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**Analyzing the tourism in Chitwan National Park from
Visitors' Perspective**

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Abstract

Protected areas are the cornerstone of global biodiversity conservation initiatives, and people's support is pivotal for their success. However, in many protected areas, particularly those with restricted human interaction, the park-people relations deviated towards negativity, and the major cause is the inability of the park to connect conservation with the people's livelihood. Better-planned tourism can serve as a vehicle to link conservation with livelihood, particularly in protected areas like Chitwan National Park (CNP), where the flow of tourists is already higher. However, there is a need to understand consumer satisfaction and link those to ensure a sustainable tourism business in the park. The aspect has been explored to a limited extent in the park; thus, we have attempted to partially address that void. To address the issue, we have collected the perceptions of the people through a face-to-face interview using a structured questionnaire with 142 tourists encountered in and around the Sauraha area of CNP. The data was collected in January 2020, was managed using Microsoft Excel, and was analyzed using R software. Natural attractions around the national park were found

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to be the important drivers that drive tourists to CNP, and they admired the accommodation (79% positive response), food (65% positive response), hospitality (75% positive response), and behavior of the local people (74% positive response). The majority of the tourists have a positive response towards other tourism amenities. Tourists were highly satisfied with the elephant safari and Jeep safari activities. However, many have suggested improving the transportation facility and solid waste management in the park. The findings of the studies can be used by the relevant stakeholders to improve the services and amenities offered to tourists, which will ensure the sustainability of tourism businesses in and around the park.

Introduction

Protected areas are “an area of land and/or sea especially dedicated to the protection and maintenance of biological diversity and of natural and associated cultural resources, and managed through legal or other effective means” (Dudley & Stolton, 2008). They are the important strategies used for the conservation of biodiversity across the globe (Bushell & Bricker, 2017) and are often considered the cornerstone for the conservation. However, they are not free from problems, as they face challenges, particularly through the interaction of their components with the people. In many protected areas, human wildlife conflicts are one of the greatest challenges for the conservation of biodiversity, as the impacts of wildlife on crops, livestock, and humans are increasing (Adhikari et al., 2024; Tiwari et al., 2024). However, in protected areas like Chitwan National Parks, where despite a noticeable progress in front of biodiversity conservation, efforts on human wildlife conflict mitigation are poor (Nyaupane et al., 2022). Moreover, they are one of the factors that have increased the dissatisfaction among the people regarding the protected areas. There is a need to augment the positive relationship between parks and people. This can be achieved by linking the conservation activities with the livelihood of the people.

In protected areas like Chitwan National Park, where there are high restrictions on the extraction and use of the resources, tourism can be a viable alternative measure of connecting the livelihood of locals with conservation. As the existing compensation scheme within the protected areas is not sufficient to offset the loss incurred due to human-wildlife conflicts (Karanth & Nepal, 2012), tourism becomes paramount. Furthermore, for a country like Nepal, where nearly a quarter of the country’s areas (23.39%) have been designated as protected areas (Chaudhary et al., 2022), there is a need to extract significant economic benefits from these parks. In the lower and middle-income countries, tourism forms the basis to generate the funds for conservation, community development, and the country’s economy (Thapa et al., 2022) which includes visits to protected areas, is a growing trend. This may include consumptive and non-consumptive activities, with nature-based tourists being motivated to experience local culture and nature. Thus, tourism can contribute economically and socially to communities associated with protected areas, with the outcomes being both benefits and costs to local people. We carried out a systematic literature review to document and characterise the outcomes of nature-based tourism for people living in and around protected

areas (terrestrial and inland waters. Tourists visiting any particular destination can have diverse motivations and expectations, and understanding these motivations and expectations is crucial to adjusting the tourism services and facilities as per the needs of the visitors (Cajiao et al., 2022). This will help to ensure that tourism serves as a sustainable source of conservation finance and harness other benefits from tourism.

The tourism industry is not free from problems as it has many negative externalities such as environmental degradation, economic leakages, and negative social impacts. However, these problems can be addressed by promoting more sustainable alternatives to mass tourism, i.e., different forms of sustainable tourism (Richardson, 2021). Sustainable tourism offers a wide range of social, cultural, environmental, and economic benefits. It helps to enhance local livelihoods, provide economic opportunities, and ensure economic protection (Richardson, 2021). The most important contribution of tourism is through employment generation. For instance, tourism is one of the major industries across the globe, which used to contribute 10.5% of all jobs and 10.4% of global gross domestic product (GDP) in 2019 in the pre-pandemic era (WTTC, 2024). Though the level is yet to reach after the global COVID-19 pandemic, in 2023 tourism contributed a total of 9.1% to the global economy and provided 10.0% of all the jobs (WTTC, 2024). Tourism provides significant economic benefits in Nepal, as well as the 6.1% in GDP and 15.2% of total jobs in the country are provided by the tourism sector alone (WTTC, 2024). Furthermore, tourism can be one of the mainstays of many countries to achieve many Sustainable Development Goals (SDGs) that are targeted to be achieved by 2030. Sustainable tourism has three important components often called pillars, i.e., social pillar, economic pillar, and environmental pillar. Tourism provides jobs and contributes to SDG 1 (end the poverty) and SDG 2 (end the hunger) through the economic pillar. Furthermore, better planned execution of a tourism plan can contribute to gender equality (SDG5), decent work, and economic growth, and both goals are better achieved if two goals are aligned together (Scheyvens, 2018).

When the discussion surrounding sustainable development goals as a new paradigm of development across the world was going on, the global pandemic of COVID-19 appeared and affected the entire sector. Among those sectors, tourism faced the hardest of the impacts as the tourism industry almost halted (Aryal et al., 2022). However, the tourism industry is reviving gradually across the globe. Through better planning and execution, the tourism sector has the potential to surpass its own record. For the same, tour operators and stakeholders of existing destinations need to understand the perception of the tourist and customize the services and products as per the demand of the potential customers.

Satisfactory experiences are pivotal for the management of the protected area as they drive the future behavioral response of the tourist towards the tourism activities in that particular park (Oviedo-García et al., 2019) when protected, conserve the natural environment and function as social spaces in which tourism brings increased income, employment and financial support for conservation. In this context, the satisfaction of tourists through their

experiences in the protected area (PA). Research on the factors affecting the satisfaction of the tourists visiting the sites has been carried out in different tourist destinations, such as in the park of Zimbabwe (Mutanga et al., 2017a), for religious tourists in the temple of China (Yu et al., 2023), and in hotels in Nepal (Baniya & Thapa, 2017). And the experience gained by the visitors, accumulated feelings, and satisfactions were pivotal to determining the loyalty of the visitors to the particular destination (Damanik & Yusuf, 2022; Li et al., 2021). This means visitor satisfactions are key to influencing the decision of visitors to revisit the destination and recommend others to visit the site (Zeng & Li, 2021). All the research highlights the importance of the satisfaction of visitors to the sustainability of a site as a tourism destination. However, the satisfaction level of the tourist visiting the tourist is limited in Nepal.

Thus, in this study, we have attempted to fill this void partially by documenting the satisfaction of the tourist about the services offered to them and exploring the perception about the tourist amenities and services through the interaction with the tourist visiting Chitwan National Park. Furthermore, we have explored the willingness to recommend others to visit Chitwan National Park.

Materials and methods

Study area

Chitwan National Park (CNP), established in 1973, is Nepal's first national park. Located in the lowland region of Bagmati Province, it spans over 952.63 square kilometers in the subtropical Tarai zone (Phuyal et al., 2022). The region's charming forested hills and shifting river landscapes make it one of the most scenic regions in Nepal's lowlands. Spread over four districts: Nawalparasi (East), Parsa, Chitwan, and Makwanpur, CNP is rich in biodiversity and is home to 75 species of mammals, 643 species of birds, and 56 amphibians and reptiles (NTNC-BCC and CNP, 2020). Nepal has two world heritage sites in the natural category, and Chitwan National Park is one of them. The park is home to rare and charismatic mammals such as the Royal Bengal Tiger (*Panthera tigris*), Greater One-Horned Rhino (*Rhinoceros unicornis*), Asiatic Wild Elephant (*Elephus maximus*), Common Leopard (*Panthera pardus*), and Sloth Bear (*Melursus ursinus*). Furthermore, some charismatic birds such as Bengal Florican (*Houbaropsis bengalensis*), Lesser Florican (*Sypheotides indicus*), Great Hornbill (*Buceros bicornis*), Indian Peafowl (*Pavo cristatus*), Lesser Adjutant (*Leptoptilos javanicus*), Black Stork (*Ciconia nigra*), and crested serpent eagle (*Spilornis cheela*) are some of the birds found in the park. The park is visited regularly by the species of migratory birds, including Bar-headed Goose (*Anser indicus*), Great Cormorant (*Phalacrocorax carbo*), Ruddy Shelduck (*Tadorna ferruginea*), and Gadwall (*Anas strepera*) (Aryal, 2023; Jha & Sharma, 2018). Beeshazari Lake area, which lies in the buffer zone of Chitwan National Park, is a site listed as a wetland of international importance (Aryal, 2019; Shrestha et al., 2020). Furthermore, around the national parks, in the buffer zones, the majority of the households are of the indigenous Tharu community, who are known for their unique Tharu dance, a major attraction to many tourists.

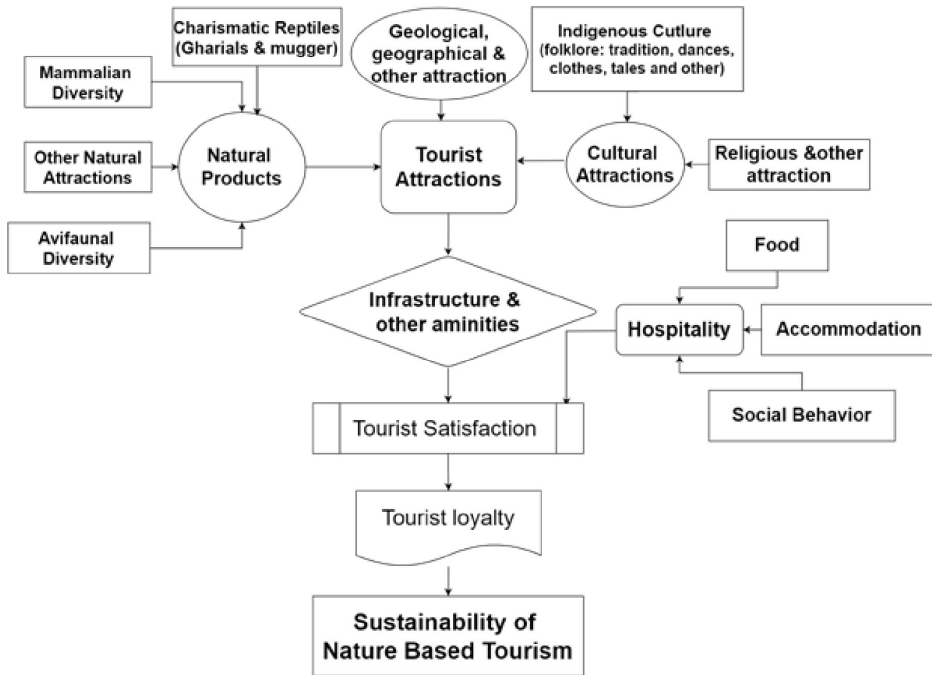
These all factors make CNP Nepal's most popular tourist destination among the protected areas (Aryal et al., 2019) and third most popular tourist destination overall. The park attracted 299,412 visitors, with Sauraha standing out as the most popular entry point, accounting for 90.75% of all entries (DNPWC/CNP, 2023).

Methodology

Conceptual framework

One or more cultural attractions, including religious sites, folklore, and others; geological and geographic attractions; and natural attractions are the factors that work as a pull factor for the tourist. The novelty offered to them by those attractions is mediated by the tourist infrastructure, amenities, and hospitality that influence the experience of the tourist. Roads and other forms of transportation, communication, information, and environmental quality, including solid waste management, drinking water, and sanitation, are some of the infrastructure and amenities (Sorakunnas, 2020). These factors, particularly the environmental qualities, play a significant role in determining the satisfaction of the tourist (Uddin et al., 2023). Furthermore, the behavior of the locals towards the tourist, food and accommodation provided to the tourist, and overall hospitality offered are the components of hospitality that enhance or deteriorate the experience gained by the tourist (Sahabuddin et al., 2024). All these factors integrate together to govern the satisfaction of the tourist. Satisfied customers are loyal towards the destination, and they will either revisit the site again or recommend others to visit the site or do both (Sahabuddin et al., 2024; Zeng & Li, 2021). This will ultimately ensure the sustainability of a site as a tourism destination (Figure 1) (Asmelash & Kumar, 2020).

Figure 1: Conceptual Framework of the Research (We hypothesize that at Chitwan National Park, natural products, cultural attraction and geological attraction serve as attraction to tourist and these attraction are mediated by infrastructure and other amenities. Furthermore, hospitality plays a part to drive tourist satisfaction. Ultimately, satisfaction leads to loyalty of tourist and in turn sustainability of tourism business.



Methods

At first, a questionnaire was prepared to assess the perception of the tourist. At the top of the questionnaire, the purpose of the survey along with the potential use of the data and mode of sharing the data were included. Following the description, questions related to the demographic and other characteristics of the respondent were included. Initial questions in the section were related to the age, gender, and educational level. We also include a question to know the primary, secondary, and tertiary reasons to visit the park. Furthermore, the question of whether they are the first time visitors to the Chitwan National Park was also included. We also included the questions related to the accommodation they have used and the length of stay at the park. To make comparison with the other park in Nepal or elsewhere, we also included the question to know if they have visited any protected areas in Nepal or elsewhere and to ask those who have been to other parks. The follow-up question was included to know the perception of the tourist who has visited at least one other protected area elsewhere. This question was related to the similarity of CNP with the other park they have visited. In

the second section, questions to know the perception of tourists about the hospitality were included. The questions were again on a five-point Likert scale, and perceptions about the food, accommodation, friendliness of local people, and overall hospitality offered were included. In the third section, the perceptions about the tourist amenities were included, and the question was again in the five-point Likert scale format. Questions related to the condition of the road to reach the touristic destination, environmental quality, including solid waste management and drinking water and sanitation, communication facilities, information boards, security, cultural attractions, and tourism infrastructure were included. The questions in the third section were designed to know about the involvement of the tourist in bird watching, cultural programs, elephant safaris, Jeep safaris, and jungle walks. To the participant who participated in those activities, they were asked to give their perception of the experience on a five-point Likert scale. One open-ended question was included to ask the suggestion with the visitors, and the final question was related to the willingness of the visitors to recommend others to visit CNP.

As the data was intended to be collected by using the undergraduate researchers, the enumerators were given the questionnaire to read and discuss with their pairs. Following the initial discussion, they were briefed in details about each question. As we were collecting the data in a short time interval, randomization of the data collection was not possible. However, to control the biases in data collection and to make data more generalizable, enumerators were instructed to collect the response with every fifth visitor they encountered. This study focuses on tourists who visited Sauraha, the most popular gateway to CNP. At the end of the survey period, 145 responses from different tourists were collected. The research was carried out in January 2020 using a non-probability sampling method. In this approach, the sample was chosen based on convenience, relying on the researchers' judgement, knowledge, and perceptions. A survey-based assessment was employed to gather both positive and negative perceptions.

The data collected were first managed using the Microsoft Excel program; any inconsistencies in the data were checked thoroughly. The data was analyzed by using descriptive statistics followed by inferential statistics. For numerical data, mean, range, and standard deviation were calculated, while for the categorical data, frequency tables were made. Bar diagram, Likert plot, and mosaic plot were used for data visualization. The association between the variables was explored by using the chi-square test. All the analyses were carried out in R statistical software (R Core Team, 2024) in Rstudio (Posit Team, 2024). The visualization was done by using ggplot2 (Wickham, 2016) and the Likert package.

Results and discussion

The respondents were slightly skewed towards men, with a mean age of 32.4 (Table 1). Most of the visitors we contacted were mostly university graduates who had been to Chitwan National Park for the first time. They were using a hotel or lodge for accommodation and lived

in the area for 2 to 4 days, followed by 4 to 7 days (Table 1). More than 70% of the respondents have been to other protected areas already.

Table 1: General Characteristics of the Respondents (The number of respondents in each questions may vary as some respondents opted to skip answering some questions and number in parenthesis in first column represents the number of respondents answering the question

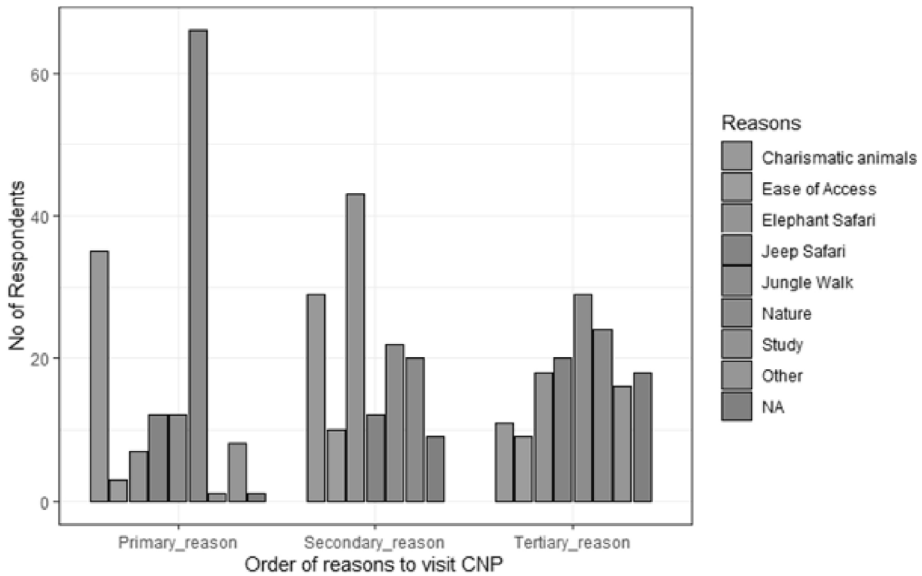
Parameters	Response and fraction of Respondents				
Age	Range: 18 - 66 (Mean = 32.4, SD = 10.8)				
Gender	Male	Female			
	95 (65.52%)	50 (34.48%)			
Education	Illiterate	Secondary level	Undergraduate	Graduate	
	1 (0.69%)	24 (16.55%)	2 (1.38%)	115 (79.31%)	
First time visitors	Yes	No	No answer		
	106 (73.10%)	38 (26.21%)	1 (0.69%)		
Accommodation Used	Hotel/Lodge	Guest house	Home Stay	Other	
	105 (72.41%)	21 (14.48%)	9 (6.21%)	10 (6.90%)	
Length of Stay (days)	0 to 2	2 to 4	4 to 7	7 to 15	15+
	34 (23.45%)	56 (38.62%)	41 (28.28%)	11 (7.59%)	3 (2.07%)
Visited Other Protected Area (Elsewhere)	Yes	No	No answer		
	102 (70.35%)	45 (28.97%)	1 (0.69%)		
Comparison with other PA	Very similar	Similar	Little bit different	Unique	Very Unique
	1 (0.98%)	8 (7.84%)	37 (36.27%)	42 (41.18%)	11 (10.78%)

Perception on Chitwan National Park

Among the respondents who have been to other protected areas, nearly 41% of the respondents found it to be unique, while nearly 36% of the respondents found it to be a little bit different (Table 1). We did not collect the name of the protected area that the respondents have visited, already hindering our ability to make inferences about the uniqueness of CNP. However, the perception about the reason to visit CNP can give some hints. The majority of the respondents referred to the nature of the CNP and charismatic as the primary reasons for

the visit, while elephant safari was the secondary reason for the visit to the park (Figure 1). This indicates that visitors have diverse choices, and CNP offers the diverse tourism products. Chitwan National Park is one of the few national parks in the world where one can see one-horned rhinoceros (*Rhinoceros unicornis*) and other charismatic species (Aryal, 2023).

Figure 2: Primary, secondary and tertiary reason of visit CNP as reported by the respondents.

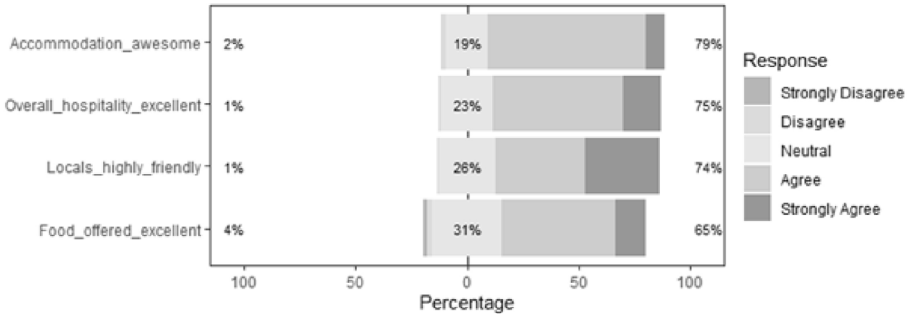


Nature of the Chitwan National Park is followed by the charismatic species as the primary reason for visiting the park (Figure 2), while elephant safari and charismatic species are the major secondary reasons to visit, as cited by the respondents. Wildlife was the major content promoted by the tour operators and government organizations to promote tourism in CNP, while wildlife and landscape were dominated in the photographs taken and posted by the visitors (Bhatta & Pickering, 2024). As the major attraction within the park was natural products, conservation of the natural amenities and nature should be the primary target for the stakeholders.

All the services offered to the tourist were praised by the respondents. Accommodation offered to the tourist gained the most positive response from the highest number of respondents, followed by overall hospitality, friendliness of locals, and food offered (Figure 3). The highest fraction of the respondents believed that the locals are highly friendly (Figure 3). The local residents are known to provide a welcoming response and help to co-create value when they perceive the tourism is contributing positively to the social, economic, and infrastructural sectors, among others (Lan et al., 2021). This implies that, though we did not

explore the contribution of tourism to the overall development of the locality, locals highly acknowledge that tourism is contributing positively for the welfare of society, and this in turn is reflected in their behavior towards the tourist.

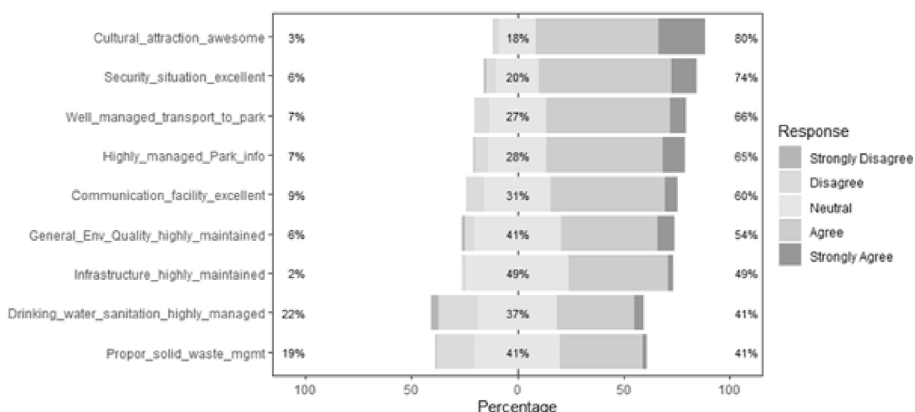
Figure 3: Response of the respondents about the tourism services in the area



Amenities in the park

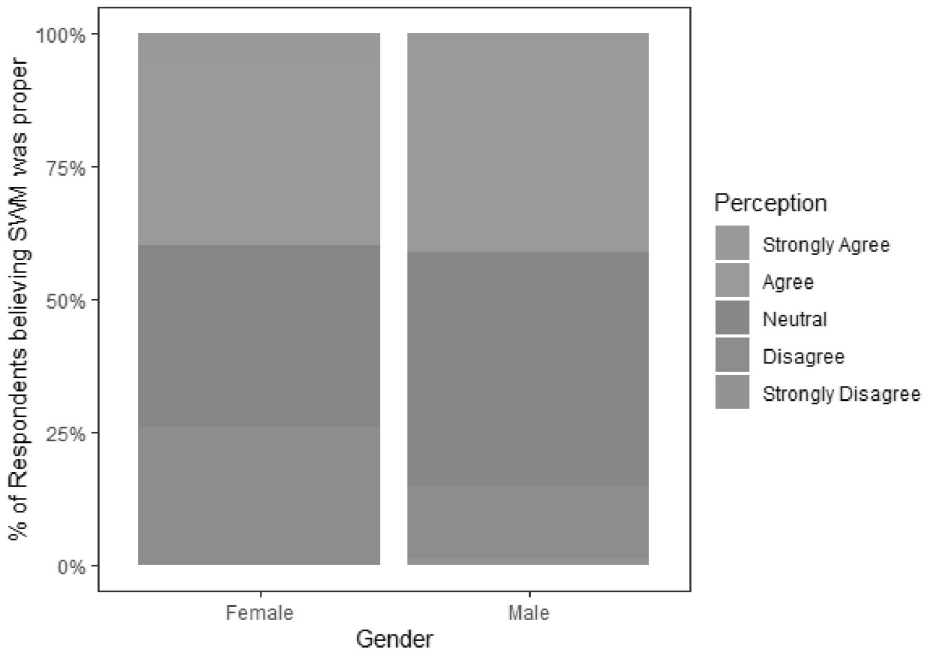
Among the tourist amenities, the positive response was received the highest for Cultural attraction was awesome, while environmental attributes and transportation had the lowest positive response from the visitors (Figure 4). Tharu dance is one of the major cultural attractions among the tourists in Chitwan National Park. As the demand for the Tharu dance increased with increasing tourist numbers in the park, the ethnic group started to preserve and commercialize the dance. They have started to perform different dances, including harvesting dance, Jhiri dance, holy dance (Damju dance), thekada dance, and peacock dance, among others, with their cultural dresses (Poudel, 2017). As indicated by the responses of the majority of the visitors, this aspect of the Tharu culture was highly acknowledged by the tourists. Tharu people, with their close affinity with nature, have a unique culture and seem to be one of the major attractions of CNP for tourists, highlighting the need to preserve and promote them. Most of the visitors (74%) of the More than two-thirds of the visitors showed satisfaction about the park information; 60% were satisfied with the communication facility; nearly half of the respondents were satisfied with the infrastructure, while only 41% were satisfied with the drinking water and sanitation facility (Figure 4). As we have collected our response from the Sauraha area only, the response of the tourist was as expected. In addition to the normal police, there is provision of tourist police in the area, thus the security situation for tourists is highly managed. In the case of communication, the widespread mobile coverage in the area means there is no hustle for communication. However, there is room for improvement in other infrastructure. The condition of road is not up to mark for the highly visited tourist areas while the footpaths are not proper in major tourist destinations. Furthermore, the water and sanitation received the least amount of positive response from the visitors.

Figure 4: Perception of the visitors about the tourist amenities in the park



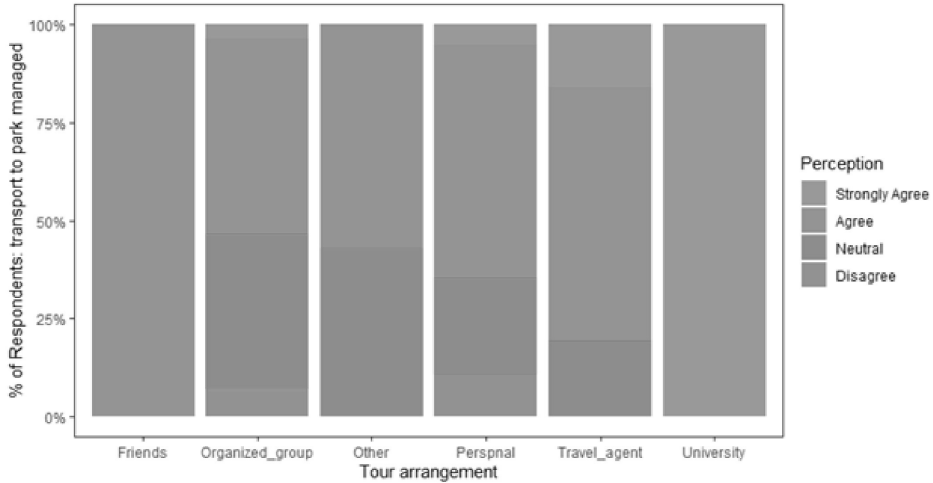
Only 41% of the respondents have a positive response about the solid waste management practice within the park and the perception of the respondents (Figure 4). No male strongly agreed and no female strongly disagreed that solid waste in the park is properly managed (Figure 5). Moreover, the relation between the gender and their perception on solid waste management was statistically significant ($\chi^2 = 10.259$, $df = 4$, $p\text{-value} = 0.03629$). Chitwan National Park is implementing different policies with regard to solid waste management. Park has introduced the concept of a plastic-free area since January 1, 2019. Despite that, we were able to observe some littering practices on the tourist route and in the buffer zones. The plastic waste is not only reducing the scenic beauty of the park area, but it is causing damage to the wildlife as well. For instance, the Greater One-Horned Rhino was found to be ingesting the plastic in the Chitwan National Park, adding the challenge to the conservation of a species that is already vulnerable in the IUCN Red List of threatened species (Awasthi et al., 2023; Ellis & Talukadar, 2019). Dustbins have been kept in different areas; however, in many dustbins, wastes were not properly managed. Thus, the visitors themselves have to be more responsible while traveling to such destinations. Contributions from a wide range of stakeholders, ranging from visitors, park management authorities, locals, and business owners, including others, are necessary to tackle this challenge.

Figure 5: The relationship between the gender of the respondents and the response of respondents about the solid waste management in the area



The perception about the transportation facility to access the national park differed significantly among the respondents based on the mode of tour arrangement ($\chi^2 = 25.881$, $df = 15$, $p\text{-value} = 0.03929$). All the respondents whose tour was managed by their friends agreed that access to the park was managed, while all those whose tour was managed by the university strongly agreed that the transport to the park was managed (Figure 6). As the roads to the park headquarters or major tourist destination in CNP, i.e., Sauraha, are almost well maintained, tourists whose tours are managed by the university or friends do not have to face the challenges. However, those who come in small, organized groups using public transport or through personal means can have better access to the public transportation facility up to Tandri (a place on the edge of the east-west highway). However, they might face challenges to reach Sauraha from there. This might explain the presence of the people who disagree the transport to the park is properly managed. Transportation is one of the factors that determines the overall satisfaction of tourists at any destination. Thus, proper management of affordable and convenient public transportation should be a priority for the stakeholders.

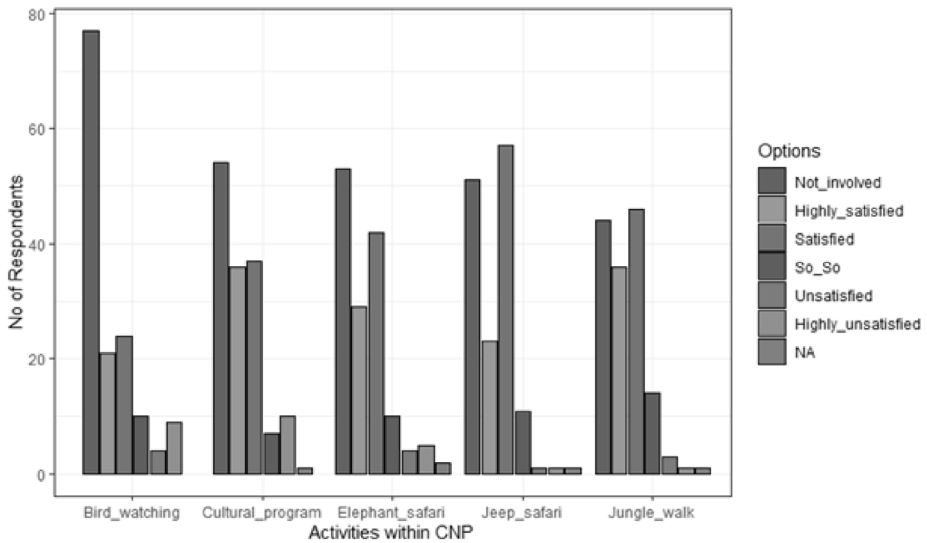
Figure 6: Relationship between the tour management methods and response of the respondents on the management of transport to reach the park



Perception about tourism activities involved

Among the five major activities that were included in the survey, bird watching is the one where more than half of the respondents did not participate (Figure 7). The Barandabhar Corridor of Chitwan National Park is one of the Important Bird and Biodiversity Areas (IBAs), while the park is home to more than two third bird species recorded in the country (NTNC-BCC and CNP, 2020; Phuyal et al., 2022). However, the majority of the tourists did not participate in the bird-watching activities. Thus, there is a need to promote avitourism activities in the park. Among the other activities, the cultural program and jungle walk had the highest fraction of participants who were highly satisfied. The fraction of satisfied visitors were in jeep safari and elephant safari activities (Figure 7). In Jeep Safari, visitors get the opportunity to observe different varieties of birds and mammals (Aryal, 2023). Furthermore, those visitors who participate in the Jeep Safari to the core zone of the park get an opportunity to observe the critically endangered Gharials at the Kasara. A similar kind of experience can be obtained in an elephant safari, which could explain the higher satisfaction among the visitors.

Figure 7: Response of the visitors about the experience with different tourism activities



Few of the respondents have given suggestions to improve in the park. Most of the suggestions were related to solid waste management, road condition, and cost of the food, accommodation and transportation, provision of streetlights, and drinking water and sanitation. Some of these aspects were not included in the questionnaire in structured questions. Few people suggested the management of the walking trails within the parks and the provision of better guides. As we are discussing nature-based tourism, the guide can serve as the ambassador of the park and can help to improve the image of the destination (Aryal, 2023). Thus, the stakeholders should work to enhance the quality of the nature guide.

Among the 142 respondents who answered the questions about their perception about recommending the visit to the Chitwan National Park, only one denied to recommend others to visit the park. This positive response from more than 99% of the respondents is a good sign for the tourism industry of CNP. This indicated that almost all the visitors visiting the park were satisfied with their visit to CNP. As the majority of the respondents have reported satisfaction with the services provided to them and the experience they received at Chitwan National Park, the overall satisfaction shown is understandable. Similar reports have been made from other parts of the world regarding the importance of culture for tourist destinations. For instance, culture, interaction and interpretation, accommodation, and transport were reported as the four most important factors that influence the people to select a particular tourist destination in rural China (Xiang et al., 2020).

The perception of the visitor presented here represents the viewpoint of the visitors we meet at the Sauraha area of Chitwan. Although Sauraha is often termed the tourist headquarters of

CNP, this might not represent the general perception of all the tourist visiting CNP. Furthermore, we conducted the survey in the months of January, and sample was collected only for one week period. As the attributes and perceptions of the tourists can vary with characteristics of tourist visiting there, this perception should be generalized with caution.

Conclusion

Chitwan National Park is one of the prime tourist destinations in Nepal, and the sustainability of any tourist destination is governed by the satisfaction of the visitors and, in turn, their loyalty. Thus, the periodic assessment of the satisfaction of the visitors with regard to services and products offered to them is vital. However, the visitors' satisfaction has been explored to a limited extent in the case of Chitwan National Park. With the motive to serve for the sustainable development of the Chitwan National Park as the tourism destination, we have explored the perception of both national and international tourists in regard to their perception about the services, activities, and tourist amenities at the park.

We found that the accommodation, food, hospitality, and behavior of the local people towards tourists were highly acknowledged by the tourists. Furthermore, among the tourist amenities, cultural attractions were the major attractions that satisfied the visitors, followed by the Jeep Safari and elephant safari. Slight negative responses were given to the environmental factors, including solid waste management, drinking water, and sanitation, while suggestions to improve the transportation facility were given by the respondents. The finding of the study could help the policymakers to focus on the amenities that could be targeted to improve in the next tourism management plan of the park.

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