction of national park, however, much more is needed in this regard. It was further added that the traditional hospitality was the main reason for attracting visitors as they were provided free of cost overnight stay in the “hujras” (communal guest rooms). Moreover, one tent site was also established where guests could stay overnight on payments. The owner of tent site added that during current seasons he earned 60,000/PKR on account of rent accrued from visitors’ overnight stay. It was pointed out that the villagers generally guided the visitors and there were no trained guides for this purpose in the area. Furthermore, there were no exhibitions of locally handmade handicrafts in the park to promote local culture to outsiders and to fetch some economic investments.

4. Conclusion

SBNP has recently been managed under the principals of integrated natural resource management. Conservation of wildlife and its habitats is the primary concern for the management of SBNP. Moreover, some limited and controlled tourism opportunities have recently been created in park to highlight its socio-economic benefits. The management is well informed of the significance of park promotion through awareness raising interventions. Therefore, conventional and modern means of communication are used to promote various dimensions of tourism available of the park. Moreover, the management is providing tourist facilities within the permissible ecological and environmental limits like displaying access maps, publicizing tourist information and establishment of camp sites. The local communities are also involved in park management to divert the socioeconomic benefits of the tourism to the local community as well. Involved communities facilitated tourist in their stay at the park by providing free of cost accommodation and hospitality. The tourists, however, desire improvement in the law-and-order situation, road infrastructure, stay and food facilities to enhance their satisfaction level from their visit to the park.

The outcomes of this study offer empirical evidence that highlights the significance of visitor satisfaction, which can be comprehended through factors such as access to information, availability of facilities, promotional efforts, security measures, and the intention to revisit. In addition, this study makes a significant addition by offering fundamental insights into the comprehension of tourist contentment with the infrastructure-related amenities offered by tourist attractions, hence fostering a sense of incentive for repeat visits.

4.1. Limitations of the study

Participation of females in present study remained low. The probable reason for such problem was social norms of non-interaction of women with unknown persons. Moreover, there was negligible representation of females due to patriarchal family system their division of labour as house maid or domestic labour, and are not allowed in marketplace or public places without male family members. In order to enhance the depth of future research, it is imperative to underscore additional variables that contribute to the examination of management effectiveness in a more comprehensive way. Furthermore, it is crucial to incorporate comparisons with a broader range of case

studies to offer a comprehensive portrayal of visitor satisfaction at the given setting, taking into account various contextual factors.

4.2. Recommendations

Improvement in security measures, better advertisement of park to a wider society, improvement in park infrastructure and linking SBNP with international conservation agencies with technical and financial support from international donors and provision of health facilities necessary to ensure safe stay of the visitors, local community and staff.

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