Assessment of Tourist Satisfaction: A Study on Shrine of Lalon Shah, Bangladesh.

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Abstract
Though satisfaction is an important driver that influences tourists' decision-making regarding destination selection and their revisits intention, the measurement of tourist satisfaction is mostly ignored in developing countries. Therefore, this study aims at assessing tourist satisfaction in the context of a developing country, Bangladesh. The shrine of Lalon Shah, a well-known and popular tourist destination in the southwestern part of Bangladesh is chosen as a case study. In addressing the research aim, this paper followed a quantitative research approach where data are collected using primary (questionnaire survey) and secondary (published literature) sources. The collected data are statistically analyzed. The findings confirm that tourists are moderately satisfied during their visit to the shrine of Lalon Shah. A number of issues related to tourists' dissatisfaction are also identified in this paper. The paper concludes with some policy guidelines for the policy-makers of the tourism sector in Bangladesh.
Keywords: Satisfaction, Tourist satisfaction, Tourism destination, Shrine of Lalon Shah, Bangladesh.

I.   Introduction

Tourism is one of the world's fastest-expanding sectors (Muneem et al., 2020). Tourism generates jobs, reduces poverty, improves the quality of life, generates foreign exchange revenues, and stimulates economic growth and many more (WEF, 2017). Revenue generated from this sector matches or even exceeds that of oil exports, food items, and automobiles, and thus it has grown to be one of the most important actors in international trade and one of the primary sources of revenue for many developing nations (UNWTO, 2021; WTTC, 2020). According to World Travel and Tourism Council (WTTC, 2020), in 2019, the travel and tourism industry accounted for 10.3 percent of global Gross Domestic Product (GDP) and 330 million jobs, or 10.4 percent of overall employment. In Bangladesh, this industry contributed 2.7 percent to the GDP and created 1859.4 thousand jobs accounting for 2.9 percent of overall employment in 2019 (WTTC, 2021). From 2009 to 2019, Bangladesh's tourist industry was worth over 500 billion Bangladesh Taka (BDT), with total revenue of USD 1157 billion. Each year, 550,000 visitors visit Bangladesh, resulting in the employment of 2.23 million people (Hossain & Wadood, 2020). The number of tourists' arrival in a tourism destination reflects that destination's economic development (Huete-Alcocer et al., 2019). The number of tourist arrival depends on the tourists' satisfaction as a satisfied tourist revisits the tourism destination again and again, and also encourages others to visit the destination, and vice-versa (Pearce & Moscardo, 1981). Though satisfaction is an important driver that influences tourists' decision-making regarding destination selection and their revisits intention, the measurement of tourist satisfaction has received little attention in Bangladesh.

Bangladesh is a land of immense natural beauty. Bangladesh features a wide range of tourist attractions with enthralling natural views and wonders. Sea beaches, river ports, waterfalls, mountains, seaports, mangrove forests, tea gardens, safari parks, roadside green vistas, and eco-parks are among the tourism attractions (Muneem & Avi, 2017). Historical sites, shrines, religious monuments, military museums, zoos, children's parks, and entertainment parks are among the other tourist attractions (Hossain & Wadood, 2020). The southwestern region of Bangladesh, mostly the Khulna Division, is blessed with many tourism destinations. Among all the destinations in the southwestern region; Sundarbans (World's largest mangrove forest), Sixty Dome Mosque (popularly known as Shat Gombuj Masjid; one of the most beautiful mosques in South Asia), Sagardari (known as MadhuPolli; home of Poet Michael Madhusudan Dutta), Shilaidaha Kuthibari (Residence of Rabindranath Tagore), and Shrine of Lalon Shah (known as Lalon Shah Mazar; the Grave of Baul Saint

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Lalon Shah) are most popular. Tourists usually visit a tourism destination for learning, refreshments, and contentment that create satisfaction in their minds. The amount of pleasure varies depending on the tourism destination. Somewhere tourists are found satisfied somewhere not. The Shrine of Lalon Shah (commonly known as Lalon Shah Mazar) in Kushtia, Bangladesh, is chosen as the case study in this research.

The aim of this study is to assess the satisfaction of tourists towards the shrine of Lalon Shah. This study also focuses on certain additional particular objectives in order to achieve the main goal, such as specific attributes needed for measuring tourist satisfaction with the shrine of Lalon Shah and addressing the variables that cause tourist dissatisfaction.

There are three sections in this study. A conceptual framework for this study is first established after examining some secondary literature. The research method, sample procedures, data gathering methods, and data analysis methods are all discussed in depth in the following section. Finally, the findings are given in the final section, together with some policy recommendations and research directions for the future.

I.1 Background of Shrine of Lalon Shah

The shrine of singer and poet Lalon Shah is the major motivation for both international and Bangladeshi visitors to visit Kushtia. The peaceful shrine of Lalon Shah, one of Bangladesh's most prominent mystics, offers a fascinating glimpse into the spiritual aspect of Bangladeshi society. The holy man's grave and those of his adoptive parents are in the center of the shrine, which is surrounded by the tombs of other local dignitaries (LP, 2021). Lalon Shah (1774-1890) was a Baul song composer and performer and a master of Baul asceticism. Lalon Shah's personal life is largely unknown. Some claim he was born on 1 Kartik 1181 BS (1774 AD) at village Harishpur in the district of Jhenaidah, while others say he was born in a Kayastha clan in the village of Bhadra in Kumarkhali under Kushtia district. Lalon contracted smallpox while traveling to pilgrimage sites during his early years. On the way, his companions deserted him. Siraj Sanyi, a Muslim fakir (saint), saved him from death and helped him recover via nursing and medical care. After his recuperation, Lalon returned to his home, but his wife and relatives condemned him since he had been under the protection and companionship of Muslims. Being depressed and disappointed, Lalon returned to Siraj Sanyi, initiated himself into Baul philosophy alongside him, and was dedicated to severe monastic practice. Lalon lacked formal education. He had a profound understanding of Hindu and Muslim religious beliefs as a result of his devotion, which is reflected in the songs he produced. He wrote over 2,500 devotional songs in plain Language that are significant and striking and represent the goal of human existence, humanism, and non-sectarianism. The songs are one-of-a-kind not just in terms of religious and social significance but also in terms of literary and musical characteristics. His followers used to perform his tunes. During his lifetime, a massive Baul community sprung up around him, made up of his followers and their followers. Kangal Harinath Majumder, Pagla Kanai, Dudu Shah, and others established a name as Baul song composers. At the age of 116, Lalon Shah died at Chheunriya on 1 Kartik 1297 (17 October 1890). At Chheunriya, he was entombed. Every year, on the festival of dolyatra (March-April) and the death anniversary of Lalon Shah, his followers and devotees gather to his mazar and pay tribute to the deceased guru for three days by entertaining saints and performing music (Ahmed & Karim, 2021; Mondal, 2013; Rashid, 2019; Roy & Pathak, 2018).

There is an academic building, library, and museum in the Lalon Mazar premises. The academic building and library generally used to study about Lalon Fakir, and the museum holds the memory of Lalon Shah on different things. Beside the tomb complex, there is an auditorium where followers of Lalon Shah usually play and sing his songs and entertain the visitors, which attracts the tourist most.

II.   Literature Review

The tourism business is heavily influenced by travelers' perceptions/ satisfaction levels of a tourist destination. Travelers' satisfaction depends on the different variables of the tourism destination. Many researchers conducted their research in identifying the factors of tourists' satisfaction and assessing the tourist satisfaction towards a tourism destination from their country's perspectives. This section is summarizing the opinion of renowned researchers on different topics related to tourists' satisfaction assessment.

Satisfaction: Satisfaction is a multifaceted term with several definitions and applications. Sociology, psychology, theology, economics, urban and rural planning, law, marketing, music, and entertainment are just a few of the fields where it may be found (ELEGBA & ADAH, 2017). It focuses on an emotional reaction or affection for an item (Locke, 1976). Satisfaction is typically subjective and significant since it is dependent on defined standards, which might include expectations, treasured values, and views, among others (Sirgy, 2012).

Tourist Satisfaction: In the tourism industry, satisfaction refers to the whole amount of pleasure derived from a visit to a tourist destination (Mehmannavaz et al., 2014). Yoon and Uysal (2005) focus on the emotional tourist component, where the push and pull variables are likely to impact the tourist satisfaction creation process, where push factors are travel desires and pull aspects are location attractiveness. The emotional response resulting from cognitive responses to service interactions and the gap between pre-trip beliefs and post-

trip experiences express the level of tourist satisfaction (Valle et al., 2006). Tourist satisfaction should really be understood by people engaged in tourist activities and used to evaluate the quality of products and services in a certain destination (Schofield, 2000).

Factors Related to Tourist Satisfaction:

In marketing tourism products and services, analyzing tourist satisfaction is vital (Meng et al., 2008). According to Menezes, Vieira, and Carvalho (2009), destination features substantially impact tourist satisfaction. Renowned researchers considered different factors/ items for tourist satisfaction measurement. Hassan (2012) used 8 independent variables such as rich scenic beauty, quality hotel services, comfortable transportation facilities, reasonable price for tourist services, strong security system, available recreational amenities, emotional attachment with the destination, service providers entertaining attitude, and 1 dependent variable that is overall satisfaction regarding domestic tour while measuring domestic tourist satisfaction in Bangladesh. Salleh et al. (2013) asked a total of 21 questions to the respondents under the variables of transportation, shopping, hotels, restaurants, environment, attractions, and local people's behavior for the assessment of tourist satisfaction in Malaysia. Alam et al. (2020) used thirty-six quality characteristics under six major variables, i.e., attraction and amusement facility, hotel and restaurant services, cost of the visit, safety and security, hygienic environment, administration and support service to measure the tourist's satisfaction. Showkat, Mehraj, and Qureshi (2021), in their study, analyzed tourist satisfaction on the basis of 28 questions under 7 broad parameters that are environment, infrastructure & accessibility, price, food, social & culture, revisit, and recommendation. Bagri and Kala (2015), Gaki et al. (2016), Huete-Alcocer et al. (2019), Khatibi, Naghizadeh, and Salahi (2019), Menezes et al. (2009), Meng et al. (2008), Philemon (2015), Schofield (2000), Valle et al. (2006), Yu and Goulden (2006), and Yuksel (2001) considered some common variables in their study like environment, food, accommodation, transportation, security and safety, etc. while assessing the tourist satisfaction at different tourist destinations.

The above literature review clears that some common variables are required for the assessment of tourist satisfaction. Development and enrichment of these variables will reflect a more accurate satisfaction level of the tourist which will help the concerned authority to policy formulation regarding the development of tourism destination that will ultimately increase the tourist satisfaction level. In this study, besides common variables, some unused variables like emergency medical services, legal and administrative facilities, quality of accommodation, complaint box establishment, etc., are considered while assessing tourist satisfaction at the Shrine of Lalon Shah. Also, this tourism spot is rarely unexplored in terms of tourist satisfaction.

III. Research Methods

The focus of this research is descriptive. Both primary and secondary data were utilized in this study. Primary data are collected using a structured questionnaire through the survey method. Total 29 variables were used under 8 broad categories in this study, that are accessibility, environment, infrastructural facilities, food, shopping facilities, accommodation facilities, peoples' behavior, and emergency services. Five Point Likert's Scale is used to design information from the respondent tourists where 1 stands for Strongly Dissatisfactory, 2 for Dissatisfactory, 3 for Neutral, 4 for Satisfactory, and 5 for Strongly Satisfactory. An open-ended question was also attached to the end of the questionnaire to identify the unique and attractive features of the Lalon Shah shrine that appeal to tourists to visit the destination. Secondary data are fetched from different books, published articles, reports, magazines, and authentic online sources. Various basic and advanced statistical approaches, such as descriptive statistics, ANOVA test, and regression analysis, etc. are used to assess tourism service satisfaction (Eusébio and Vieira 2011; Huang and Hsu 2009; O'Neill, Riscinto-Kozub, and van Hyfte 2010; Vogt and Andereck 2003; Yu and Goulden 2006). In this study, descriptive statistics and regression analysis are used to analyze the data. Statistical Package for the Social Sciences (SPSS) software is used for data processing and analysis. Total 227 tourists were reached to collect information. 17 questionnaires were rejected due to partial fulfillment. So the sample size is 210. Data were collected during the time frame from January 2021 to June 2021.

IV. Analysis And Interpretation

The analysis and interpretation of this study involve the respondent's profiles and results of different analyses based on the opinion of the respondents collected through the questionnaire.

IV.1: Respondent's profile: Respondent's profile represents the demographic data point of the respondents. Table IV.1.1 summarizes the profile of the respondents and shows 35.71% of female tourists along with 64.29% male tourists. Most of the respondents were in the age range of 18 to 27, which is 62.38 percent of all respondents. A significant group of respondents was students. A maximum of 37.14 respondents shows their income range within 20,001 to 30,000. Nature of visit reveals that 17.14% of tourists visited Lalon Shah's shrine for the first time, whereas 82.86 respondents visited the place before.

Table IV.1.1: Respondent's Profile

Parameter	Criteria	Frequency	Percentage
Gender	Male	135	64.29
	Female	75	35.71
Age	Below 18	8	3.81
	18 to 27	131	62.38
	28 to 37	54	25.71
	38 to 47	10	4.76
	48 and above	7	3.33
Educational Qualification	Secondary Education	8	3.81
	Higher Secondary Education	99	47.14
	Graduation Level	77	36.67
	Post-Graduation Level	26	12.38
Occupation	Government Service	15	7.14
	Private Service	63	30.00
	Business	35	16.67
	Student	47	22.38
	Others	50	23.81
Monthly Income	Up to 10,000	47	22.38
	10,001 to 20,000	35	16.67
	20,001 to 30,000	78	37.14
	30,001 to 40,000	36	17.14
	40,001 and above	14	6.67
Nature of visit	First time	36	17.14
	Repeated	174	82.86

Source: Survey questionnaire

IV.2: Results: Respondent's opinions are analyzed using different statistical tools. This section is summarizing all the results of the different analyses techniques and providing the interpretation based on the outcome of the analysis regarding the tourist satisfaction on different variables of the tourism destination.

Table IV.2.1: Satisfaction regarding accessibility to the shrine of Lalon Shah

Satisfaction Level	TF		QR		EAS		ISC		TG		Overall Satisfaction on Accessibility
	F	%	F	%	F	%	F	%	F	%	
Strongly Dissatisfactory	11	5.2	18	8.6	7	3.3	12	5.7	15	7.1	
Dissatisfactory	28	13.3	51	24.3	21	10.0	42	20.0	42	20.0	
Neutral	63	30.0	63	30.0	67	31.9	80	38.1	75	35.7	
Satisfactory	96	45.7	69	32.9	99	47.1	68	32.4	69	32.9	
Strongly Satisfactory	12	5.7	9	4.3	16	7.6	8	3.8	9	4.3	
N/ Total	210	100	210	100	210	100	210	100	210	100	
Mean	3.33		3.00		3.46		3.09		3.07		3.19
SD	.960		1.044		.897		.950		.993		.697

F= Frequency

Table IV.2.1 summarizes the satisfaction level of tourists regarding transportation facilities (TF), quality of roads (QR), easy access to the shrine (EAS), information support center (ISC), and tour guide (TG) under the broad term of accessibility. It shows that 47.1% and 45.7% respondents are satisfied with EAS (Mean= 3.46, SD= .897) and TF (Mean= 3.33, SD= .960) respectively. In case of QR (Mean= 3.00, SD= 1.044), ISC (Mean= 3.09, SD= .950), and TG (Mean= 3.07, SD= .993), respectively 30.0%, 38.1%, and 35.7% respondents showed neutrality regarding their satisfaction. Overall satisfaction showing a mean value of 3.19, and a Standard deviation of .697 implies that tourists' satisfaction levels are above neutral but below satisfactory that may be treated as moderate customer satisfaction toward accessibility to the shrine of Lalon Shah.

Table IV.2.2: Satisfaction on environment

Satisfaction Level	NB		L/R		CNS		SS		Overall Satisfaction on Environment
	F	%	F	%	F	%	F	%	
Strongly Dissatisfactory	6	2.9	7	3.3	22	10.5	17	8.1	
Dissatisfactory	13	6.2	19	9.0	63	30.0	51	24.3	
Neutral	41	19.5	47	22.4	62	29.5	79	37.6	
Satisfactory	123	58.6	110	52.4	55	26.2	50	23.8	
Strongly Satisfactory	27	12.9	27	12.9	8	3.8	13	6.2	
N/ Total	210	100	210	100	210	100	210	100	
Mean	3.72		3.63		2.83		2.96		3.28
SD	.869		.936		1.053		1.027		.698

F= Frequency

Table IV.2.2 is showing satisfaction of tourist on environment considering natural beauty (NB), Lakes/ River(L/R), cleanliness (CNS), and security and safety (SS). In NB (Mean= 3.72, SD= .869 and L/R (Mean= 3.63, SD= .936), 58.6% and 52.4% respondents are satisfied. On the other hand, CNS (Mean= 2.83, SD= 1.053) and SS (Mean= 2.96, SD= 1.027) showing 29.5% and 37.6% tourist dissatisfaction respectively. Considering all the 4 factors, overall satisfaction on environment is showing a mean value of 3.28 and SD .698 that represent moderate customer satisfaction.

Table IV.2.3: Satisfaction regarding infrastructural facilities

Satisfaction Level	PA		SF		WBE		CBE		Overall Satisfaction on Infrastructural Facilities
	F	%	F	%	F	%	F	%	
Strongly Dissatisfactory	10	4.8	25	11.9	19	9.0	21	10.0	
Dissatisfactory	44	21.0	60	28.6	60	28.6	71	33.8	
Neutral	74	35.2	85	40.5	74	35.2	86	41.0	
Satisfactory	75	35.7	38	18.1	52	24.8	30	14.3	
Strongly Satisfactory	7	3.3	2	1.0	5	2.4	2	1.0	
N/ Total	210	100	210	100	210	100	210	100	
Mean	3.12		2.68		2.83		2.62		2.81
SD	.938		.938		.982		.884		.713

F= Frequency

Table IV.2.3 summarizes the satisfaction level regarding infrastructural facilities based in the parking area(PA), sanitation facilities (SF), waste bin establishment (WBE), and complaint box establishment (CBE). Tourists are found satisfied with 35.7% in PA (Mean= 3.12, SD= .938) whereas 40.5%, 35.2%, and 41.0% respondents are found neutral respectively in SF (Mean= 2.68, SD= .938), WBE (Mean= 2.83, SD= .982), and CBE (Mean= 2.62, SD= .884) while assessing satisfaction level towards infrastructural facilities. Overall satisfaction on infrastructural facilities shows a mean value of 2.81 and SD .713, which implies neither dissatisfaction nor neutral may be termed as moderate neutrality towards satisfaction level.

Table IV.2.4: Satisfaction regarding food facilities

Satisfaction Level	RA		DTF		QF		PF		Overall Satisfaction on Food Facilities
	F	%	F	%	F	%	F	%	
Strongly Dissatisfactory	20	9.5	12	5.7	12	5.7	12	5.7	
Dissatisfactory	58	27.6	37	17.6	40	19.0	52	24.8	
Neutral	65	31.0	62	29.5	83	39.5	73	34.8	
Satisfactory	63	30.0	88	41.9	68	32.4	64	30.5	
Strongly Satisfactory	4	1.9	11	5.2	7	3.3	9	4.3	
N/ Total	210	100	210	100	210	100	210	100	
Mean	2.87		3.23		3.09		3.03		3.05
SD	1.010		.991		.934		.978		.762

F= Frequency

Table IV.2.4 representing tourist satisfaction regarding food facilities which is measured using four variables, namely restaurant availability (RA), different types of food (DTF), quality of food (QF), and price of food (PF). A 41.9% of respondents answered that DTF is satisfactory with a mean value of 3.23 and SD .991. RA (Mean= 2.87, SD= 1.010), QF ((Mean= 3.09, SD= .934), and PF (Mean= 3.03, SD= .978) is found in neutral level with 31.0%, 39.5%, and 34.8% respondents respectively. Overall satisfaction with food facilities shows a mean value of 3.05 and SD .762, which implies moderate tourist satisfaction with food facilities.

Table IV.2.5: Satisfaction regarding shopping facilities

Satisfaction Level	ASC		WVP		QSP		PSP		Overall Satisfaction on Shopping Facilities
	F	%	F	%	F	%	F	%	
Strongly Dissatisfactory	8	3.8	10	4.8	9	4.3	11	5.2	
Dissatisfactory	45	21.4	39	18.6	30	14.3	70	33.3	
Neutral	65	31.0	65	31.0	84	40.0	71	33.8	
Satisfactory	83	39.5	85	40.5	80	38.1	54	25.7	
Strongly Satisfactory	9	4.3	11	5.2	7	3.3	4	1.9	
N/ Total	210	100	210	100	210	100	210	100	
Mean	3.19		3.23		3.22		2.86		3.12
SD	.949		.971		.886		.927		.712

F= Frequency

Using the availability of shopping centers (ASC), wide variety of products (WVP), quality of shopping product (QSP), and price of shopping products (PSP), table IV.2.5 summarized the satisfaction level regarding shopping facilities. A majority of 39.5% and 40.5% tourists are satisfied with ASC (Mean=3.19, SD= .949) and WVP (Mean= 3.23, SD= .971) besides in case of QSP (Mean= 3.22, SD= .886) and PSP (Mean= 2.86, SD= .927) 40.0% and 33.8% tourists showed neutrality in respect to their satisfaction level. Overall satisfaction in this field shows a mean value of 3.12, with a .712 SD value reflecting moderate tourist satisfaction.

Table IV.2.6: Satisfaction regarding accommodation facilities

Satisfaction Level	HLF		CA		QA		Overall Satisfaction on Accommodation Facilities
	F	%	F	%	F	%	
Strongly Dissatisfactory	25	11.9	16	7.6	10	4.8	
Dissatisfactory	71	33.8	43	20.5	56	26.7	
Neutral	62	29.5	82	39.0	85	40.5	
Satisfactory	50	23.8	66	31.4	55	26.2	
Strongly Satisfactory	2	1.0	3	1.5	4	1.9	
N/ Total	210	100	210	100	210	100	
Mean	2.68		2.99		2.94		2.87
SD	.997		.941		.892		.787

F= Frequency

Table IV.2.6 reveals the satisfaction regarding accommodation facilities based on hotels and lodging facilities (HLF), costs of accommodation (CA), and quality of accommodation (QA). It is showing that HLF (Mean= 2.68, SD= .997) is found dissatisfactory by 33.8% respondents and CA (Mean= 2.99, SD= .941) and QA (Mean= 2.94, SD= .892) is found neutral in respect to their satisfaction level. Overall satisfaction shows a mean value of 2.87 with a .787 standard deviation implies moderate neutrality of satisfaction level.

Table IV.2.7: Satisfaction with local people's behavior

Satisfaction Level	NBH		HN		HPT		Overall Satisfaction on Local People's Behavior
	F	**%**	**F**	**%**	**F**	**%**	
Strongly Dissatisfactory	5	2.4	3	1.4	5	2.4	
Dissatisfactory	15	7.1	21	10.0	24	11.4	
Neutral	64	30.5	68	32.4	68	32.4	
Satisfactory	115	54.8	106	50.5	94	44.8	
Strongly Satisfactory	11	5.2	12	5.7	19	9.0	
N/ Total	**210**	**100**	**210**	**100**	**210**	**100**	
Mean	3.53		3.49		3.47		3.50
SD	.802		.808		.897		.718

F= Frequency

Table IV.2.7 representing the satisfaction level towards local people's behavior based on nature of behavior (NBH) [Mean= 3.53, SD= .802], helping nature(HN) [Mean= 3.49, SD= .808], and hospitality (HPT) [Mean= 3.47, SD= .897]. Most of the respondents are satisfied with NBH, HN, and HPT by 54.8%, 50.5%, and 44.8% respectively. Overall satisfaction reflecting a mean value of 3.50 with SD .718 that implies moderate tourist satisfaction.

Table IV.2.8: Satisfaction regarding emergency services

Satisfaction Level	MS		LAF		Overall Satisfaction on Emergency Services
	F	**%**	**F**	**%**	
Strongly Dissatisfactory	16	7.6	16	7.6	
Dissatisfactory	64	30.5	34	16.2	
Neutral	63	30.0	81	38.6	
Satisfactory	61	29.0	71	33.8	
Strongly Satisfactory	6	2.9	8	3.8	
N/ Total	**210**	**100**	**210**	**100**	
Mean	2.89		3.10		2.99
SD	1.003		.976		.860

F= Frequency

Table IV.2.8 representing the satisfaction regarding emergency services focusing on medical services (MS) and legal and administrative facilities (LAF). A 30.5% respondents showed dissatisfaction towards MS (Mean= 2.89, SD= 1.003) whereas LAF (Mean= 3.10, SD= .976) observed 38.6% neutrality regarding emergency services. Overall satisfaction is showing moderate neutrality with a 2.99 mean value and .860 standard deviations.

Table IV.2.9: Overall Tourist Satisfaction

Particulars	Mean	SD
Overall Satisfaction on Accessibility	3.19	.697
Overall Satisfaction on Environment	3.28	.698
Overall Satisfaction on Infrastructural Facilities	2.81	.713
Overall Satisfaction on Food facilities	3.05	.762
Overall Satisfaction on Shopping Facilities	3.12	.712
Overall Satisfaction on Accommodation Facilities	2.87	.787
Overall Satisfaction on Local People's Behavior	3.50	.718
Overall Satisfaction on Emergency Services	2.99	.860
Overall tourist Satisfaction	**3.10**	**.563**

Table IV.2.9 summarizes overall tourist satisfaction based on eight broad categories, namely accessibility, environment, infrastructural facilities, food facilities, shopping facilities, accommodation facilities, local people's behavior, and emergency services. The overall tourist satisfaction shows a mean value of 3.10 and SD .563 that implies moderate tourist satisfaction at the shrine of Lalon Shah.

Table IV.2.10: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.897[a]	.805	.797	.288
a. Predictors: (Constant), ES, EVN, SF, ACC, FDF, LPB, INF, ACMF				

As per regression analysis the above model summary table IV.2.10, the value of adjusted R^2, the coefficient of determination, implies that overall tourist's satisfaction at Shrine of Lalon Shah has explained 80.5% by the independent variables, i.e., accessibility (ACC), environment (EVN), infrastructural facilities (INF), food facilities (FDF), shopping facilities (SF), accommodation facilities (ACMF), local people's behavior (LPB) and emergency services (ES) of this destination.

Table IV.2.11: ANOVA[a]

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	68.622	8	8.578	103.642	.000[b]
	Residual	16.635	201	.083		
	Total	85.257	209			

a. Dependent Variable: Overall Satisfaction

b. Predictors: (Constant), ES, EVN, SF, ACC, FD, LPB, INF, ACMF

According to the above table IV.2.11(ANOVA), the P-value (0.000) is less than 0.05 at the 5% level of significance. This implies that the model is significant and also indicates that the accessibility (ACC), environment (EVN), infrastructural facilities (INF), food facilities (FDF), shopping facilities (SF), accommodation facilities (ACMF), local people's behavior (LPB), and emergency services (ES) at Shrine of Lalon Shah can explain overall tourist satisfaction of this destination.

Table IV.2.12: Coefficients[a]

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.122	.119		-1.024	.307
	ACC	.171	.039	.187	4.369	.000
	EVN	.121	.040	.133	3.013	.003
	INF	.148	.040	.165	3.709	.000
	FDF	.152	.037	.181	4.122	.000
	SF	.149	.040	.166	3.741	.000
	ACMF	.103	.038	.127	2.751	.006
	LPB	.159	.038	.179	4.197	.000
	ES	.031	.031	.042	.989	.324

a. Dependent Variable: Overall Tourist Satisfaction

Added to this, the above table IV.2.12 presents that the sig. value of accessibility (ACC), environment (EVN), infrastructural facilities (INF), food facilities (FDF), shopping facilities (SF), accommodation facilities (ACMF) and local people's behavior (LPB) at Shrine of Lalon Shah is 0.000 to 0.006. The sig. value of each indicator indicates a positive tourist's satisfaction at Shrine of Lalon Shah with ACC; EVN; INF; FDF; SF; ACMF, and PB of this destination. Other hands, the sig. value of emergency services (ES) is 0.324, which means there is no positive tourist satisfaction with emergency services (ES)at the Shrine of Lalon Shah.

V. Discussion And Recommendations

The regression analysis confirmed tourist satisfaction at the shrine of Lalon Shah. The descriptive statistics also showed moderate tourist satisfaction at the shrine of Lalon Shah, with a mean value of 3.10 and .563 standard deviations. As the mean value exceeds neutrality, so we are terming this as moderate satisfaction. The satisfaction level is showing a mean value of 3.10 because among 29 variables 14 [Information support

center (ISC), Tour guide (TG), Security and Safety (SS), Shopping facilities (SF), Waste bin establishment (WBE), Complaint box establishment (CBE), Restaurant availability (RA), Quality of food (QF), price of food (PF), Quality of shopping product (QSP), Price of shopping product (PSP), Cost of accommodation (CA), Quality of accommodation (QA), Legal and administrative facilities (LAF)] variables are found neutral, 12[Transportation facilities (TF), Quality of roads(QR), Easy access to the shrine(EAS), Nature of beauty (NB), Lake/ river (L/R), price of accommodation (PA), Different types of food (DTF), availability of shopping center (ASC), Wide variety of product (WVP), Nature of behavior (NBH), Helping nature (HN), Hospitality (HPT)] are found satisfactory, and 3 [Cleanliness (CNS), Hotel and lodging facilities (HLF), Medical services MS) are found dissatisfactory in terms of maximum frequency of respondents. The satisfaction level should be increased. For this, the area of neutrality and dissatisfaction must be addressed by the concerned authority in a corrective and developing manner; also, policies should be taken to uphold the satisfaction area. The concerned authority may consider the following suggestions for their decision-making.

The cleanliness of a tourist spot makes the first impression on the tourist. As tourists are dissatisfied with the cleanliness of the environment, the authority may assign staff for cleaning purposes daily with modern cleaning technologies. Waste bin establishment in a proper place with guidelines will help to keep the environment clean. Tourists like to roam the tourism destination without any fear. So, policy should be made regarding security and safety. If any complaint arises regarding security and safety should be handled efficiently in a stiff manner. A complaint box should be established to trace out problems, and action should be taken to solve the problems.

For ensuring adequate hotels and lodging facilities, private-public partnership (PPP) policies may be considered. Shopping facilities, food facilities should be enhanced considering different types of products. Authority should monitor the market to ensure the quality and reasonable price of the products.

For providing information regarding the tourist spot, an information support center may be established. Besides, a website may be launched with all available information, directions, and facilities so that tourists can assess required information from home and abroad. The authority may assign qualified, well-informed, and bilingual tour guides to assist national and international tourists.

A helping desk should be established so that tourists can find legal and administrative support if they face any problems. A medical corner may be established for providing emergency medical services.

The authority may consider the above suggestions while making any plan regarding the development of the shrine of Lalon Shah, which will ultimately increase the level of tourists' satisfaction.

VI.   Conclusion

The authority should assess visitor's satisfaction as it is one of the most significant competitive advantage drivers for developing effective destination management strategies (Bagri & Kala, 2015). This study assessed the tourists' satisfaction at the shrine of Lalon Shah and found a moderate satisfaction level of tourists. Some variables are identified with which tourists are not satisfied. Based on the findings, some recommendations are provided in this paper, which will help the authority to develop policies regarding the development of the shrine of Lalon Shah. This study will help to enrich the existing knowledge regarding tourists' satisfaction. This research is conducted with a small number of respondent's opinions. Further investigation may be conducted with many respondents by developing some new variables to a greater extent.

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