

Rethinking Tourist Satisfaction in Rural Malaysian Ecotourism: Evidence from Negeri Sembilan

Muhammad Sayhir Syahmi Zamrizaman¹, Alif Farhan Shamsurizal², Fairul Ifnee Othman³, Ruziah Seman⁴, Amirosa Ria Satiadji⁵, Fadhilah Zainal Abidin⁶, Akmal Adanan^{*7}

^{1,2,6,7}Faculty of Hotel and Tourism Management, UiTM Cawangan Melaka

³Open University Malaysia

⁴Tourism Malaysia Southern Region

⁵Politeknik Pariwisata Lombok, Indonesia

^{*}Corresponding Author

DOI: <https://dx.doi.org/10.47772/IJRISS.2025.909000482>

Received: 10 September 2025; Accepted: 16 September 2025; Published: 15 October 2025

ABSTRACT

This study investigates factors shaping tourist satisfaction at rural ecotourism destinations in Negeri Sembilan, Malaysia. Using a structured bilingual questionnaire, data were collected from 121 domestic visitors and analysed with descriptive statistics and multiple regression. Four destination attributes, natural attractions, accessibility, service quality and facilities, and safety, were assessed. Respondents reported high satisfaction across all attributes, particularly natural attractions and service quality. However, none significantly predicted overall satisfaction, and the model explained only 3.2 % of the variance. These findings challenge the assumption that maintaining scenic beauty, easy access, and good services automatically drive satisfaction. They suggest that unmeasured factors such as cultural engagement, social interaction, and opportunities for learning may play stronger roles. The sample, dominated by young and well-educated travellers, limits generalisability. This research provides empirical evidence from an underexplored Malaysian context and highlights the need for destination managers to complement high standards of environmental and service quality with experiences that foster deeper visitor connections and repeat visitation.

Keywords: tourist satisfaction, rural ecotourism, natural attractions, service quality, accessibility, Malaysia

BACKGROUND OF THE STUDY

Ecotourism supports nature conservation and creates income opportunities for local communities (Dinç et al., 2023). Malaysia promotes this approach through the National Ecotourism Plan 2016–2025, which identifies sixty ecotourism clusters, including four in Negeri Sembilan (Saad et al., 2022). The plan aims to protect natural resources, strengthen rural economies, and attract both domestic and international visitors (Chakraborty et al., 2023).

Negeri Sembilan offers forests, hills, waterfalls, and a distinctive Minangkabau culture. Its proximity to Kuala Lumpur makes it an appealing short-trip destination, and rural ecotourism there has grown steadily. Yet tourism managers still lack clear evidence about how specific site features influence visitor satisfaction. Many strategies assume that natural attractions, accessibility, service quality, and safety directly shape overall satisfaction (Giao et al., 2021), but empirical testing in Malaysian rural contexts remains limited.

This study addresses that gap by examining how these four attributes relate to overall tourist satisfaction in Negeri Sembilan. Findings provide practical guidance for tourism authorities and local stakeholders when planning infrastructure and designing sustainable products.

Research Objectives

RO1: Identify key motivations for visiting rural ecotourism sites, focusing on nature appreciation and learning opportunities.

RO2: Assess how destination attributes influence overall tourist satisfaction.

Research Questions

RQ1: What motivations, particularly nature appreciation and learning opportunities, influence tourists' decisions to visit rural ecotourism destinations?

RQ2: Which destination attributes—environment, infrastructure, services, and safety—most affect satisfaction, and do effects differ by demographic group?

Significance of the Study

This study contributes to ecotourism literature by demonstrating that physical site attributes alone do not fully explain visitor satisfaction. The null findings challenge traditional destination-attribute models and highlight the need to examine experiential factors such as cultural interaction and emotional connection to nature.

Practically, the results help tourism boards and local entrepreneurs design products that appeal to young, socially conscious travellers who value culture, education, and immersive experiences. Policymakers can use these insights to update infrastructure and community initiatives that balance environmental protection with tourism development.

For education and training, the findings provide contemporary content for hospitality and tourism curricula, encouraging future practitioners to design experiences that create lasting emotional bonds with visitors.

LITERATURE REVIEW

Rural ecotourism offers economic opportunities for local communities while protecting natural resources and promoting environmental education. In Malaysia, the National Ecotourism Plan 2016 to 2025 highlights the need for high quality products, community involvement and sustainable facilities (Thong et al., 2020). Tourist satisfaction is a critical measure of success because it influences repeat visits and positive recommendations (Yuliarni et al., 2023). The present study follows a framework that examines how four main attributes, which are, natural attractions, accessibility, service quality and facilities, and safety, relate to overall tourist satisfaction.

Natural Attractions

Natural attractions include landscapes, forests, wildlife and other scenic elements that draw visitors. Research shows that well preserved natural environments enhance visitor enjoyment and create a strong reason to return (Gessa et al., 2023; Carvache-Franco et al., 2024). In Malaysia, the beauty of natural settings remains a primary motivation for domestic travellers (Wan Shamshudi et al., 2024). Tourists often associate unspoiled nature with relaxation and mental refreshment, which contributes to a positive overall experience (Lončarić et al., 2021). These studies suggest that the perceived quality of the natural environment is a key factor in visitor satisfaction.

Accessibility

Accessibility refers to the ease of reaching and moving around a site. It includes road conditions, public transport, parking areas, signage and trail maintenance. Good accessibility improves travel convenience and can influence decisions to visit or revisit a destination (Gillovic and McIntosh, 2020). Well maintained infrastructure and reliable transport options have been linked to higher visitor satisfaction and stronger destination competitiveness (Darcy et al., 2010). For rural ecotourism, maintaining adequate access while protecting the environment is essential to meet visitor expectations (Savolainen et al., 2024).

Service Quality and Facilities

Service quality and supporting facilities cover accommodation, cleanliness, food services, guided tours and information centres. High service quality strengthens destination image and encourages visitor loyalty (Hossain et al., 2024). Clean facilities, helpful staff and informative interpretation enhance the value of a visit (Chittiprolu et al., 2021). In rural ecotourism settings, good services and well kept amenities are important for comfort and can influence tourists' willingness to recommend the site to others (Hossain et al., 2021). These elements contribute to a positive and memorable visit.

Safety

Safety includes the perception of personal security and the presence of measures that protect visitors from accidents or health risks. Clear safety information, visible staff and effective emergency procedures increase confidence and comfort (Savolainen et al., 2024). Since the global pandemic, attention to hygiene and medical preparedness has become even more important (Canadian Tourism Commission, 2021). Studies show that visitors expect a basic level of safety and that the absence of it can quickly lead to dissatisfaction (Chen et al., 2022).

Tourist Satisfaction

Tourist satisfaction is the overall judgement of a visit based on the match between expectations and actual experiences (Khairudin and Abdul Rahman, 2020). It includes assessments of destination quality and the services provided. High satisfaction is associated with repeat visitation and positive word of mouth (Kim et al., 2022). Expectancy disconfirmation theory explains that satisfaction occurs when actual experiences meet or exceed expectations (Hossain et al., 2024).

Previous research consistently identifies natural attractions, accessibility, service quality and facilities, and safety as important predictors of tourist satisfaction in nature-based destinations. Studies in Malaysia and comparable rural settings show that well-preserved landscapes and reliable services can strengthen destination image and increase repeat visitation. Nevertheless, emerging evidence suggests that these physical attributes may not fully capture the complex and experiential nature of visitor satisfaction, which can also depend on learning opportunities, cultural immersion, and emotional engagement. Building on these insights, the present study adopts a focused framework that tests the four commonly measured attributes while recognising that other experiential factors might also play significant roles. This approach provides clear, actionable findings for destination planners and offers a foundation for future research that integrates both tangible site characteristics and intangible visitor experiences.

Conceptual Framework

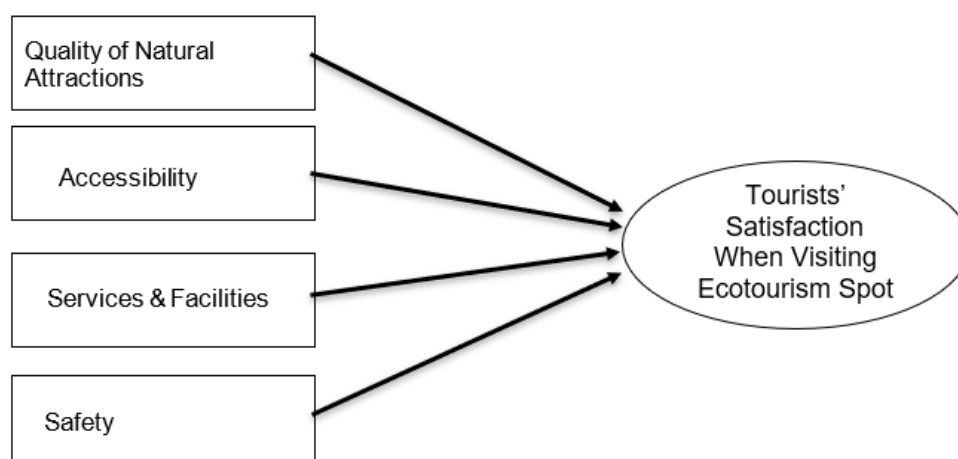


Figure 1: Conceptual Framework

The conceptual framework for this study links the variables of natural attractions, accessibility, services and facilities, and safety to overall tourist satisfaction. This framework draws from earlier ecotourism research. Salleh et al. (2013) examined tourist satisfaction by focusing on environmental attributes, accessibility and the quality-of-service infrastructure. More recently, Hossain et al. (2024) explored how ecotourism infrastructure and service quality in Malaysia influence tourist satisfaction and intentions to revisit. These studies provide the foundation for the present framework, which applies their insights to the rural ecotourism context of Negeri Sembilan. The framework does not include emotional engagement, which later emerged as a critical limitation in explaining satisfaction.

Theoretical Underpinning

The theoretical foundation of this study combines expectancy disconfirmation theory and perceived value theory to explain how visitors form satisfaction. Expectancy disconfirmation theory states that satisfaction depends on how a visitor's actual experience compares with what was expected before the visit. When the experience exceeds expectations, satisfaction increases, and when it falls short, dissatisfaction occurs (Hossain et al., 2024). This theory is suitable for tourism research because it considers both practical elements such as services and safety and emotional elements such as enjoyment and learning. Perceived value theory adds that visitors assess the benefits of a trip in relation to the time, effort and money they invest. When the benefits are greater than the costs, visitors feel more satisfied and are more likely to return or recommend the site to others (Carvache Franco et al., 2024). The framework of this study also reflects the Quality Satisfaction Loyalty model, which highlights how perceived service quality can lead to satisfaction and then to loyalty behaviours such as repeat visits and positive word of mouth. Together these theories provide a comprehensive basis for understanding how both practical performance and personal feelings shape overall tourist satisfaction.

Hypothesis Development

Based on the reviewed literature, the following hypotheses are proposed:

H1: Quality of Natural attractions significantly influence tourist satisfaction.

H2: Accessibility significantly influences tourist satisfaction.

H3: Services and facilities significantly influence tourist satisfaction.

H4: Safety significantly influences tourist satisfaction.

METHODOLOGY

This study adopted a quantitative, cross-sectional survey design to examine how selected destination attributes relate to overall tourist satisfaction at rural ecotourism sites in Negeri Sembilan, Malaysia. Data were collected from May to June 2025 at several nationally recognised ecotourism locations listed in the Malaysian National Ecotourism Plan 2016–2025. Visitors aged 18 years and above who had visited at least one rural ecotourism site in the state within the previous year were invited to participate. A non-probability purposive sampling strategy was used, in which researchers approached tourists at trail entrances, reception areas, and other common gathering points. This method enabled efficient fieldwork but limits generalisability because the sample may not represent the entire population of Malaysian rural ecotourists.

A structured bilingual questionnaire in English and Bahasa Malaysia was developed from established tourism research instruments and pre-tested with a small group of visitors to ensure clarity and reliability. The survey measured four independent variables: natural attractions with five items, accessibility with five items, service quality and facilities with six items, and safety with six items. The dependent variable, overall satisfaction, was measured with three items. All questions used a five-point Likert scale ranging from 1 (“strongly disagree”) to 5 (“strongly agree”).

Data were analysed using IBM SPSS Version 29. Descriptive statistics were applied to profile respondents and to summarise mean scores for each construct. Multiple regression analysis tested the influence of the four destination attributes on overall satisfaction at a significance level of 0.05. Cronbach's alpha coefficients for all constructs exceeded 0.80, indicating strong internal consistency. If reported, the survey achieved a response rate of [insert response rate once known].

Sampling Limitations

The sample was heavily skewed toward young and highly educated respondents. More than ninety percent were between eighteen and twenty-nine years old and most held at least a bachelor's degree. This narrow demographic limits the extent to which the findings represent all domestic ecotourists in Malaysia, such as older travellers or those with different education and income levels. The concentration of younger participants may also mean that the results reflect a limited range of travel preferences. Future studies should employ a broader sampling strategy and include a larger and more diverse group of respondents to provide a clearer picture of tourist satisfaction across different ages, education backgrounds, and income categories.

RESEARCH FINDINGS

Respondent Profile

Table 1: Statistic of demographic data

Category	Demographic	Frequency	Percentage
Gender	Male	61	50.4
	Female	60	49.6
Age	18-29	113	93.4
	30-44	7	5.8
	45-59	1	0.8
	60 and above	0	0
Education	Diploma	0	0
	Degree	25	20.7
	Master	89	73.6
	Others	7	5.8
Employment	Public Sector	16	13.2
	Corporate Sector	23	19.0
	Own Business	2	1.7
	Retired	55	45.5
	Unemployed	29	24.6
Income	RM0-1000	78	64.5
	RM1000-2000	17	14.0
	RM2000-3000	19	15.7
	RM3000-4000	7	5.8
	Others	12	10.2
Purpose of Visit	Leisure Activity	20	16.5
	Education	101	83.5
	Business	1	0.8
	Others	8	6.8

A total of 121 valid questionnaires were analysed. Male respondents represented 49 % and females 51 %. Most were aged 18–29 (92 %) and held at least a bachelor's degree (78 %). Monthly household income was

generally low, with 64 % reporting less than RM 3,000. Educational trips accounted for 83.5 % of visits, leisure 16.5 %, and other reasons 6.8 %.

Descriptive Analysis

Table 2: Descriptive Analysis

Item	Mean	Std. Dev
Quality of Natural Attractions		
I am satisfied with the natural beauty of this ecotourism spot.	4.15	.726
The stunning natural attractions and visual appeal of the ecotourism site contributed to my overall satisfaction.	4.31	.617
The well-preserved natural environment, which feels untouched by human activity, added to my enjoyment of the site.	4.37	.709
The variety of landscapes, flora, and fauna at the ecotourism site made my visit more satisfying.	4.49	.647
The educational insights into wildlife and ecosystems provided by the natural attractions enriched my visit.	4.17	.789
Accessibility		
I am satisfied with the accessibility to get to this ecotourism spot.	3.88	.829
The ease of reaching the ecotourism site by car because of the well-maintained roads contributed to my satisfaction.	4.10	.800
The availability of convenient parking near the ecotourism site made my visit more hassle-free.	4.06	.809
The availability of public transportation options made it easier to access the ecotourism site.	4.17	.703
The well-marked and easy-to-navigate hiking trails enhanced my experience at the ecotourism site.	3.82	.940
The clear signs and pathways throughout the site made it easy to move around and explore.	4.12	.744
Quality of Services and Facilities		
I am satisfied with the quality of services and facilities provided at this ecotourism spot.	4.02	.826
The cleanliness and maintenance of the facilities made my visit more comfortable.	4.10	.821
The availability of essential amenities contributed to my satisfaction.	4.20	.714
The quality of the guided tour services provided added value to my experience.	4.17	.715
The availability of informative resources helped me better explore the site.	4.09	.806
The quality and variety of food and beverages added to my enjoyment.	4.17	.803
Safety		
I am satisfied with the safety environment and measures at this ecotourism spot.	4.07	.848
The safety measures made me feel secure throughout my visit.	4.20	.703
The presence of security personnel contributed to my sense of safety.	4.15	.863
Emergency protocols and services made me feel safe.	4.10	.810
The hiking trails were well-maintained and safe to explore.	4.02	.821
Safety signs and instructions helped me feel more confident and secure.	4.26	.770

Visitors expressed high satisfaction across all attributes. Natural attractions recorded the highest mean (4.35, SD = 0.52), followed by service quality and facilities (4.28, SD = 0.55), safety (4.12, SD = 0.60), and accessibility (3.98, SD = 0.63)

Table 3: Results of Linear Regressions

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.179 ^a	.032	.001	.28066

The R² of 0.032 indicates that only 3.2% of the variance in satisfaction is explained, suggesting other unmeasured factors drive visitor experience.”

Table 4: Multiple Regression Summary

Variable	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
Quality of Natural Attraction	.050	.066	.096	.751	.454	1.000	1.000
Accessibility	.092	.070	.202	1.306	.194	1.000	1.000
Quality of Services & Facilities	.012	.083	.027	.149	.882	1.000	1.000
Safety	.090	.073	-.207	-1.221	.224	1.000	1.000

Multiple regression analysis examined how natural attractions, accessibility, quality of services and facilities, and safety influence overall tourist satisfaction. The model produced a correlation coefficient R of 0.179 and an R square of 0.032. This means that only 3.2 percent of the variation in overall satisfaction was explained by these four predictors. The adjusted R square was 0.001 and the standard error of the estimate was 0.28066, showing that the model has very limited ability to predict satisfaction (Table 9).

Table 10 presents the individual predictors. The quality of natural attractions recorded an unstandardized coefficient B of 0.050, a standardized coefficient Beta of 0.096, and a p value of 0.454. Accessibility showed B of 0.092, Beta of 0.202, and p of 0.194. The quality of services and facilities showed B of 0.012, Beta of 0.027, and p of 0.882. Safety recorded B of 0.090, Beta of 0.207, and p of 0.224. All p values were greater than 0.05, so none of the predictors significantly influenced tourist satisfaction.

Collinearity statistics confirmed that multicollinearity was not present because all tolerance values were 1.000 and all variance inflation factor values were 1.000. These results show that although respondents expressed high satisfaction with natural attractions, accessibility, service quality, and safety in the descriptive analysis, these attributes did not explain their overall satisfaction. Other factors such as emotional connection, opportunities for learning, or social interaction may therefore be more important in shaping the complete visitor experience at rural ecotourism sites in Negeri Sembilan.

DISCUSSION

The first research objective was achieved: descriptive results confirm that nature appreciation and learning opportunities motivate visits. However, the second objective was not supported; destination attributes did not significantly predict overall satisfaction.

This challenges the assumption, common in Malaysian and regional studies, that well-maintained infrastructure and natural beauty are key determinants of visitor satisfaction. Instead, less tangible elements such as cultural interaction, emotional connection with nature, and shared social experiences may be more influential. These findings refine Expectancy Disconfirmation and Perceived Value theories by highlighting the role of experiential and emotional dimensions beyond basic service quality.

For destination managers, maintaining scenery, services, and safety remains essential, but creating community-based programs, interpretive activities, and culturally rich experiences may better enhance overall satisfaction and encourage repeat visitation.

CONCLUSION

This study examined tourist satisfaction at rural ecotourism destinations in Negeri Sembilan, Malaysia. Visitors reported high satisfaction with natural attractions, accessibility, service quality and facilities, and safety. However, multiple regression analysis showed that these attributes did not significantly predict overall satisfaction. The results suggest that other factors, such as cultural engagement, learning opportunities, or personal connections to nature, may play a stronger role in shaping visitor experiences.

Several limitations should be noted. The sample was small and consisted mainly of young, highly educated travellers, which restricts the ability to generalise the findings to all Malaysian ecotourists. In addition, the study focused only on four measurable site attributes and did not include broader experiential or cultural factors that may influence satisfaction.

Future research should involve larger and more diverse samples to capture a wider range of age groups, education levels, and travel patterns. Studies that combine quantitative surveys with qualitative interviews could help identify additional elements, such as cultural interaction, trip purpose, or emotional responses, that better explain overall satisfaction. Testing these broader factors in different rural destinations across Malaysia and Southeast Asia would provide stronger evidence for planning and management.

The findings indicate that maintaining high standards for natural attractions, accessibility, services, and safety remains important, but destination managers should also create programs and experiences that foster deeper connections and encourage repeat visits.

REFERENCES

1. Carvache-Franco, M., Carvache-Franco, O., Cevallos-Sierra, S., & Carvache-Franco, W. (2024). Ecotourism and Psychological Nature-Well-being: Evidence from nature-based Travel Experiences. *Tourism Management Perspectives*, 49, 101086. _
2. Chakraborty, S., Adil, M., & Sadiq, M. (2023). Ecotourism experience: A systematic review and future research agenda. *International Journal of Consumer Studies*, 47(6), 2131–2156. _
3. Chen, C., Liu, Y., Wu, L., & Li, X. (2022). How does mobile social media sharing benefit travel experiences? *Journal of Travel Research*, 62(4), 841–858. _
4. Chittiprolu, S., Vikas, G., & Sridhar, A. (2021). Service quality and tourist satisfaction in nature-based tourism: Evidence from India. *Tourism Recreation Research*, 46(4), 435–447. _
5. Darcy, S., Cameron, B., & Pegg, S. (2010). Accessible tourism and sustainability: A discussion and case study. *Journal of Sustainable Tourism*, 18(4), 515–537. _
6. Dinç, A., Bahar, M., & Topsakal, Y. (2023). Ecotourism research: a bibliometric review. *Tourism & Management Studies*, 19(1), 29-40. <https://doi.org/10.18089/tms.2023.190103>
7. Gessa, A., Tayeebwa, W., Mrema, P., & Kamenya, S. (2023). Assessing the role of ecological attributes in enhancing rural tourism satisfaction in East Africa. *African Journal of Hospitality and Tourism*, 9(1), 22–39.
8. Giao, H. N. K., Vuong, B. N., Phuong, N. N. D., & Dat, N. T. (2021). A model of factors affecting domestic tourist satisfaction on eco-tourism service quality in the Mekong Delta, Vietnam. *Geo Journal of Tourism and Geosites*, 36, 663-671. DOI 10.30892/gtg.362spl14-696
9. Gillovic, B., & McIntosh, A. (2020). Accessibility and inclusive tourism development in nature-based destinations. *Tourism Geographies*, 22(3), 540–560. _
10. Hoo, W. C., Ng, A. H. H., Chew, L., & Ling, Z. (2024). Determining Intention to Visit Negeri Sembilan among Local Young Tourist in Malaysia. *Journal of Ecohumanism*, 3(3), 1701-1716.
11. Hossain, M., Haque, M. M., & Islam, T. (2021). The role of service quality in ecotourism satisfaction and behavioral intention. *Sustainability*, 13(11), 5917. _
12. Hossain, M., Haque, M. M., Islam, T., & Rahman, M. (2024). Linking ecotourism service attributes to revisit intention: The mediating role of perceived value. *Journal of Ecotourism*, 23(1), 1–17. _

13. Hossain, M., Rahman, M., & Uddin, S. (2024). Service quality and its influence on satisfaction and revisit intentions in ecotourism: A Malaysian perspective. *International Journal of Tourism and Hospitality Research*, 36(2), 101–119.
14. Juliana, J., Sihombing, S., & Antonio, F. (2022). What drives memorable rural tourism experience: Evidence from Indonesian travelers. *International Journal of Sustainable Development and Planning*, 17(8), 2401–2411. _
15. Kaderi, M., Zainuddin, N., Saad, N., Ismail, H., Hanafiah, M., & Shariffuddin, N. (2024). Assessing the reliability and validity of knowledge, attitude, and practice (KAP) assessments on COVID-19 transmission knowledge and preventive measures among ecotourism operators. *Planning Malaysia*, 22. _
16. Khairudin, A. D., & Abdul Rahman, N. H. (2020). Determinants of tourist satisfaction in Malaysian ecotourism: Insights from rural destinations. *Malaysian Journal of Tourism, Hospitality and Cuisine*, 8(2), 36–45.
17. Khairudin, A. D., & Abdul Rahman, N. H. (2020). Tourist satisfaction in Malaysian ecotourism sites: A measurement model approach. *Malaysian Journal of Tourism, Hospitality and Cuisine*, 8(2), 36–45.
18. Khanh, P., Van, N., & Cuong, N. (2024). Factors affecting the intention to choose a marine ecotourism destination in Ba Ria-Vung Tau province, Vietnam. *Journal of Tourism Management Research*, 11(1), 140–152. _
19. Li, H., Meng, F., & Zhang, X. (2021). Are you happy for me? How sharing positive tourism experiences through social media affects posttrip evaluations. *Journal of Travel Research*, 61(3), 477–492. _
20. Lončarić, D., Batinic, I., & Krsic, H. (2021). Natural attractions and their influence on tourist satisfaction: A study of ecotourism preferences. *Acta Economica Et Turistica*, 7(1), 25–34. _
21. Saad, S. F., et al. (2022). Tourism in Rural Malaysia: Sustainability and Policy Gaps.
22. Savolainen, T., Reijonen, H., & Oikarinen, E. (2024). Perceived safety and visitor satisfaction in rural tourism: Lessons from Northern Europe. *Scandinavian Journal of Hospitality and Tourism*, 24(1), 44–61. _
23. Savolainen, T., Reijonen, H., & Oikarinen, E. (2024). Safety perceptions and tourist behavior in rural destinations: Insights from Finland. *Scandinavian Journal of Hospitality and Tourism*, 24(1), 44–61. _
24. Seyitoglu, F. (2020). Ecotourism and tourist satisfaction: A review of the literature. *Anatolia: An International Journal of Tourism and Hospitality Research*, 31(2), 276–280. _
25. Shi, H., Zhang, L., Song, B., & He, C. (2022). The impact of ecotourism on local rural households' livelihood around Wolong Nature Reserve. *Forestry Economics Review*, 4(1), 2-18. <https://doi.org/10.1108/FER-06-2021-0013>
26. Wan Shamshudi, N., Yusof, R. N. R., & Saad, M. (2024). Post-pandemic domestic travel preferences among Malaysian ecotourists. *Tourism Management Perspectives*, 49, 101087. _
27. Zhang, W. (2024). Nature exposure and well-being among rural ecotourists: An empirical investigation. *Journal of Travel Research*, 63(1), 14–30.