International Journal of Advanced Multidisciplinary Research and Studies

Domestic Tourists' Motivations and Revisit Intention to Okomu National Park, Benin City, Edo State Nigeria

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Abstract

One of the tourist industry's fastest-growing segments is ecotourism, and ecotourism sites in particular have gained importance as travel destinations due to their effectiveness in promoting environmental conservation, education, recreation, and job creation. This study looks at the reasons why domestic visitors choose to visit Okomu National Park, Edo State, and how much these reasons affect their satisfaction and intention to return. A convenient sampling technique and a self-administered questionnaire were used to collect data from 266 participants. Utilising both descriptive and inferential statistics, the gathered data was examined. The findings show that the motivational dimensions of "culture, adventure, and relaxation were considered significant determinants of satisfaction of tourists to eco-destinations. While the motivational "destination attraction", relaxation," and "adventure" dimensions were considered significant determinants of tourists intent to revisit the National park, it is recommended that park managers create activities different from the visitors' daily routine and focus on the motive of destination attributes, considering those related to destination attractions. In order to ensure tourists satisfaction as well as encourage repeat visits.

Keywords: Motivations, Tourists', Revisit Intention, Satisfaction, Okomu National Park

Introduction

The ecotourism industry is one of the tourism sector's fastest-growing subsectors (Das & Chatterjee, 2015) [13]. With a 5% annual growth rate globally, it is expanding three times as quickly as tourism as a whole (Hultman, Kazeminia, & Ghasemi, 2015) [20]. Due to their success in fostering environmental protection, education, leisure pursuits, and job growth, ecotourism regions in particular have grown in importance as tourist destinations (Tao & Wall, 2009) [52]. Ecotourism" describes travelling to locations where the local flora, animals, and cultural history are the main draws. Examples of responsible ecotourism include initiatives that improve local cultural traditions while avoiding the adverse environmental impacts of traditional tourism (Das & Chatterjee, 2015) [13]. Additionally, ecotourism places a focus on visiting untouched, delicate, low-impact, and typically small-scale natural areas. It involves ethical travel to natural areas, enhancing the welfare of the local population, and protecting the environment. (Ghorbani and Raufiradls (2015) [17]. Cultural traditions are examples of responsible ecotourism; (Das & Chatterjee, 2015) [13]. Eco-tourism aims to provide an alternative to conventional commercial mass tourism. Additionally, ecotourism places a focus on visiting untouched, delicate, low-impact, and typically small-scale natural areas. It involves ethical travel to natural areas, boosting the welfare of the local population, and safeguarding the environment with the intention of offering an alternative to conventional commercial mass tourism (Ghorbani, Raufirad, Rafiaani, & Azadi, 2015) [17]. According to Jokar, Masoudi, Shamsi, and Afzali (2015) [26], ecotourism is the act of travelling to areas where biodiversity and cultural heritage are the main draws. Through ecotourism, tourists and the general public can learn about natural ecosystems and how humans affect the environment.

Castao, Moreno, Garca, and Crego (2003) [5], observed that motivation is a key element that affects how pleasurable a vacation is and the motivations behind choosing a particular destination. Motivations affect visitors' intentions to return (Lee & Lee, 2014) [30], taking into account that it costs more to draw new visitors than it does to draw back those who have previously been (Shoemaker & Lewis, 1999) [50]. Therefore, it is crucial to examine the reasons why visitors go and how those reasons affect their intentions to return to and promote a tourist destination. Several studies have revealed a connection between satisfaction and the intention to return to a tourist site (Yoon and Uysal, 2005; Jang and Feng, 2007; Rittichainuwat, Qu. & Mongkhonvanit, 2008) [56, 23, 47]. Many researchers claim that motivation influences the intention of visiting a destination.

High levels of satisfaction, a positive perception of the location, and a satisfying travel experience all play important roles in attracting visitors to ecotourism-related destinations and fostering their commitment to this form of travel (Jang and Feng; 2007, Das & Chatterjee, 2015; Lee & Lee, 2014) [23, 13, 30]. The second important factor in determining how enjoyable a journey is and what the main drivers for choosing a particular destination are is motivation (Devesa, Laguna, & Palacios, 2010) [14]. Given that motivating new visitors is more expensive than attracting returning tourists, motivations have an effect on visitors' propensity to make another trip (Shoemaker & Lewis, 1999; Lee & Moscardo, 2005) [50, 29]. As a result, it's crucial to research why people travel to particular places and how that affects their intention to return and spread the word about such places. Studies examining visitor motivations in an ecotourism environment are currently limited (Anderson & Srinivasan, 2003; Pahrudin, Liu, Li, & Supryadi, 2021) [2, 41]. Notably, there is a dearth of studies examining the relationship between tourist motivation and intentions to return to Okomu National Park.

In order to better understand why domestic tourists choose to visit Okomu National Park in Benin City, Edo State, this study focuses on the motivational factors that determine their feelings of fulfilment and intention to return. As a result, the study will give a comprehensive strategy for comprehending tourist motivation as well as empirical proof of the relationships between motives, satisfaction, and intent to return. As a result, this study is anticipated to add to the body of knowledge by first focusing on the variables that influence visitors' trips to Okomu National Park, Edo State. Second, it will investigate how much motivation affects satisfaction among tourists. The study also aims to look into how tourists' motivations affect their likelihood of returning to this place.

Literature Review
Motivation
Psychological desires and wants that trigger, direct, and integrate conduct and activity are known as motivations (Pearce, 2013) [44]. Tourism-related motivations are emotional demands that are crucial in creating the perception in a person's mind that his or her psychological imbalance can be addressed by travelling (Kim, Crompton, & Botha, 2000) [27]. Accordingly, a person's motives are the collection of demands that persuade them to engage in a tourist activity (Meng et al., 2008) [32]. They play a crucial role in the decision-making process because they help us comprehend the choices, preferences, and wants of a traveller (Yolal Rus, Cosma, & Gursoy, 2015) [55]. Therefore, it is important to fully understand the reasons why visitors are there as well as their interactions with one another (Yoon & Uysal, 2005) [56].

Travellers visit national parks for a variety of reasons when engaging in ecotourism (Carvache-Franco, Segarra-Oa, & Carrascosa-López, 2019a) [6]. According to Page and Dowling (2002) [42], some ecotourists travel to satisfy their leisure and entertainment demands as well as to learn about particular locations. Holden and Sparrowhawk (2002) [19] Found that meeting individuals who share similar interests, being physically active, and learning about nature are ecotourists' primary intrinsic reasons. According to Panin and Mbrica (2014) [43], social, sport, and health activities, as well as those centred on nature, culture, and education, were

the main drivers of ecotourist motivation. Additionally, they suggest that the primary drivers of ecotourism are the motives associated with sports and leisure activities, the favourable effects on health, hiking through a forest, and viewing and appreciating nature. Lee and Lee (2014) [30] agreed that personal development, relationships with others, incentives, escape, ego-defensive function, and appreciation of nature are the driving forces behind travel. The majority of visitors are drawn to parks by their landscape, biodiversity, and geo-diversity, according to a study by Queiroz et al. (2014) [45], tourists choose vacation spots mostly because of their scenery and natural value, tourism activities, and unique character, (Fonseca et al; 2014) [15]. Rid, Ezeuduji, and Pröbstl-Haider (2014) [46] claim that heritage and nature, having a real rural experience, and learning are aspects that motivate tourists.

Xu and Chan (2016) [53] discussed a number of motivational aspects associated with nature, including self-improvement, relaxation, and knowledge; escape from daily life; the landscape of the location; information and convenience; and different recreational activities. The four motivational dimensions identified by Jeong, Zielinski, Chang, and Kim (2018) [24] are: Health, which includes both mental and physical well-being. Being in and learning from the natural world are both related to nature and the observation of scenic beauty. Participating in activities with family and friends promotes cohesion. Escape has to do with being alone and separating from other people. The study of Carvache-Franco Segarra-Oa & Carrascosa-López (2019b) [7] identified six motivating components in ecotourism: self-development, "interpersonal relationships and the ego defence function", "personal relationship building", "escape", "appreciation of nature", and "reward". According to Chow, Chen, and Cheung (2019) [12], maintaining physical and mental wellness, relaxing, and escaping from daily life are the primary drivers of nature tourism.
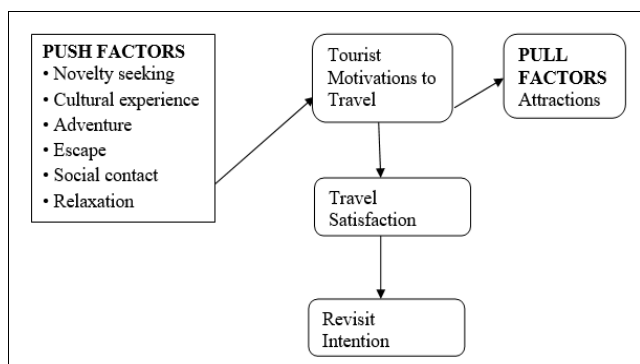
Satisfaction and Revisit Intention
The fulfilment a tourist feels after consuming a product or service can be characterised as satisfaction (Oliver, 1997) [39]. Satisfaction, as described by Chi and Qu (2008) [11], Santouridis and Trivellas (2010) [48], is a key factor in determining whether a customer will return. Similar to this, earlier research has shown that tourists are more likely to return in the future when their travel expectations are met or exceeded (Chen & Tsai, 2007; Oliver, 2010; Som, Marzuki, Yousefi, & Khalifeh, 2012) [10, 40, 51]. In line with Mutanga, Vengesayi, Chikuta, Muboko, and Gandiwa (2017) [34], satisfaction in the context of tourism has also been shown to result from comparing expectations and experiences. Chi and Qu (2008) [11] and Santouridis, Trivellas (2010) [48] also noted that overall satisfaction with the travel experience is a significant antecedent of the intention to return. Chand, Kumar, and Kaule (2016) [9], study assert that, pre-travel expectations and post-travel experiences were the main variables affecting satisfaction. If the encounters satisfy the tourist's expectations and leave them feeling satisfied, they will recall their trip favourably and make a point of returning. Bigne, Sanchez, and Andreu (2009) [4], contend that in a competitive market, satisfied customers may choose to patronise competitors due to the potential for improved outcomes. Based on these results, this study suggests that tourists' intentions to return to Okomu National Park in Edo State would be positively influenced by how satisfied they

are with their travel experience.

Conceptual Framework
Yoon and Uysal's (2005) [56] conceptual framework, which Frederick and Charles (2015) [16] cited, was modified to function as the study's direction. The framework was deemed suitable because it offers a few significant variables that are pertinent to the current investigation. The push and pull factors that influence tourist visitation to a particular location are novelty seeking, cultural experiences, adventure, escape, and relaxation, among others, while the pull factors are those that influence the tourist's choice of a place to stay (such as scenery, cities, climate, wildlife, historical, tree house climbing, education/research, boat cruising, and local culture). They are primarily attractive factors of a location. The two general factors thus together explain why someone would wish to travel and where they would go to fulfil this need. Accordingly, anytime visitors are pleased with their travel experience in a particular location, it has both short-term and long-term behavioural impacts, of which revisit intentions are one (Hutchinson, Lai, & Wang, 2009; Santouridis & Trivellas, 2010) [21, 48]. This is similar to the way a product functions when consumers are delighted with their purchase.


Fig 1: Framework on tourists' motivations, revisit intentions and satisfaction. Source: Adapted from Yoon and Uysal (2005)

Materials and Methods
The Study Area
The Okomu National Park, formerly the Okomu Wildlife Sanctuary, is a forest block within the 1,082 km² (418 sq mi) Okomu Forest Reserve in the Ovia South-West Local Government Area of Edo State in Nigeria. The park is about 60 km (37 mi) north-west of Benin City (Okomu National Park, 2011) [35]. The park is the last remaining refuge for several endangered species and has a small portion of the magnificent forest that originally blanketed the area (Lizzie, 2008) [31]. The park preserves a portion of the lowland woods that formerly stretched from the Niger River west to the Dahomey Gap in Benin, measuring 50–100 km (31–62 mi) in width (Adams, 2018) [1]. Mangrove and swamp forests in the south and southeast, and the Guinean Forest-Savanna Mosaic Eco-region in the north, respectively, separated the forest from the coast (Lizzie, 2008) [31]. The Okomu Forest Reserve was gazetted as a 200 km2 (77 sq mi) wildlife sanctuary in 1935. This rainforest ecosystem is home to several endangered plant and animal species (Okomu National Park, 2011) [35]. The Osse River, which also serves as the park's eastern boundary, drains the area (Okomu National Park, 2010) [36]. The western border is defined by the Okomu River (Okomu

National Park, 2010) [36]. Between 1,524 and 2,540 mm of rain fall are recorded annually (Olaniyi, Ogunjemite, & Akindele, 2015; Hellermann, 2013) [38, 18]. Sandal loams are nutrient-poor, acidic soils. (Nigeria Information & Guide, 2022) [37] the vegetation is Guinea-Congo lowland rain forest, with patches of swamp forest, high forest, secondary forest, and open scrub.
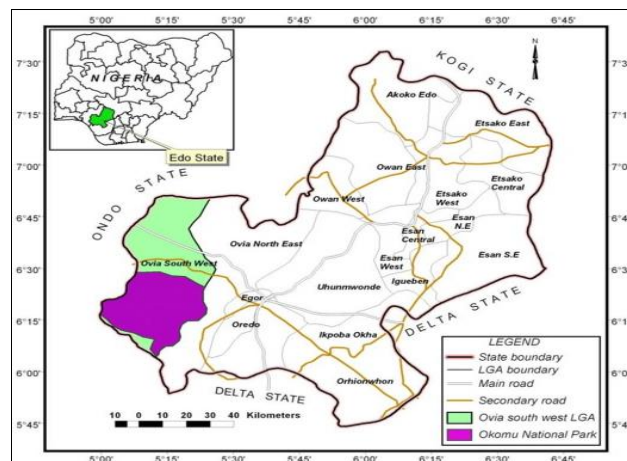
Fig 2: Map of Edo State, showing the location of Okomu National Park ONP source: Adapted from Alexandros (2012)

Data Collection
A reconnaissance survey was carried out at Okomu National Park (ONP) to get familiar with the area and acquire firsthand information on tourism as it concerns the park. A quantitative study was conducted by means of a structured questionnaire to collect data concerning tourists' motivation and revisit intention. Surveys were conducted at the ONP from November 2021–October 2022, resulting in 283 questionnaires. Out of the two hundred and eighty-three (283) copies administered, two hundred and sixty-six (266) questionnaires (representing 94%) were retrieved, while the remaining seventeen (17) questionnaires (6%) were not returned. Convenience sampling was used, since all overnight visitors in the park during the time of the survey formed part of the sample. Microsoft Excel was used for data capture and basic data analysis, while SPSS (Statistical Package for Social Sciences, version 25.0) was used for the analysis of the data. Items relating to the push and pull factors were adapted to fit the Edo State context after being modified as proposed by Yoon and Uysal (2005) [56]. In order to produce measures to represent the ideas of motivation and revisit intention of tourists and to improve the validity and accuracy of the questionnaire, the initial measures were modified and pretested. Seven dimensions of motivation factors (novelty seeking, cultural experience, adventure, escape, social contact, relaxation, and attraction) were measured, and 30 questions were constructed to cover all seven constructs. A five-point Likert scale was utilised, with 1 indicating strongly disagree and 5 indicating strongly agree. The statistical analysis comprised two stages: A descriptive analysis (tables or weighted mean) was used to analyse the main dimensions that explain domestic tourists' motivations for travelling to Okomu National Park, Edo State, Nigeria. A multivariate (regression) was conducted to analyse the relationship between tourists' motivation and satisfaction; likewise, the relationship between positive influences on tourists' motivation and revisit intention was analysed using a multivariate (regression).

Results and Discussion

Table 1 shows that the results of the novelty dimension indicate that the variables' means range from 3.71 to 4.08. This result indicates that the tourists agree with the novelty dimension as to why they go to this destination. Additionally, results of the culture dimension indicate that variables' means range from 3.35 to 3.79. This result shows that the eco-tourists' agree with the cultural dimension. Furthermore, results of the adventure dimension indicate that variables' means range from 3.60 to 4.19. This result indicates that the eco-lodge visitor agrees with the adventure dimension as one significant reason why they travel to ONP. Moreover, results of the social contact dimension indicate that the variables' means range from 3.57 to 4.49. This result indicates that the tourists agree with the social contact dimension as a strong reason why they are motivated to go to this site. Correspondingly, results of the escape dimension indicate that the variables' means range from 3.97 to 430. This result shows that escape is a strong push factor for eco-tourists going to ONP. Furthermore, results of relaxation indicate that variables' means range from 3.94 to 4.22. This result indicates that the tourists agree with the relaxation dimension as a strong predictor of visiting this destination. Finally, results of destination attractions indicate that variables' means range from 3.83 to 4.24. This result indicates that the eco-tourists strongly agree with the destination attractions as a significant predictor of why they are drawn to the study area.

Table 1: Tourist's motivation for travelling to Okomu National Park

Motivations factors	Mean	Std. Deviation	Attitude
Novelty			
To understand and discover knowledge about unfamiliar things	3.71	1.16	Agreed
To explore destinations I have not previously visited	3.92	0.97	Agreed
To Participate in events that I have never participated in before (such as sport fishing, carnivals, outdoor camping/picnicking and boat cruising).	4.08	0.87	Agreed
Culture			
To interact with different ethnic groups	3.52	1.15	Agreed
To participate in local festivals	3.67	1.08	Agreed
To experience local music and dance.	4.49	0.63	Strongly Agreed
Adventure			
To discover something new.	3.60	1.18	Agreed
To get close to nature.	4.12	1.10	
To experience unfamiliar destination.	4.19	0.90	Agreed
Social contact			
To meet people with similar interests	3.57	1.26	Agreed
To know the locals	4.18	0.84	Agreed
To experience different cultures	3.67	1.08	Agreed
Escape			
To escape from routine	4.30	0.71	Strongly Agreed
To be away from daily stress	4.18	0.74	Agreed
To experience a different lifestyle.	3.97	1.02	Agreed
Relaxation			
To relieve stress and tension.	3.94	1.02	Agreed
To Experience a simple lifestyle	4.22	0.69	Strongly Agreed
To Rest	3.97	0.55	Agreed
Destination's attractions			
To experience swimming	3.83	0.78	Agreed
To engage in education/research	4.15	0.76	Agreed
To watch birds	4.12	0.95	Agreed
To participate in outdoor camping/picnicking	4.21	0.67	Strongly Agreed
Sport fishing	4.12	0.82	Agreed
To experience boat cruising	4.17	0.91	Agreed
To experience game viewing	4.21	0.99	Strongly Agreed
To participate in tree house climbing	4.14	0.92	Agreed
To walk on nature trail	4.18	0.91	Agreed
To observe flora and fauna	4.24	0.83	Strongly Agreed
To enjoy local foods	3.85	0.99	Agreed
To see the arts and craft at the destination	4.07	1.14	Agreed

Source: Author's Fieldwork, 2022

Note: SA= Strongly Agreed (4.20-5.00), A = Agreed (3.40-4.19), N= Neutral (2.60-3.39), D = Disagreed (1.80-2.59), SD= Strongly Disagreed (1.00-1.79)

The results of the regression analysis between the motivational dimensions and tourist satisfaction are presented in Table 2. Show that the adjusted R^2 had a value of 0.773. However, the p-value of the F value was significant ($p \leq 0.05$), so this model is adequate and confirms the effect of the independent variables on the dependent variable. The motivational dimension "culture", was found to be a significant first predictor of tourists satisfaction (Beta = 0.912, $p \leq 0.05$). The "Adventure" dimension was also considered an essential predictor of satisfaction (Beta = -0.061, $p \leq 0.05$). The "relaxation" dimension was determined as well as a meaningful predictor of tourists satisfaction (Beta = 0.027, $p \leq 0.05$). Similarly, in order of magnitude, culture, adventure, and relaxation were considered significant determinants of satisfaction of tourists to ONP. Therefore, motivation dimensions are significant predictors of tourists' satisfaction in the study area.

The findings show that strongly related to the issue of culture was the "adventure" factor, which was discovered to be a significant predictor of tourists' satisfaction. The study shows that tourists value the opportunity to interact with and understand different cultures when they travel. Yousefi and Marzu (2015) [57] and Kim and Eves (2012), in their studies on tourist motivation and satisfaction, show that culture

manifests as one of the key indicators of visitor contentment; this may be because the region's culture is so real. Given that the quest to discover something new (adventure) and get close to nature were the main compelling predictors of tourists satisfaction, it stands to reason that perhaps a tourist had the opportunity to have fun and experience an exciting environment such as natural areas, boat cruising, as well as the diversity and richness of wildlife, and a diverse natural landscape. This study conforms to the findings of Saayman and Saayman (2009) [49], who observed that tourists are pushed to travel to national parks because of their desire for nature. The study revealed that "relaxation" is an essential predictor that influences tourist satisfaction. Travel is a chance for tourists to escape their mundane environments and their daily routines. Tourists may have found satisfaction by participating in activities that were distinct from their regular routines, together with high-quality services and eco-tourism goods that ensured their relaxation during their visit. To unwind and get away from boredom, visitors go to preserved regions (Kim, Kim, Park, & Guo, 2008; Jensen, 2012) [28, 25]. According to Chow *et al*. (2019) [12], physical and mental health, relaxation, and escape from daily life were the primary drivers of nature tourism.

Table 2: Motivation and Satisfaction

Motivational dimensions	Standardised Coefficients Beta	T	Sig.	Adjusted R^2	F-Value	P-Value
(CONSTANT)		0.783	0.435	0.773	129,589	0.000
Novelty	0.013	0.260	0.795			
Culture	0.912	13.960	0.000			
Adventure	-0.061	-1.296	0.196			
Social contact	0.023	0.564	0.573			
Escape	-0.013	-0.290	0.772			
Relaxation	0.027	0.778	0.437			
Destination attraction	-0.016	-0.352	0.725			

Source: Author's Fieldwork, 2022
Dependent Variable: Tourist's satisfaction
Predictors: (Constant), Destination attractions, Relaxation, Social contact, Novelty, Adventure, Escape, Culture

The results of the regression analysis between the motivational dimensions and revisit intention are presented in Table 3. The results show that the adjusted R^2 had a value of 0.356. However, the p-value of the F value was significant ($p \leq 0.05$), so this model is adequate and confirms the effect of the independent variables on the dependent variable. The motivational dimension "destination attraction", was found to be a significant first predictor of tourists' willingness to repeat visits to the study area (Beta = 0.328, $p \leq 0.05$). The "relaxation" dimension was also considered a meaningful predictor of tourists intention to revisit (Beta = -0.209, $p < 0.05$). The "Adventure" dimension was determined as well as an essential predictor of tourists intentions to revisit this destination (Beta = -0.251, $p \leq 0.05$). Therefore, "destination attraction", "relaxation," and "adventure" dimensions were considered significant determinants of tourists' intent to revisit the ONP.

The regression analysis on motivation factors and tourist revisit intention demonstrates that destination attractions had a strong direct influence on the intentions of tourists to revisit eco-destinations. This study is consistent with the study of Van der, Merwe, and Saayman (2008) [54], who also finds attractions to be a motive for visiting national parks.

Eco-tourists have become more conscious of the importance of an environmentally friendly atmosphere because many have come to seek out environmentally friendly destinations when they travel Imoagene *et al*., (2021) [22]. In the same vein, Cecilia and Zandivuta (2018) [8] and Mohammed *et al*. (2014) [33]. found that tourists visit eco-destinations because of the attractive tangible attributes of those destinations, which in turn strengthens their positive behaviour towards those destinations. The results of the study also suggest that destination attraction and relaxation seeking go hand-in-hand. The implication is that it has often been found that eco-tourists' predominant motivation to travel outside their usual places of residence is because they want to appreciate the natural environment and experience unusual moments. This result is consistent with the study Queiroz *et al*.'s (2014) [45] which found that the landscape, biodiversity, and geographic variety of parks attract the majority of visitors. According to Fonseca *et al*. (2014) [15], tourists choose holiday destinations mainly due to their landscape and natural value, tourism activities, and distinctive character. Mohammed *et al*. (2014) [33] and Imoagene, Oladeji, and Adetola (2021) [22] stipulated that eco-tourists are pushed to embark on a trip due to the idyllic tranquilly, comfort, and enchanting scenery of a destination.

It was further revealed that, the ONP's strong value as a predictor of visitors' desire to return implies that research and education play a large role in deciding how often visitors return to the national park. This aligns with the research of Panin and Mbrica (2014) [43], who found that the top three ecotourist motivators are nature, culture, and educational experiences. The study also showed that desires for adventure play a significant role in predicting visitors' intentions to return. This study found that visitor satisfaction had a favourable impact on their intention to return. The study found that a sizable portion of visitors' intentions to return to ONP were predicted by their general level of satisfaction. This result is in line with the model developed by Yoon and Uysal in (2005) [56], which served as the study's conceptual framework. According to Santouridis and Trivellas (2010) [48] and Frederick and Charles (2015) [16], the intention to return again is significantly influenced by overall satisfaction with the trip as a whole.

Table 3: Motivation and Revisit Intention

Motivational dimensions	Standardised Coefficients Beta	T	Sig.	Adjusted R^2	F-Value	P-Value
(CONSTANT)		3.407	0.001	0.356	21,940	0.000
Novelty	0.119	1.448	0.149			
Culture	0.263	2.390	0.018			
Adventure	-0.251	-3.154	0.002			
Social contact	0.092	1.354	0.177			
Escape	0.200	2.628	0.009			
Relaxation	-0.209	-3.552	0.000			
Destination attractions	0.328	4.265	0.000			

Source: Author's Fieldwork, 2022
Dependent Variable: Revisit intention
Predictors: (Constant), Destination attractions, Relaxation, Social contact, Novelty, Adventure, Escape, Culture

Conclusion

This research determines the factors that underlie tourists 'visits to the study area; it also explores the extent to which tourists' motivation influences satisfaction and investigate the influence of tourist's motivation on repeat visits to Okomu National Park. The research identifies seven motives for tourists travelling to the park. These are novelty seeking, cultural experience, adventure, escape, social contact, relaxation, and destination attraction. The research also finds that motivational factors influence visitor satisfaction and revisit intention decisions. Added to this, the research confirms that tourist attractions, including national parks, differ from one another and that the variables that influence satisfaction and intent to repeat visits also differ. The final regression models indicate that the main motivational factors that have a significant influence on satisfaction and repeat intention are cultural experience, destination attractions, adventure, and relaxation.

Recommendations

▪ In ecotourism, motivations are crucial determinants of satisfaction and the intention to return. As a result, effective management of the destination's services can boost tourist's motivation and predict their satisfaction, repeat business, and referrals, which are advantageous for the tourist destination, the tourists, and the residents of the area.
▪ Parks management has to create activities different from the visitors' daily routines, considering those related to destination attractions, such as the observation of flora and fauna, local festivals, local music and dance, sport fishing, carnivals, and boat cruising. These activities could encourage socialisation among people with similar interests or with local inhabitants. In this way, the level of satisfaction of visitors to national parks could improve.
▪ Since the attraction offers the greatest value and the results show that tourists have a high desire to visit the park for this motive, the management of ONP should concentrate on the destination attributes' motive. In the context of national parks, concentrating on the destination attractions should be easy to accomplish and could boost visitor satisfaction and promote return trips.

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