

ASSESSING TOURIST SATISFACTION IN SUSTAINABLE TOURISM: INSIGHTS FROM INDIA

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ARTICLE HISTORY

Received: 31 July 2024

Revised: 14 August 2024

Published: 24 August 2024

ABSTRACT

The tourism industry is a vital component of India's economic and social structure. This research paper explores the four dimensions of sustainable tourism-economic, environmental, socio-cultural, and institutional sustainability and their impact on tourist satisfaction in India. This study involves a survey conducted on 208 tourists visiting selected 10 travel destinations in India. The study examines the relationships between these dimensions and tourist satisfaction. The results highlight the critical role of Environmental and socio-cultural sustainability in enhancing tourist satisfaction, in addition to the established importance of economic and institutional sustainability.

Keywords: Sustainable Tourism, Tourist Satisfaction, Environmental Sustainability, Socio-Cultural Sustainability, Economic Impact

CITATION INFORMATION: Manoj K S, C., & Vivek, M. (2024). Assessing Tourist Satisfaction in Sustainable Tourism: Insights from India. *Procedia of Multidisciplinary Research*, 2(8), 72.