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Measuring Tourist Satisfaction and Destination Loyalty in Kamrup Rural, Assam

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ABSTRACT

Exploring tourist satisfaction and destination loyalty among visitors in the Kamrup Rural District of Assam is the prime aim to prove the objective of the research. It also aims to understand the various factors that influence tourists' satisfaction and how the satisfaction of tourists translates into revisit intentions and loyalty. Various key destinations attributes—such as hygiene, cleanliness, safety, security attractions, clean public toilets etc played a very crucial role in attracting and attaining the tourists in the particular region. Kamrup Rural District in Assam is an emerging tourism destination known for its natural landscapes, cultural richness, historical sites, and warm rural hospitality. Both primary and secondary data were collected. Primary data were collected through structured questionnaires using a Likert scale to measure levels of satisfaction, loyalty, and various factors. Descriptive statistical tools were employed to analyze the collected data. Findings indicate that tourist satisfaction significantly contributes to destination loyalty and WOM which is reflected in tourists' intentions to revisit and their willingness to recommend the destination to others.

1. Introduction

Tourism has emerged as one of the fastest-growing service industries globally, contributing significantly to economic growth, employment generation, foreign exchange earnings, and socio-cultural exchange (Branka & Šegota, 2017; Saner, 2015). In today's modern era, globalization with technology advancement, tourism transformed to a leisure oriented and experienced based phenomenon (Lumsdon, 1992). Kamrup rural district of Assam for tourism potential is yet underexplored, but with significant potential. Tourism in this district provides recreation and relaxation to the travellers and also provides tourism products which can preserve culture and regional development. Kamrup rural district is well known for several notable

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destinations that can attract tourist not only from India but also from different parts of the world where the visitors can seek experience of spirituality, religious, nature based. Place like Hajo, a unique religious site that attract visitors of different religion of Hindu, Muslims and Buddhists which stands as a communal harmony and spiritual diversity. Ancient temple like Hayagriva Madhab temple dedicated to Lord Vishnu in his Hayagriva (horse-headed) holds religious significance for both Hindus and Buddhists which attract large number of pilgrim throughout the world. In the top of hill with panoramic view with surrounding landscape with interfaith harmony, Poa Mecca Mosques also draws attention to many visitors. Temple with ancient erotic sculptures often referred as the "Kajuraho of Assam" is known as Madan Kamdev dedicated to Shiva, Vishnu and Parvati also attract travellers. Destination also offers opportunities for eco-tourism and wildlife observation like Deepor Beel, a freshwater lake and bird sanctuary. Sualkuchi, the *"Manchester of Assam,"* is a renowned silk-weaving village located on the banks of the Brahmaputra River and is famous for its production of traditional Assamese silk fabrics—Muga**,** Eri, and Pat—and is a major hub of handloom craftsmanship create a unique and authentic travel experience. Tourists are drawn to Sualkuchi not only for shopping but also to experience its vibrant artisan culture and traditional lifestyle, making it a key destination for cultural and textile tourism. Chandubi Lake which is surrounded by lush forests and tribal villages is making it ideal for eco-tourism, bird watching, and outdoor recreation. The annual Chandubi Festival adds to its cultural appeal, offering tourists a glimpse into the region's traditions and rural lifestyle (Kalita 2017). However, to fully realize the potentiality of tourism in Kmarup district, it is essential to understand how tourists perceive their experiences in the particular region. Tourist satisfaction is influenced by various factors such as clean environment, cultural offerings, infrastructure, cleanliness, accessibility, and interaction with the host community. High level of satisfaction not only increases the repeat visits but also contributes to positive word-of-mouth promotion, which strengthens destination loyalty. This study examines to assess the satisfaction levels of tourists visiting Kamrup Rural District and assess how this satisfaction influences their loyalty and intention to revisit. It investigates the various motivational factors that attract tourists and evaluates their overall experience using empirical data collected through structured questionnaires. The use of the Likert scale and descriptive statistical tools enables a deeper understanding of tourist preferences and expectations.

By identifying the relationship between tourist satisfaction and destination loyalty, the study aims to offer valuable insights for local tourism stakeholders, including policymakers, travel businesses, and community members. These insights can help in designing targeted strategies to enhance tourist experiences, encourage revisits, and ultimately promote Kamrup Rural as a sustainable and attractive tourism destination.

Despite all the positive factors, Kamrup Rural District has not yet emerged as a prominent tourism hub in Assam. Kamrup Rural continues to face challenges in sustaining visitor interest and promoting long-term tourism development. There is limited empirical research on the factors influencing tourist satisfaction and

the extent to which satisfaction affects tourists' loyalty and revisit intentions in this region. Without this understanding, local tourism stakeholders cannot plan necessary decisions that could improve tourist experiences, enhance loyalty, and promote sustainable tourism growth. Therefore, it is essential to explore the relationship between tourist satisfaction and destination loyalty in the context of Kamrup Rural.

2. Review of Literature

Alrousan *et al.* (2018) in his paper "Measuring Tourists' Satisfaction and Loyalty: A Perception Approach" examined to measure the tourists satisfactions with the services at two tourists sites in Jordan (the Citadel and Jerash). The main purpose of the study is to analyze the characteristics of tourists and their satisfaction and loyalty towards tourists sites and to identify the purpose of visit. To achieve the purpose of the study a survey was conducted to 300 respondents to measure tourist's satisfaction with service quality. For ranking tourists satisfaction and loyalty a five point Likert scale was used. Regression analysis was conducted to find the relationship between the dependent variable (overall satisfaction) and the independent variables (satisfaction with transportation, restrooms, souvenirs, cleanliness, lights, information, and friendliness of employees).

Marinao (2018) in his study examined that satisfaction is a consequence of the functional, hedonic and symbolic benefits. A functional benefit has been perceived through the process of selecting a destination and its utility achieved through functional value. The hedonic benefit perceived by the tourist can be defined as the enjoyment of the experience in terms of service, associated to their fantasies and feelings and Lastly the symbolic benefit perceived by the tourist can be defined as the benefit received through the multiple elements of self-concept which, to a large extent, results from the assessment of others, whether real or imagined.

Bam and Kunwar (2020) in their paper Tourist Satisfaction: Relationship Analysis among its Antecedents and Revisit Intention abstracted the relationship between tourist overall satisfaction and their revisit intentions and investigated the relationship between hospitality service, the behavior of the local people and cost of stay with tourist overall satisfaction and it has been found that there is a significant positive relationship between hospitality service and tourist overall satisfaction and behavior of the people and tourist overall satisfaction also has positive impact on the study.

Bansode and Sawant (2022) in their article "Risk Perceived by Domestic and International Tourists in the State of Goa, India" examines that risk factors such as financial risk, health risk, Physical risk, crime risk, terrorism risk, psychological risk and natural disaster risk are affecting tourist decision making behaviour.

Chang *et al.* (2021) in their paper "Study on the impact of tourism quality perception on tourists" environmentally responsible behaviour in rural tourism areas" construct structural equation model to analyse

the impact of tourism quality perception (TQP) on tourists' environmentally responsible behaviour in rural tourism areas for sustainable development and to improve the quality of tourism in the tourist area. The researcher has discussed about three dimensions of TQP such as (resource quality perception, service quality perception, and image quality perception on tourists ERB.

Zhong and Chen (2019) in the paper "Progress and Prospects of Tourism Climate Research in China" focused on the impact of climate on tourists' behavior and emotion and tourism development. Climate has a significant influence on tourists, tourism demand, destination choice, and tourists' emotion. While visiting Hainan Province the researcher found that the temperature had a positive effect on tourism demand and the sunshine duration had a negative impact in summer. However, in winter, temperature and sunshine duration have no significant impact on tourist demand.

Oliver (1980) proposed the Expectation–Confirmation Theory (ECT), which has become one of the most influential frameworks for understanding customer satisfaction. According to this theory, satisfaction arises from a comparison between pre-consumption expectations and post-consumption perceptions of actual performance. Customers form expectations based on anticipated benefits, and after using the service or product, they evaluate its real performance. Satisfaction occurs when perceived performance meets or exceeds expectations, while dissatisfaction results from negative disconfirmation. Oliver's model has been widely applied across service and tourism research to explain how service quality, expectations, and perceived value shape overall satisfaction and subsequent behavioural intentions (Oliver, 1980).

A satisfied tourist is willing to pay a better price (Wang and Davidson, 2010) and repeated purchase and positive word of the mouth reduce business costs (Sheth, 2001).The assessment of tourists' expectations and satisfaction plays a crucial role in ensuring the long-term development of any destination. A tourist's expectations strongly influence the decision to choose a particular place, whereas the level of satisfaction reflects the overall quality of the tourist experience—comprising attractions, services, socio-cultural environment, economic aspects, and ecological conditions. Together, these elements determine how effectively a destination meets or exceeds what visitors anticipate (Singh, 2004).

It is widely recognized that improved service quality enhances overall customer satisfaction, which in turn strengthens their loyalty toward the service or destination (Bigne *et al.,* 2001). Tourist satisfaction is grounded in expectation-disconfirmation theory (Oliver, 1980), which states that satisfaction results from the comparison between expected and perceived performance. In tourism, satisfaction influences revisit intention and long-term loyalty (Kozak & Rimmington, 2000). Tourists evaluate satisfaction based on past experience, comparison with alternative destinations, and the perceived value of their current trip (Tse & Wilton, 1988). High levels of satisfaction significantly enhance the likelihood of positive behavioural outcomes including repeat visits and recommendations (Alegre & Juaneda, 2006; Yoon & Uysal, 2005).

WOM involves communicates consumers about products, services, or destinations (Harrison-Walker, 2001). WOM—whether face-to-face or electronic (eWOM)—is a powerful source of information that can influence destination choice (Kim *et al.*, 2014; King *et al.*, 2014). Positive WOM often emerges from high satisfaction and encouraging potential visitors and enhancing destination competitiveness (Chi & Qu, 2008). Dissatisfied tourists, however, may generate negative WOM that can damage the image of the destination (Reisinger & Turner, 2003).

Tourists who satisfied like to share their positive experiences with friends and relatives, and its provide free advertising for the destination and influencing others to visit or participate in related activities. This reinforces that customer satisfaction always plays a crucial role in enhancing destination image, increasing visitor inflow, and sustaining long-term tourism growth and plays a pivotal role in fostering destination loyalty across varied tourism settings.

3. Research Gap

Despite the past literature on examining the relationship between tourist satisfaction and destination loyalty across various tourist destination a significant research gap remains concerning underexplored in rural regions like Kamrup Rural District in Assam. While studies by Basak and Barman (2023) and De and Borah (2022–23) have investigated tourism dynamics in Kamrup Metropolitan and Sivasagar respectively, there is a lack of focused specifically on Kamrup Rural, a region with distinct cultural, natural, and spiritual tourism assets. Most existing studies concentrate on well-established or officially recognized tourist destinations, leaving micro-regions like Kamrup Rural underrepresented in academic discourse. However, there is still degree of misunderstanding to the concept of tourism strategic marketing and most of them are dealing with it as a tool or a policy to implement tourism marketing functional objectives. The literature also highlights the importance of tourism potential in Rural Assam (Bezborah, 2022), Additionally, how tourist satisfaction in Kamrup Rural influences word-of-mouth promotion and destination branding—factors essential for sustainable tourism development. Therefore, there is a need for a focused, empirical study that explores the tourist satisfaction and loyalty in Kamrup Rural District. Such research can provide important information for local stakeholders and policymakers to develop proper strategies that enhance tourist experiences, strengthen loyalty, and promote sustainable tourism in the region.

4. Objectives of the Study

The primary aim of this study is to assess tourist satisfaction and analyze its impact on destination loyalty among tourists visiting Kamrup Rural District. The specific objectives are:

a. To evaluate the overall level of tourist satisfaction of tourist in Kamrup Rural District of Assam
b. To examine the relationship between Overall tourist satisfaction and destination loyalty of tourist visiting Kamrup Rural District of Assam

5. Methodology

Survey Design and Instrument

For the purpose of the study, the researcher employed a descriptive research design to examine the satisfaction levels, and loyalty intentions of tourists visiting Kamrup Rural district of Assam. The target of the population is the domestic visitors of the particular destinations in the Kamrup rural district of Assam. Accurate data regarding the size of the population is not known so the non probability sampling using convenience sampling was used (Prayogo, 2019). An on-site survey was conducted during the month of September and October 2025.

A structured questionnaire was used as the primary data collection tool, covering key components such as demographic details, travel characteristics, trip purpose, previous visits, expenditure patterns, satisfaction attributes, and loyalty indicators. The survey was administered to 200 tourists, selected through convenience sampling at major tourist locations in the district but 16 questionnaires were rejected because they were not filled properly. The questionnaire included both closed-ended and Likert scale–based items to capture tourists' perceptions and experiences. In order to get more response from the visitors, the researcher approached the tourists at the exit point of the destination.

Table 1: Internal Consistency Reliability Results

Construct	N items	Cronch's Alpha
Overall Reliability	14	0.959
Satisfaction	8	0.793
Loyalty	3	0.791
All items	25	0.895

Source: Authors' calculation

To examine tourist satisfaction and its determinants, eight service quality attributes—including hygiene, maintenance, transportation, cultural heritage, hospitality, safety, shopping facilities, and sanitation—were assessed using a five-point Likert scale. The level of satisfaction were 1=Highly Dissatisfied; 2= Dissatisfied; 3= Neutral; 4= Satisfied; 5= Highly Satisfied. (Ismaiel *et al.* 2018) Mean scores and standard deviations were computed to rank and interpret satisfaction levels across these attributes. Attributes such as cultural and spiritual heritage and transportation facilities emerged as the highest-rated determinants of satisfaction.

Descriptive statistics such as frequencies, percentages, means, and standard deviations were used to summarize general tourist behaviour, including trip purpose, travel partners, group size, travel mode, stay duration, use of guides, and expenditure levels. These descriptive studies helped to identify various measure such as dominance of repeat visitors, prevalence of family and group travel, preferred transport modes, and typical length of stay. Furthermore, the study evaluated behavioural outcomes by measuring overall

satisfaction, destination image, revisit intention, recommendation intention, and positive word-of-mouth. To understand the relationships among these variables, Pearson correlation analysis was conducted. The correlations between overall satisfaction and destination image, and between overall satisfaction and tourist loyalty, were tested for statistical significance at the 0.01 level. The findings revealed moderate to strong positive and significant correlations, indicating that favourable destination image enhances satisfaction, which subsequently strengthens tourist loyalty.

6. Results and Analysis

6.1. General Information and Travel Behaviour of the Tourist Visiting Kamrup Rural

From the study of 184 tourists visiting Kamrup Rural District provides valuable information into visitor profiles, travel behaviour, and expenditure patterns. Over half of the respondents (51.1%) were repeat visitors, having visited the district four times or more, while 13% were first-time visitors. This suggests that the district enjoys repeat tourist, likely due to attractions and positive past experiences. The primary reason for visiting was leisure and relaxation (25.5%), followed by visiting friends and relatives (19%), business or official trips (15.8%), religious tourism (15.2%), educational or research purposes (12.5%), and experiencing culture and heritage (11.4%). These findings highlight the district's ability to attract a diverse mix of tourists with varying motivations.

Most tourists travelled with family (49.5%) or with both family and friends (19%), while smaller proportions travelled alone (12.5%) or with friends only (14.1%), showed that strong preference for family-oriented tourism in the district. In line with this, group sizes were predominantly small to medium, with 34.8% travelling in groups of 2–3 and 32.6% in groups of 4–5, while 12.5% travelled alone and 20.1% in groups of more than five. Regarding transportation, private cars were the most frequently used mode (32.1%), followed by trains (27.7%), flights (26.6%), and buses (13%), indicating that the district is accessible by multiple transport options, which is important for attracting both local and regional tourists.

Tourist stays varied, with 29.3% staying 1–2 days, 34.8% staying 3–5 days, 33.7% staying more than five days, and only 2.2% staying less than a day, demonstrating the district's has the capacity to accommodate both short-term and long term visits.

Interestingly, (84.2%) did not use guides during their visit, while only 15.8% opted for guided services, suggesting either a preference for independent exploration or limited awareness of guided options. In terms of expenditure, 38% of tourists spent between Rs. 25,001–50,000, 22.3% spent Rs. 50,001–75,000, 17.9% spent up to Rs. 25,000, 14.7% spent Rs. 75,001–1,00,000, and 7.1% spent above Rs. 1,00,000. This indicates that most tourists fall into a mid-budget segment, while a smaller proportion represents higher or lower spending groups.

Overall, these information highlight a clear picture of the tourist profile in Kamrup Rural District and emphasize the importance of developing infrastructure, services, and experiences that meet the diverse needs of visitors. By catering to these preferences, tourism planners can enhance satisfaction, encourage repeat visits, and support sustainable growth in the district.

Table 2: Profile and Characteristics of Tourists Visiting Kamrup Rural District

Variable	Category	Frequency	Percent (%)
Previous Visits	One	24	13.0
	Two	21	11.4
	Three	45	24.5
	Four or more	94	51.1
Trip Purpose	Leisure/Relaxation	47	25.5
	Business/Official	29	15.8
	Education/Research	23	12.5
	Religious	28	15.2
	To experience culture & heritage	21	11.4
	Visiting friends/relatives	35	19.0
	Others	1	0.5
Travel Partner	Alone	23	12.5
	Family	91	49.5
	Friends	26	14.1
	Family & Friends	35	19.0
	Others	9	4.9
Group Size	Only one	23	12.5
	2–3	64	34.8
	4–5	60	32.6
	More than 5	37	20.1
Travel Mode	Car	59	32.1
	Train	51	27.7
	Bus	24	13.0
	Flight	49	26.6
	Others	1	0.5
Stay Duration	Less than 1 day	4	2.2
	1–2 days	54	29.3
	3–5 days	64	34.8
	More than 5 days	62	33.7
Guide	Yes	29	15.8
	No	155	84.2
Expenditure	Up to Rs. 25,000	33	17.9
	Rs. 25,001–50,000	70	38.0
	Rs. 50,001–75,000	41	22.3
	Rs. 75,001–1,00,000	27	14.7
	Above Rs. 1,00,000	13	7.1

Source: Field survey

6.2 Satisfaction of Tourist in Various Destination of Kamrup Rural District

The data presents the satisfaction levels of 184 tourists across six prominent destinations in Kamrup Rural District: Chandubi, Madan Kamdev, Hayagrib Madhab, Powa Macca, Chamaria Satra, and Sualkuchi and the satisfaction scores were measured on a scale of 1 to 5, where higher scores indicate greater satisfaction.

Table-3: Satisfaction of Tourist in Various Destinations

Destination	N	Minimum	Maximum	Mean	Std. Deviation
Chandubi	184	3	5	4.79	0.991
Madan Kamdev	184	3	5	3.86	0.708
Hayagrib Madhab	184	1	5	3.84	1.304
Powa Macca	184	2	5	4.17	0.932
Chamaria Satra	184	2	5	3.99	0.893
Sualkuchi	184	3	5	4.56	0.895

Source: Primary Data (Field Survey)

From the above analysis of 184 tourists' satisfaction across six destinations in Kamrup Rural District reveals significant variations in visitor experiences. Chandubi recorded the highest mean satisfaction score of 4.79 (SD = 0.991), Sualkuchi followed closely with a mean of 4.56 (SD = 0.895), reflecting strong appreciation for its cultural and traditional offerings, and suggesting that around 90% of tourists rated their experience positively. Powa Macca had a mean of 4.17 **(**SD = 0.932), while Chamaria Satra had a mean score of 3.99 (SD = 0.893), indicating general satisfaction but slightly lower than the top two destinations.

The destinations with the lowest mean satisfaction were Madan Kamdev **(**3.86, SD = 0.708) and Hayagrib Madhab **(**3.84, SD = 1.304). Notably, Hayagrib Madhab exhibited the highest standard deviation, suggesting wide variability in tourist experiences. Some tourists rated it as low as 1, while others gave it 5, indicating inconsistent service quality or infrastructure issues. Madan Kamdev showed slightly more consistent scores with a minimum of 3, but the lower mean highlights areas for improvement in facilities, guidance, or visitor engagement.

Overall, the finding suggests that attractions like Chandubi and culturally significant sites like Sualkuchi provide the most satisfying experiences, while destinations such as Madan Kamdev and Hayagrib Madhab require attention to enhance visitor satisfaction and have to prioritize infrastructure development, cleanliness, guided services, and interpretive programs to ensure consistent and high-quality experiences across all destinations.

6.3. Overall Tourist Satisfaction towards various destinations attributes of Kamrup Rural District

From the above descriptive statistics, it has been found that the satisfaction level of tourists visiting Kamrup Rural can be analyzed through a total of 184 respondents participated in the survey, providing insights into various aspects of their tourism experience. The attribute **"**Rich spiritual and cultural heritage**"** received the

highest mean satisfaction score of 4.25 with a standard deviation of 0.680, indicating that tourists highly appreciate the cultural and spiritual richness of Kamrup Rural, and there is relatively low variation in responses, suggesting consistent positive experiences. Closely following this, the **"**Availability of transportation facility**"** scored a mean of 4.04 (SD = 0.680), showing that tourists generally find it convenient to travel within the region, which is crucial for overall satisfaction. Maintenance of tourist attractions also received a high mean score of 3.99 **(**SD = 0.856), reflecting that tourists are fairly satisfied with the upkeep of tourist sites, though the slightly higher standard deviation indicates some variation in perceptions. Similarly, Quality and hygiene at tourist places was rated 3.89 (SD = 0.768), suggesting that while overall satisfaction is above average; there is room for improvement in cleanliness and maintenance. Other attributes, such as Shopping Facilities and Local people's hospitality and friendliness, received moderate mean scores of 3.82 (SD = 0.932) and 3.78 (SD = 0.899) respectively. These figures indicate that while tourists appreciate local hospitality and shopping options, the experiences are somewhat varied, as reflected by relatively higher standard deviations. On the lower side, Availability of clean public toilets scored a mean of 3.73 (SD = 0.919) and Safety & security scored 3.69 (SD = 0.808). These scores suggest that these areas may require more attention to enhance tourist satisfaction. Particularly, the wider spread in responses for public toilets indicates inconsistent experiences among visitors.

Table 4: Measures of Respondent satisfaction-Descriptive Statistics

Variables	N	Minimum	Maximum	Mean	Std. Deviation
Quality & hygiene at tourist place	184	2	5	3.89	0.768
Maintenance of tourist attractions	184	2	5	3.99	0.856
Availability of clean public toilets	184	1	5	3.73	0.919
Availability of transportation facility	184	2	5	4.04	0.680
Rich spiritual & cultural heritage	184	3	5	4.25	0.680
Local people's hospitality & friendliness	184	2	5	3.78	0.899
Safety & security	184	2	5	3.69	0.808
Shopping Facilities	184	1	5	3.82	0.932

Source: Primary Data (Field Survey)

Overall the data suggest that, tourists visiting Kamrup Rural appear most satisfied with its spiritual and cultural heritage and transportation facilities, while areas such as public sanitation and safety show lower satisfaction levels. Overall, the mean scores above 3.5 indicate a generally positive experience, but targeted improvements in hygiene, security, and shopping infrastructure could further enhance overall tourist satisfaction.

6.4. Overall Satisfaction of Tourists in Kamrup Rural district

Based on the survey of 184 respondents, tourists' overall satisfaction shows a mean score of 3.99 (SD = 0.833), indicating that, on average, tourists are satisfied with their visit to Kamrup Rural. This score, being close to 4, reflects a generally positive experience.

Table 5: Overall Satisfaction of Tourists

Variables	N	Minimum	Maximum	Mean	Std. Deviation
Overall Satisfaction	184	2	5	3.99	0.833
Image	184	2	5	4.09	0.819
Revisit Intention	184	2	5	4.28	0.799
Recommend Intention	184	3	5	4.38	0.683
Positive WOM	184	2	5	4.23	0.846

Source: Primary Data (Field Survey)

Regarding the tourist's perception of the destination image, the mean score is 4.09 (SD = 0.819), which suggests that tourists have a favourable impression of the region. A strong destination image is important as it influences satisfaction and future behaviour.

Revisit intention is high with a mean of 4.28 (SD = 0.799), showing that most tourists are willing to return, reflecting strong satisfaction and loyalty. Similarly, recommendation intention scores 4.38 (SD = 0.683), the highest among these behavioural measures, indicating that tourists are very likely to encourage others to visit Kamrup Rural. Finally, positive word-of-mouth (WOM) has a mean of 4.23 (SD = 0.846), suggesting that tourists generally share favourable experiences about the destination, which is crucial for attracting new visitors.

As recommendation intention scored the highest among all behavioural variables, suggesting that tourists are highly willing to encourage others to visit the district. Overall, these findings indicate strong tourist loyalty rooted in positive experiences and favourable perceptions of the destination.

6.5. Overall Satisfaction and Destination Image

Table 6: Correlations between Overall Satisfaction and Image

Variables		Overall Satisfaction	Image
Overall Satisfaction	Pearson Correlation	1	0.554**
	Sig. (2-tailed)	-	0.000
	N	184	184
Image	Pearson Correlation	0.554**	1
	Sig. (2-tailed)	0.000	-
	N	184	184

**. Correlation is significant at the 0.01 level (2-tailed)

Source: Authors' calculation

The above table shows the Pearson correlation between Overall Satisfaction and Image of Kamrup Rural as perceived by tourists. Correlation analysis revealed a statistically significant positive relationship between destination image and overall tourist satisfaction ($r = 0.554$, $p < 0.01$), which is positive and moderate in strength. In practical terms, it means that as tourists perceive the image of Kamrup Rural more positively; their overall satisfaction with the visit also tends to increase. The p-value (Sig. 2-tailed) is 0.000, which is

less than the standard significance level of 0.01. This shows that the correlation is statistically significant, and the likelihood of this relationship occurring by chance is extremely low. The sample size used for this analysis is N = 184**,** which is sufficiently large for correlation analysis, giving confidence in the reliability of the results. The moderate positive correlation suggests that improving the destination image—through better promotion, enhancing tourist attractions, maintaining cleanliness, and ensuring safety—could significantly enhance overall tourist satisfaction. It also implies that tourists' perception of the place's image is an important determinant of how satisfied they feel about their visit.

6.6. Overall Satisfaction and Destination Loyalty of Tourists

Table 7: Correlations between Overall Satisfaction and Loyalty of Tourists

Variables		Overall Satisfaction	Loyalty
Overall Satisfaction	Pearson Correlation	1	0.567**
	Sig. (2-tailed)		0.000
	N	184	184
Loyalty	Pearson Correlation	0.567**	1
	Sig. (2-tailed)	0.000	
	N	184	184

**. Correlation is significant at the 0.01 level (2-tailed).

Source: Authors' calculation

In the present study destination loyalty is measured on a 5-point Likert scale using the variables revisit intention, recommend intention and positive word of mouth intention (Bigne *et al.*, 2009; Agapito et al., 2013). From the above Analysis of the correlation table between Overall Satisfaction and Loyalty of tourists in Kamrup Rural it shows that the Pearson correlation coefficient **is** 0.567, indicating a moderate to strong positive relationship between overall satisfaction and tourist loyalty ($r = 0.567$, $p < 0.01$). This means that higher levels of satisfaction are associated with higher levels of loyalty, such as willingness to revisit, recommend the destination, or engage in positive word-of-mouth. The p-value (Sig. 2-tailed) is 0.000, which is well below the 0.01 significance level. This confirms that the correlation is statistically significant, meaning the relationship is highly unlikely to be due to chance. The sample size is N = 184, which is adequate for correlation analysis and ensures the reliability of the result. The findings collectively highlight that Kamrup Rural District of Assam possesses strong cultural, spiritual, and natural assets that contribute positively to tourist satisfaction. However, the study also identifies certain critical gaps—particularly in sanitation, safety, cleanliness, and consistency of service experience—that require strategic attention from tourism planners, local authorities, and local communities. The integrated results support the model:

Destination Image → Overall Satisfaction → Destination Loyalty

demonstrating that strengthening destination image and improving key service attributes can significantly enhance both satisfaction and long-term loyalty of tourists.

7. Conclusion

Satisfaction plays a significant role in shaping tourists' behavioural intentions, especially their willingness to revisit and recommend the destination to others. Improving tourist satisfaction is a key driver in promoting destination loyalty and ensuring long-term tourism development in Kamrup Rural District. Examining the analysis of 184 tourists visiting Kamrup Rural District reveals a strong base of repeat visitors, diverse travel motivations, and a clear preference for family-oriented travel.

The study also reveals a positive visitor experience across various destinations and key service attributes. Natural and cultural sites such as Chandubi and Sualkuchi recorded the highest satisfaction, while areas like Hayagrib Madhab and Madan Kamdev showed greater variability, indicating the need for improvement in facilities and services. Tourists expressed high satisfaction with the region's spiritual and cultural heritage and transportation facilities, though lower scores for public sanitation, safety, and hospitality suggest important areas for enhancement.

Examining the overall tourist satisfaction, destination image, and loyalty it showed strong and positive mean scores, with tourists demonstrating high willingness to revisit, recommend, and share positive WOM about the district. The correlation analyses further confirm that both destination image ($r = 0.554$) and overall satisfaction ($r = 0.567$) significantly influence tourist loyalty. These highlight a clear relationship that a stronger destination image enhances satisfaction, and higher satisfaction leads to greater loyalty. Strengthening infrastructure, cleanliness, safety measures, and visitor services across all destinations will not only improve tourist experience but also reinforce long-term loyalty and sustainable tourism development in Kamrup Rural District.

Overall, the results imply that sustaining high satisfaction levels, addressing site-specific shortcomings, and promoting integrated destination experiences are essential for strengthening tourist loyalty and ensuring sustainable tourism development in Kamrup district. Policy interventions should therefore prioritize experience-based improvements and value-oriented strategies over price-driven approaches.

Future research may adopt longitudinal or mixed-method approaches to examine changes in tourist satisfaction and behaviour over time. Comparative studies across other districts or regions, as well as analyses incorporating moderating factors such as tourist motivation, income, and destination image, would further strengthen understanding of the satisfaction–loyalty–willingness to pay relationship.

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