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Tourist Expectation and Satisfaction towards Existing Infrastructure and Facilities in Golestan National Park, Iran

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ABSTRACT:- The previous study had shown that tourists' satisfaction and expectation had related mainly to tourism infrastructures. Thus, this research is aimed to identify the most important and applicable tourism infrastructures in Golestan national park in Iran.

Tourism infrastructures are the main aspects studied to measure the variable that could have a positive effect on the Tourists' satisfaction and expectation levels, which consist of accommodation, accessibility, and facility. Using online survey approaches with a total number of 146 complete responses are gathered and analysed using Statistical Package for Social Sciences (SPSS). The results also show that tourism infrastructures can have a key role on tourists' satisfaction and expectation levels. In conclusion, this study is significant to all tourism stakeholders, especially managers of the national park and tourism operators, which they should have attention to both hard and soft ecotourism that each one has a special infrastructure.

I.   INTRODUCTION:

Tourism has come to be one of the main driving forces behind economic growth in several countries and world regions. Tourism has also become a social phenomenon as a result of people's increased leisure time, rising disposable income, and the development of more efficient transport, whereby making more countries accessible. Based on the definition by world tourism organization (UNWTO, 2019), tourism can be described as travelling beyond the typical atmosphere from one point to another within one year.

There are many reasons why people travel, such as leisure, recreation, sport, education, and business. Based on the highlights of the UNWTO tourism (2019), just over half of all international tourist arrivals (1.4 billion) in 2019 accounted for travel for holidays, recreation, and other forms of leisure. Tourism is significant and has a direct effect on the development of economic, social, and culture in the destination regions and countries.

UNWTO has been attention in the field of ecotourism since the early 1990s and has established a series of recommendations focused on the critical connection between protected area and tourism, intending to ensure that tourism contributes to and does not compromise the goals of protected areas.

Ecotourism's relation to modes of tourism with the following characteristics is focused on the UNWTO (2019) definition:

1. Both nature-based travel industry styles in which the visitors' essential motivation is the understanding and appreciation of nature, even as the traditional cultures dominate in natural areas.

2. Ecotourism attributes positively influence satisfaction and indirectly influence revisit intention, while eco-lodge attributes positively influence eco-lodge motives and indirectly influence revisit intention.

3. It promotes the restoration of the natural areas used as destinations for ecotourism by:

- Offering economic incentives to local populations, organizations, and agencies that maintain natural areas for restoration purposes;
- Bringing new jobs and earning prospects to local communities;
- Raise understanding among visitors and locals of the protection of natural and cultural properties.

In order to visit protected areas has long been a crucial aspect of park operations. If the number of tourists rises, the organizational problems do so. Two changes in recent years are an increased recognition of the importance of ecological protection, and the Mobility of ecotourism infrastructure (Ghosh-Harihar, 2019). There are multiple guiding factors behind the movements and amounts of tourism inside parks. These are comprised of variables such as rising income, evolving environmental perceptions, technical change, economic

transformation, and services that impact park visits (Heagney & Kovač, 2018). Protected parks and areas provide natural, educational, leisure, science, environmental, and cultural benefits to domestic and foreign tourists that affect communities and societies generally. While people profit from these factors, certain people want to be interested in decisions relating to their establishment and management. They do want to be allowed to share their opinions on the region management. Many citizens would like the criteria to allow them to enjoy safe area advantages (Oviedo-García et al., 2019).

Efficient management and sustainable tourism can come about if protected area managers include stakeholders in the tourism facilities management phase at the earliest possible stage. Tourism management in parks and protected areas are mainly influenced by main tourism infrastructures in the areas: a) accommodation, b) accessibility, and c) facility. Each of the group's views tourism from their unique perspective (Albayrak & Caber, 2108). In a park, a management strategy that is successful and detailed will provide an awareness and respect of each group's expectations. In contrast, lack of understanding and resolving of all tourism infrastructures can contribute to short-sighted management (Wang, 2016).

Tourist satisfaction is also a revered to subject of marketing studies. There is no question that satisfaction plays a crucial position in the preparation of goods and services for marketable tourism (Yousaf et al, 2018). It also influences the destination expectations, the buying of products and services, and the tourists' plan to stay. Although there have been numbers of research done to determine consumer behaviour and tourist satisfaction, there is a small plurality on it. The satisfaction of the tourists is measured by comparing the anticipated impression of quality and the actual output encountered by the tourists (Yun & Pyo, 2016).

It is stated that the satisfaction of tourists is measured by comparing the predicted impression of quality and the actual quality that the tourists encounter. Besides, the satisfaction of tourists is the product of contrast of tourist perceptions and encounters where an encounter meets or is equivalent to the perceptions of tourists (Chand et al., 2016). However, satisfaction is known as being mainly affected by the standard of service. Loyalty would, therefore, be increased if the efficiency of the service is enhanced. Nonetheless, recent research has reported that there are big variables that make one of them affect satisfaction and standard of service. Measuring tourist satisfaction in a specific destination is not solely determined by the level of service offered by several different service providers (Khuong & Quyen, 2016).

There are numerous activities and experiences which are not connected to specific organizations. Many significant factors are significant and have huge impacts on tourist satisfaction, including the natural environment, social climate, green management, lodging, size, accessibility, leisure activities, and perceived interest of tourists (Viet, 2019).

In recent years, many researchers in the field of tourism continue also examine the effect of the perceived importance of visitors on different aspects of tourist's behaviour. The personal interest of visitors has been empirically observed and has been of considerable significance in the tourism industry. It studied the relationship between perceived value and satisfaction, and the results showed that perceived value is both a source and a primary determinant of tourists' satisfaction (Kanwal et al. 2020).

Based on ecotourism defined a general assessment of tourists about the tourism infrastructures that is focused on the understanding of what is obtained and what is used, or perceived value is a cognitive affective assessment of tourists' satisfaction and expectation. Satisfies is related to the procurement of a good or service and relies on a calculation of the quality and services resulting from the evolving conditions, circumstances and situations in which the evaluation is produced (Kim et al., 2015).

Iran (a name from 2500 years ago), a country in Asia (middle east), as a country with four seasons and various types of animals and plants, has 26 NPs, which many of them are being used as tourism destinations due to their natural and cultural attractions. Golestan National Park (GNP), is in the eastern Alborz (Elburs) Mountains range and the western edge of the Kopet Dag range. It comprises 91,890 hectares and Elevations in the Park Range from 1,000–1,400 meters (3,300–4,600 Ft.) above sea level. GNP has a variety of habitats, such as temperate broadleaf forests, grasslands, Shrublands, and rocky areas. The diverse flora contains stands of white Eremurus Kopetdaghensis, Iris Acutiloba Subsp. Lineolata and Iris Kopetdagensis (Iranian Tourism & Touring Online (ITTO).

GNP, as one of the most famous NPs in Iran, has tackled ecotourism problems as there is no suitable framework to understanding the concept of tourism infrastructures for getting tourist satisfaction and expectations and evaluating and selecting the existing strategies. Moreover, the literature shows there is a lack of focus on promoting the strategic concept of tourism infrastructures in NPS in the Middle East countries such as Iran; thus, the findings can be beneficial for all managers in this industry.

On the other hand, due to the increase of public awareness about the tourism infrastructure issues, managers of the national park have to consider the tourism infrastructures in their managing process for getting tourist satisfaction; otherwise, they cannot compete in the market (González et al., 2019). That is the reason behind many managers of NPS all around the world trying to improve their tourism infrastructures. Therefore,

Mobility of infrastructure to enhance sustainable tourism development concerning tourist satisfaction is very helpful for the managers of NPS (Penteriani et al., 2017).

Problem Statement:

Tourism industry is one of the most important financial resources. One of the sections of this industry-focused by many researchers is ecotourism. Based on the obtained reports, NPS is one of the classes in which the issue of ecotourism has received much attention. The improvement of tourism infrastructures in several NPS is receiving strategic sensitivity for maintaining tourism sustainability (Jusoh et al., 2015). Various researches concentrating on this issue have it is mentioned that there is a mismatch among improving the satisfaction of tourists and expectation in NPS and tourism infrastructures among Middle East countries (Wang et al, 2016). However, the previous studies are very general, and theory based and have not taken the practicality and the applicability of the proposed strategies in real-world into consideration. It brings into light the need for creating a practical and fit tourism infrastructure for taking tourists' satisfaction and expectation in NPS to realize the concept of the sustainable tourism environment, determine the most significant factors, and select the most suitable strategies for sustainable ecotourism in the NPS under their responsibility (Vu, 2018).

Apart from that, although the studies showed that the level of awareness among tourists is increasing, there is still uncertainty among the tourists to pay more for the sake of both hard and soft ecotourism infrastructures adapted by some national parks (Ern, & Ching, (2017). Thus, it is also essential to emphasize the satisfaction and expectation of tourists regarding their attitudes and contribution to the hard and soft ecotourism infrastructures in national parks. There is a lack of studies conducted on tourism infrastructures and tourists' satisfaction, particularly in GNP Iran. Therefore, this study aims to find tourism infrastructures to provide satisfaction to tourists to enhance sustainable tourism development in GNP.

Tourism:

Tourism is the process in which people travel from their usual environment to other places for leisure or business. Camping, cycling, and sightseeing are some of the activities performed. There is no agreement about what tourism is called. Practically every organization describes "Tourism" differently, and we should usually describe it as follows when it comes to describing it in the simple words (Dodds, & Butler, 2019).

Tourism is characterized as a set of, events, industries, services that provide a travel experience that includes transportation, lodging, food and drink establishments, retail stores, food, and drink establishments, entertainment companies and other hospitality services offered to individuals or groups traveling away from home (Pechlaner et al., 2015).

Tourism is traveling for leisure or company; it also involves tourism philosophy and practice, attracting, hosting, and entertaining visitors, and the business of tour operations (Sayyad & Shinde, 2016). The World Tourism Organisation describes tourism more generally: "beyond the traditional understanding of tourism as being limited to holiday operation only." As people "traveling to and staying in areas outside their normal setting for no more than one consecutive year for recreation and no less than 24 hours, company and other reasons" (UNWTO, 2019). Tourism can be domestic (in the country of the tourist) or overseas, and international tourism has both incoming and outgoing consequences for the balance of payments of a government (Naik, 2020).

The tourism industry has been an essential source of revenue for many regions and whole countries as part of the service sector (Dodds, & Butler, 2019). Tourism introduces significant sums of money into a local economy in the form of payment for the products and services purchased by visitors, accounting for 30 percent of the global trade in tourism as of 2011 and 6 percent of the overall exports of goods and services as an intangible commodity. It also provides job incentives in the tourism-related services sector of the economy (UNWTO, 2019).

The tourism sector which produces hospitality includes transport facilities (such as flights, cruise ships, trains, and taxi cabs); accommodation (including hotels, hostels, apartments, resorts, and room rentals); and entertainment venues (such as theme parks, bars, casinos, shopping centers, music festivals, and theatres). It is about tourist goods, including souvenirs (Guides, 2019).

Furthermore, three parameters are used simultaneously from a survey carried out by (Zakamskii & Kanashina, 2016) to define that a trip belongs to tourism. The rearrangement must be so;

1. It requires a step beyond the natural environment.

2. Form of purpose: travel may take place for some intent other than to obtain remuneration from the location visited: former restrictions, where tourism was limited to leisure and family and friends' tourists have now extended to involve completely different purposes;

3. Duration: This addresses a cumulative length, not a total. Tourism displacement may or may not be for a stopover night. The scope of the transit visits should be addressed from a logical and methodological point of view.

Sustainable Tourism Development:

Tourism that thoroughly takes into consideration its current and potential cultural, environmental, and social consequences, meeting the needs of tourists, businesses, the community, and host communities. Sustainable tourism standards and best strategies are ideal for all modes of tourism across all categories of destinations like mainstream tourism and the different sections of the niche tourism (Vu, 2018). Sustainability values apply to the natural, economic, and socio-cultural components of tourism growth and, thus, a suitable equilibrium must be achieved between the three dimensions to ensure long-term sustainability (Oviedo-García et al., 2019).

So, sustainable tourism should:

1. Build optimum use of environmental resources that are a crucial element in tourism growth, preserving the required ecological processes and helping to protect natural heritage and biodiversity;

2. Respect for the socio-cultural identity of host societies and conserve their developed and live cultural heritage and traditional values and contribute to understanding and harmony between cultures.

3. Ensuring sustainable, long-term economic activities, delivering socio-economic gains to all equally dispersed actors, including secure jobs and income-earning incentives and social programs to local populations, and helping to reduce poverty.

Sustainable development of tourism requires active involvement by all related stakeholders, and good political leadership to ensure broad involvement and create consensus. Achieving sustainable tourism is a continuous cycle that involves constant evaluation of impacts and, where the implementation of the required preventive and corrective steps (Wondirad, & Ewnetu, 2019).

Therefore, Sustainable tourism should keep a high level of tourist satisfaction, and ensure a meaningful experience for the tourists, raise their awareness about sustainability issues and promote sustainable tourism practices amongst them (Pan et al, 2018). Sustainable tourism is an industry committed to making a low impact on the environment and local culture while helping to generate future employment for local people (Edgell Sr, 2019). The positive of sustainable tourism is to ensure that development is a positive experience for local people, tourism companies, and tourists themselves (Pulido-Fernández, 2019).

Ecotourism:

Ecotourism is typically defined as travel to destinations where the flora, fauna, and cultural heritage are the primary attractions. Responsible Ecotourism includes programs that minimize the adverse effects of traditional tourism on the natural environment and enhance the cultural integrity of local people (Das & Chatterjee, 2015).

Furthermore, Ecotourism involves visiting undisturbed, pristine, and fragile, low-impact, and often small-scale natural areas. Which is intended as an alternative to standard commercial mass tourism, which means responsible travel to natural areas, improving the well-being of the local people, and conserving the environment (Ghorbani et al., 2015). Its goal could be to educate the tourist, preparing the funds for ecological conservation, and directly benefiting the economic development and political empowerment of local communities or cultivating respect for different cultures and human rights (Das & Chatterjee, 2015).

Besides, Ecotourism has been deemed a vital pursuit by environmentalists since the 1980s because potential generations can visit destinations that are unaffected by human activity. Several academic programs use this term as a working concept of Ecotourism (Ahmadi et al., 2015).

Ecotourism generally is about interaction with biotic components of the natural environments. Ecotourism has focused on socially responsible travel, personal growth, and environmental sustainability (Mosammam et al., 2016). Ecotourism deals with travel to destinations where flora, fauna, and cultural heritage are essential attractions. Ecotourism gives tourists and views into the impact of people on the environment and to give a significant appreciation of our natural habitats (Jokar et al., 2015).

Ecotourism is separated into two sections, where ecotourism is hard and soft. Besides, it is essential to differentiate between the "hard" and "soft" types of ecotourism to conceptualize an appropriate holistic model for ecotourism, where Soft ecotourism is in a few very restricted areas in a small number of public and private protected areas. In contrast, hard ecotourism is dispersed within and among protected areas (Hviding & Bayliss-Smith, 2018). Besides, according to UNWTO (2019) both have different Characteristics which it shows in table 1.

Table 1: Characteristic of Hard and Soft Ecotourism. Source: UNWTO (2019)

Characteristic	
Hard Ecotourism	**Soft Ecotourism**
Strong environmental commitment	Superficial environmental commitment
Specialized visits	Multipurpose visits
Long trips	Short trips
Small groups	Larger groups
Few services available	Several services available
Deep interaction with nature	Shallow interaction
Emphasis on personal experience	Emphasis on interpretation
Own travel arrangement	Guided travel arrangement

There are persuasive reasons to compare the soft and hard ideal forms with the minimalistic and detailed typical types, respectively. Among these is the connection between hard ecotourism and a firm commitment to the atmosphere and intense learning experiences (Stoett, 2019). The notion of the hard model as "successful" ecotourism, which is still embraced by many modern-day researchers and practitioners, stems from the sector's beginnings in the mid-80's as a form of alternative tourism focused on nature (Faizi, 2017). Modern travel as ideal style is large-scale, alternative tourism is small-scale. Soft is corporate controlled, and short-term profitability-focused, which hard is community-controlled and geared towards long-term social wellbeing, etc. (Fennell, 2020).

Principle of Ecotourism:

The tourism principle is to minimize the physical, social, behavioural, and psychological impacts of building awareness and respect for the environment and culture. Besides, it can provide both visitors and hosts with positive experiences and provide direct financial benefits for conservation (Das & Chatterjee, 2015).

Moreover, Ecotourism is a form of tourism involving visits to delicate, untouched, and relatively intact natural areas. It is intended as a low-impact and often small-scale alternative to standard commercial mass tourism, which focuses on socially responsible travel, personal growth, and environmental sustainability (Tripathi, 2016). Ecotourism focuses on unadulterated, untouched natural habitats. It will mitigate the effect of tourism on the climate while improving local people's jobs and financial prospects and promoting biodiversity by offering them financial incentives (Berglund, 2015). Besides, Ecotourism has both advantages and disadvantages, which include:

Ecotourism will offer the ability for environmentalists and visitors to learn more about the ecology, biodiversity, and geology of an area. Understanding the components of an ecosystem will contribute to a greater understanding of preserving various ecosystems and natural structures (Fennell, 2020).

Besides, Ecotourism offers an impactful first-hand experience of sustainable living and environmentally friendly practices. Furthermore, most ecotourism projects provide instructional elements to protecting the environment. Tourists can help spread knowledge about the world by taking the information they have gained and adding it to their daily lives (Ramírez & Santana, 2018).

People who spend money on Ecotourism, part of it goes to environmental efforts such as reforestation and programs to repopulate endangered species. Mainly, the more funds spend on Ecotourism, the faster the financing for the ecological program would be (Kleszczynski, 2016). Moreover, in a global economy where many businesses exploit natural resources for personal gain, Ecotourism introduces natural resource management. Rather than depleting resources to meet high demand, Ecotourism suggests adapting a conscientious mind-set to the most efficient and sustainable way possible to extract natural resources (Tett, 2017).

In contrast, Ecotourism will, for example, provide drawbacks as a repercussion on the challenge of relocating aboriginal communities, societies, and cultural traditions. The lack of resources that may result from relocation is not the only reason local people may begin to reject old practices to survive (Berglund, 2015). The increasing number of tourists is also putting a burden on cultural freedom of expression. Natives are a backdrop or prop during tour guides, objectifying culture groups, and promoting stereotyping (Diekmann, & Smith, 2015). For less extreme situations, the tourist-local relationship causes a subtle change in society. The more often native populations are exposed to visitors, the more they understand and respond to tourists' cultural behaviour. (Fennell, 2020).

Tourism Infrastructure:

Tourism infrastructure is the basis of tourism development and the utilization of existing destination resources. Tourism infrastructure includes many services necessary to meet the needs of tourists and increase satisfaction during their stay at the destination (Kršák et al., 2015).

The tourism infrastructures require goods and services, and the institutions that offer these facilities should be regarded as part of the tourism industry (Benur, & Bramwell, 2015). The Tourism System often involves enterprises whose goods are primarily marketed to tourists and do not form a large portion of tourist consumption. Lots of infrastructure parts like power, telecommunication, water supply, roads, and some production parts like travel items, sports equipment, photographic materials, medicines, and cosmetics are considered in this category with Tourism Infrastructure (Bimonte, & Grilli, 2016).

Basic infrastructure sections like railways, airports, waterways, roads, water supply, electricity, drainage, sewerage, solid waste disposal systems, and services are included in the Tourism infrastructure. Therefore, facilities like accommodation, restaurants, recreational facilities, and shopping facilities, also considered as Tourism Infrastructure (Romão, 2015).

However, Tourism Infrastructure's sustainable growth strategy includes coordinated interconnected construction of critical services and utilities with tourism facilities (González et al., 2019). The basic types of criteria to develop tourism Infrastructures include tented lodging, Forest lodges, tourist complexes/tourist lodges, hotels, facilities, tourist reception centers, pilgrim sheds/dormitories, and so on. At pilgrimage centers. Tourist travel-mini vans, jeeps, etcetera. Cruise vessels for nature watching, ferry cannons, etcetera (Lamsfus et al., 2015).

The relation between infrastructure and tourism is highlighted in various technical studies, emphasizing the unique position of tourism growth in infrastructure modernization and, on the other hand, the reverse path, producing multiplication impact of the creation of infrastructure on tourism (Bayati et al., 2016). The infrastructure development conveys a preoccupation of the decision factors and specialists from almost all fields, for the evaluation of detailed plans about infrastructure development, the transport infrastructure has an important role (Tolia-Kelly, 2016).

Generating multiplier effects is conditioned by the way relationships between infrastructure, tourism, and local economies are managed at all decisional levels. In several specialized plays, the significant role of infrastructure in the growth of the tourist phenomenon from a qualitative point of view is considered to be an essential factor in the satisfaction of visitors, and the psychological condition is the source of some regional competition in this sector (Vavilova, & Chakina, 2016).

Ecotourism Infrastructures:

Ecotourism encompasses a broad range of responsible, nature-based events that promote the enjoyment and awareness of natural resources by tourists and are designed to be environmentally friendly. Infrastructures for ecotourism would rely on showcasing and appreciating the environmental principles of a region and not on altering the natural environment for things that are counter to this goal. (Boley & Green, 2016).

Nature protection calls for the creation of low-impact, commercial, purpose-built ecotourism facilities on national parks. The requirements of the NC Act ensure that all authorized ecotourism infrastructures serve the public, leisure activities, environmentally friendly, and, to the maximum degree practicable, the preservation of the natural condition of the land and the conservation of its cultural resources and natural values in both hard and soft aspects (Manning et al, 2017). Every permitted facility must be sensitively planned and maintained to ensure that it is consistent with the site's environment and character and complements the management of the national park in which it is situated (Flint et al., 2015).

However, a high capacity for confronting obstacles and positive enthusiasm in national park's infrastructures should be related to the applicable ecotourism facilities. Managers should have the essential concerns about such problems which are: Improving education, creating desirable hard and soft ecotourism infrastructure and increasing visibility among citizens through the organization of tourism training courses and related programs for them (Miller, 2017).

It is possible to encourage national ecotourism by publishing its picture on the internet, by distributing flyers, brochures, or by arranging reward tours. Therefore, the efficiency of the facilities should be enhanced with adequate financial control, and tourism goods should be diversified (Leung, 2018).

The initiative to improve sustainable ecotourism will, therefore, have its core values, which should take into consideration the overarching criteria for rendering ecotourism facilities and services appropriate for ecotourism (Mosammam et al., 2016), which are the following concepts:

• The natural preservation of the place

• Tourist accommodation houses: constructed of wood and palm leaves with simple interior designs and all necessary amenities such as water and energy supply, bed sheets, and plywood.

• Natural water drainage (based on the tide)

• Variety of mode of transport for transportation in various circumstances
• Facilities given to visitors and running board offices
• Restaurants and performance centres
• Full electric connection for tourism activities
• Guesthouses which are Well-equipped
• Garbage disposal and standard wastewater drainage

Additionally, the creation of national parks includes substantial practices in an ecologically sensitive region. It involves conveniently placed zip lines, Tibetan suspension bridges, mountain biking routes, a barbecue spot, a campsite, a walking track, and associated infrastructures (Manning et al, 2017). The construction includes many amenities and buildings such as a visitor center, café and restaurant section, toilet/shower facilities and a bike/hire store, spotlight on night-time trekking trails, garbage bin and identification signs for trees and fauna (Miller, 2017).

Tourist Satisfaction:

One of the most widely studied factors in the literature on tourism and hospitality is tourist satisfaction. Specialized literature from this point of view reveals the importance of tourist satisfaction when choosing a traveling destination. According to this, the profitable tourism industry is possible through achieving tourists' satisfaction (Mutanga et al., 2017). Nevertheless, when considering the prominent role of pleasure in a visitor's destination, it has been claimed that the feeling of satisfaction felt by the visitor in a destination would be important for endorsing the venue or revisiting the position (Albayrak, & Caber, 2018).

In other terms, the commitment of the visitor to a location would be accompanied by satisfactions. Through this angle, the results revealed that such allegiance, in essence, maybe emotional, conative, or affective (Prakash et al., 2019). It has been shown that various kinds of variables will establish the optimum degree of satisfaction; in a way, they are mainly connected to the visitor and, on the other side, to the destination's climate. In the literature on tourism, it was stated that satisfactions might be the product of the importance that the tourist perceives in the area. It will certainly be done as a perception of the picture of the destination, a product of affective, emotional pleasure, or a perception of the nature of the facilities offered on the spot (Albayrak, & Caber, 2018).

Besides, satisfaction may be the product of a correlation between the tourist destination's various aspects, combined with the tourist's optimistic impressions. The critical element that will assess tourist satisfaction would be the expected advantages in the area (Jusoh et al., 2015). While there are many extensive literature styles are examined satisfaction, there is no final consensus showing which factors decide tourist satisfaction in a destination. From this point of view, this analysis suggests that the hedonic and emotional, yet actual rewards experienced by the visitor are deciding satisfactions (Chan et al., 2015). The focus is put on the fact that the hedonic gain is regarded as a multidimensional aspect and, as a precedent for visitor satisfaction, would play a significant role. Likewise, it is proposed that the practical, hedonic, and moral advantages enjoyed by the visitor should be a result of the place's successful evaluation and cognitive experience (Yun & Pyo, 2016).

Likewise, in the context of tourism, satisfaction has been found to be the outcome of the comparison between expectations and experiences (Wang, 2016). Satisfaction is primarily a function of pretravel expectations and post-travel experiences (Chand et al., 2016). The tourist will be satisfied and will leave that destination with their excellent memory when the experiences compared to expectations results in feelings of gratification. Even they are willing to pay more for this service (Chen et al., 2016).
Moreover, when they have feelings of displeasure and are dissatisfied, it is a reason to explain why the tourism industry is determined to highlight a destination to increase the satisfaction of visitors (Chung et al., 2015).

Attributes of Satisfaction:

The satisfaction attributes included attractions, lodging, dining, shopping, accessibility, activities and events, and environment (Khuong, & Luan, 2015). Attributes like perceived attractions, perceived quality, perceived risk, and perceived value used to measure the satisfaction of tourists (Kanwal et al., 2020). Attributes like comfort facilities, safety & infrastructure, cultural attractions & shopping, tourist attractions & ambiance, and variety & accessibility affect tourist satisfaction (Yusof et al., 2017).

Tourist attractions, basic facilities, cultural attractions, touristy substructures and access possibilities, natural environment, variety, and economic were influence tourist satisfaction (Abdullah et al., 2017).

Likewise, the number of researches has been dedicated to examining the practice of which customer's decision about a service or product and number of theoretical structures has been proposed to examine the attributes of satisfaction (Sriarkarin & Lee, 2018). Measured satisfaction through performance, the standard of service, social benefit, play, aesthetics, perceived monetary expense, perceived danger, time & energy expended, and perceived value (Wang et al., 2016).

Based on the finding and discussion by Arnberger et al. (2019) surveyed, National park affinity segments of overnight tourists differ in satisfaction with, attitudes towards, and specialization of Bavarian Forest National Park in Germany. Four hundred twenty-nine tourists were used in this research. The research presented the path to affinity having to do with a location, a position where travellers hope to fulfil their needs and pull motives. The results identified that variations between the lowest segment and the highest affinity segment were found. Results from the analysis can promote sustainable park management and affinity work in parks.

The attributes are categorized between tourists' satisfaction and ecotourism infrastructures, as shown in table 2:

Table 2: Attributes Between Tourist Satisfaction and Tourism Infrastructures. Source: UNWTO (2019)

	Attributes		Examples
Tourist satisfaction and expectation	Accommodation		-Hotel quality and service -Motel quality and service -Suit quality and service -Camping areas and services -Tent sites in summer
	Accessibility		-Quality of roads -Excursionist on wheelchair -Excursionist walker -Paths & walking tracks -Internal transport -Bridges and walkways -Cycling routes -Trails and observation points for bird watching -Skiing routes
	Facilities	Soft	-Toilet cleanness and washing equipment's -Availability of high-speed internet and Wi-Fi -Signage for vehicles and pedestrians -Tourism information center -Bike service/ hire shop -Garbage bin -Binoculars and a camera for bird watching -GPS and map for Orienteering -Spotlight in trekking routes for night -Interpretational signs for trees and fauna
		Hard	-Climbing equipment's -Horseback-Riding areas -Shelter houses for trekkers -Rafting facilities -Sky diving and surfing facilities -Backpacker facilities -Caving equipment's -Zip lines equipment's and safety -Paved roadways -Washroom facilities for waterfall -Health center -Café and restaurant -Multipurpose hall -Parking areas -Sheltered or outdoor housing for watching animals

Tourist Expectation:

Expectations forecast the activity consequences before the operation happens and is also focused on past observations. (Jusoh et al., 2015) Standards can be focused in part on services reflecting an optimal scenario. At the same time, the actual reality is centred on degrees of flexibility in a facility that is acceptable but does not fulfil the requirements of the visitors. (Wang et al., 2016).

The expectation of tourists is a significant consideration for tourism and destinations. If a visitor has low aspirations, he or she is less likely to travel to a destination or take part in an experience (Morrison, 2018). Mansouri & Ujang (2016) claims photographs are shaping perceptions. A favourable preconceived view of the destination or activity can have a beneficial impact on a person's confidence in the destination or activity of a

potential encounter. This positive influence would mean that the destination or operation occupies a suitable location for the phase of selecting the user.

Živković & Brdar (2015) note that expectations are rendered mainly by presenting knowledge through ads, commercials, brochures, mass media, friends, and relatives. This suggests a real contrast between customer preferences and, therefore, market psychology. Wang et al. (2016) demonstrate that awareness about the psychology of customers is essential if one wishes a company to thrive as tourist perception is listed as a significant factor for the performance of a tourism destination or operation.

Moreover, the expectation of tourists is an influential variable in the service sector (Jusoh et al., 2015). As the sustained development of tourism at the given destination is concerned, the study of expectation and satisfaction levels has a great significance so far (Živković & Brdar, 2015). Wang et al. (2016) note that visitors usually have initial service requirements before using it. Expectations are created via the evidence from sure travellers' ads and word of mouth impressions throughout the previous experience.

Mansouri & Ujang, (2016) believed that expectation is focused on prior experience, and previous degree of tourist satisfaction with the service, service provider contact including a pledge, and the current picture of the service tourists. According to Živković & Brdar (2015), what people predict for their encounter is perceptions. In brief, standards refer to the production of a good or service as the customer anticipates (Wang et al., 2016).

Expectations are still evolving, however, because visitors are conscious of alternate service suppliers in the ever-growing tourism industry (Buliah et al., 2018). The expectations of the tourists directly affect their level of satisfaction with the services which are received. It has been proven empirically in diverse contexts that there is a positive relationship between expectations and satisfaction (Jusoh et al., 2015).

Tourism in Iran:

Tourism in Iran is varied and provides a range of sports such as skiing and climbing in the Alborz and the Zagros Mountains and coastal holidays in the Persian Gulf and the Caspian Sea. Iran's government has been making considerable efforts to draw visitors to different destinations in the country, and as a result, tourist arrivals have risen in recent years. 8-9 million tourists from abroad visited Iran in 2019 according to the ministry of Cultural Heritage, Handicrafts, and Tourism Organization (ICHTO).

In 1979 before the Iranian revolution, tourism was described by a great number of visitors that travelled for Iran's diverse attractions, which included cultural splendors and fantastic and beautiful landscapes that were suitable for a variety of activities. The bulk of international tourists to Iran since the revolution have been holy pilgrims and citizens traveling to Iran for a company (Khoshnevis et al., 2017).

There are several Shi'ite Shrines in Iran, with Imam Reza Shrine in Mashhad and Fatimah al-Ma's ūmah Shrine in Qom being the two main ones. Such holy sites are visited yearly by millions of tourists from Iran and other Shi'ite nations. The government does not differentiate those who go to Iran for a company from those who come for fun, and it also brings in many Iranian Diasporas who continue to see their family in Iran or make a pilgrimage to holy Shia places near Mashhad, Qom and elsewhere (Heydari Chianeh et al., 2018). During the Iran – Iraq war of the 1980s, tourism decreased significantly. Since 2010, domestic tourism in Iran had become one of the highest in the country. The number of international visitors in Iran exceeded 4.76 million in 2013, adding more than 2 billion US dollars to the national economy (Seyfi & Hall, 2018).

After beginning 2012, the massive devaluation of the Iranian Rial has been seen as a beneficial factor for tourism in Iran. About five million visitors visited Iran in the fiscal year 2014-2015, which was four percent more year-on-year. Based on a survey released in 2015 by the World Travel and Tourism Council, the tourism industry's growth was projected to have the capacity to generate employment for 1,285,500 and rise by 4.1 percent pa to 1,913,000 employments in 2025. Travel and tourism directly funded 413,000 workers (1.8 percent of overall employment), according to the 2014 survey. In 2015, it was projected to grow by 4.4 percent, then by 2025 by 4.3 percent pa to 656,000 workers (2.2 percent of total employment). Ali Asghar Moonesan, head of Iran's Cultural Heritage, Handicrafts and Tourism Organization (ICHTO), reported in October 2018 that the number of tourists visiting Iran during the first six months of the Iranian year (starting on March 21) increased by 51 percent compared to the same time in 2017.

Ecotourism in Iran:

In Iran, Ecotourism is one of the world's most famous tourist attractions, and it is currently expanding in Iran. Iran is so involved and abundant in wealth that the Ecotourism would undoubtedly receive the recognition it needs (Safarabadi 2016). Iran boasts over 150 covered areas and 26 national parks. Many of them are ideal for both hard and soft Ecotourism, where tourists can not only see the beautiful ecosystem but also explore it. (Ahmadi et al., 2015). Iran has a range of ecological zones and vegetation and will see green trees and mountains concurrently in the deserts. The most important from an ecotourism viewpoint is the northern part of the region, Golestan province, Gilan province, Mazandaran, and central part of Iran (Jokar et al., 2015).

Qeshm is the highest insula in the Persian Gulf. It is a rare island which is maintained in its original form and has not been disturbed by humans. A broad island is surrounded by many tiny islands (Naz Islands), which are linked at low tide to an expansive island. The giant mangrove forest in the Middle East is yet another unusual occurrence on the island. Furthermore, the forests include more than 150 species of birds, and the world's longest Namakdan tunnel, or "Three Naked," is found on Qeshm Island. The cave is about 6 km from (Safarabadi, 2016).

Besides, Badab-e-Surt is a natural miracle that has retained its natural beauty. Badab-e-Surt is a limestone stepped terraces that were formed thousands of years, and it is in Mazandaran province, at an altitude of 1840 m above sea level. There are two different spring in the pool terraces, with a high salt concentration. It has therapeutic properties and a bitter taste and a hue of orange (Ghorbani et al., 2015). The elegance of the entire natural complex is stunning. It is necessary to note that only a handful of the world's stepped terraces remain, only one of them is situated on Iran's territory. The province is known for its natural and historical sights and is deemed suitable for Ecotourism (Ahmadi et al., 2015).

National Park in Iran:

In the first place, a national park generally is often a place used for the preservation and protection of a natural, semi-natural, or developed land owned or declared by a sovereign state (Arsić et al., 2017). A National Park that is in operation for environmental purposes. It is also a reservation of natural, semi-natural, or created land proclaimed or held by a sovereign state (Arnberger et al., 2019). Even though different nations appoint their national parks differently, a common idea exists: the conservation of 'wild nature' is for posterity and as a symbol of national pride (Grünewald & Böhning-Gaese, 2016).

An international body, the International Union for Conservation of Nature's (IUCN), and its World Commission on Protected Areas (WCPA) described "National Park" as their form of protected areas of category II. In 2006, 6,555 national parks worldwide fulfilled their requirements, according to IUCN (2019). The criteria for establishing a national park are also being debated at IUCN. The National Park declared by the Central Government to be the property of the Central Government of such animal or any item, trophy, uncured trophy or meat [derived from such animal or any vehicle, vessel, weapon, trap, or tool used in such hunting.

Besides, a national park is a region that is strongly protected for preserving nature & ecology and is where practices such as agricultural, fishing, shooting, and grazing are not allowed on cultivation. Within these parks, only private property privileges are not allowed (Sriarkarin & Lee, 2018). The borders of the parks are well defined and delimited. They are typically tiny reserves scattered across an area of 100 sq. Kilometer. Around 500 square meters. Kilometer. At national parks, priority is put on protecting a particular flowering or faunal habitat (Rice et al., 2019).

National parks in Iran are broad areas of national interest containing outstanding specimens of Iran's natural resources. Set aside in perpetuity to conserve and maintain outstanding natural animal and plant organisms, ecosystems, geological formations, environments, and stunning scenic beauty for the benefit, education, and enjoyment of the citizens of Iran (Jahdi et al., 2016). Such parks offer tourists the ability to develop an awareness and respect for the principles of natural history in a manner compatible with the perpetuation of the park's intrinsic values. The Department of Environmental Protection and Maintenance of Parks does not change their borders and will not be prone to exclusion (Radan et al., 2017).

Moreover, requirements reflecting national grandeur and dignity of a park and the reasons for its establishment as a national park are applied to areas which, among other things.

(A) Have a natural character sufficiently superior in nature and beauty to render its protection imperative;

(B) Have exceptional scenic, geomorphological and landscape features;

(C) Have varied and specific examples of biotic organisms and ecosystems; and

(D) Have a enough unit and scale to allow public usage, management, science, and so on. (Jahdi et al., 2016).

Możammad-Reżā Šāh Park was the first region to be declared as a national reserve (now renamed Golestān National Park), a region of approximately 93,000 hectares situated around halfway between Gonbad-e Qābus and Bojnurd in north eastern Iran's Golestān Province. The mountains in the western part of the park are filled with a Tertiary climax forest of which the Caspian ecosystem also prevails here, and which has transmitted a special luxuriance. The landscape transitions as we pass east to the desert and then to green steppe woodland with appealing juniper and desert maple stands (Radan et al., 2017).

The uniqueness and diversity of wildlife in the woodland region and the mountain steppe is genuinely exceptional and includes in the former the red deer (marāl), roe deer (šukā), and wild boar (gorāz), and in the latter the large herds of urial sheep (quč) and ibex (pāzan). While in the latter, the more abundant predators are the leopard (Palang) and brown bear (ers), which can be seen in both areas. The birdlife is also impressively rich; 160 species were reported in the late 1970s (Ghoddousi et al., 2018).

Research Objectives:
This research is constructed to identify tourism infrastructures to the tourist satisfaction in Golestan national park in Iran. Within this aim, the main objectives to be achieved areas listed below:
1.   To assess the expectation of tourists in terms of tourism infrastructures in GNP of Iran.
2.   To evaluate the level of tourists' satisfaction in GNP of Iran.
3.   To recommend improvements based on sustainable tourism development of GNP in Iran.

II.   METHODOLOGY:

The study is based on a quantitative approach where quantitative data are collected to investigate the perspective of tourists about both hard and soft ecotourism infrastructures. The study's population is comprised of 146 tourists from the state, regional and foreign tourists. The population comprises 57.5% males and 42.5% of females from diverse places around the globe. The questionnaire used to collect data is divided into three parts, namely, demographics of respondents, travel behaviour, and infrastructures for ecotourism. Besides, the infrastructure for ecotourism is divided into three parts, such as accommodation, accessibility, and facilities. Tourists were required to demonstrate their ecotourism development satisfaction and expectation by ranking the items as 1. Poor and 5. Strong. The 146 questionnaires were also obtained successfully.

III.   FINDINGS:

Demographic Characteristics of the Respondents:
In this section, descriptive analysis is used to explain the demographics of the respondents, such as gender, age, marital status, educational qualification, and monthly income. The demographic analysis is illustrated as respondent profiles in table 3.

Table 3: Respondents' Demographic

Characteristics		Frequencies	Percentage (%)
Age	18-24 years' old	18	12.3%
	25-34 years' old	40	27.4%
	35-49 years' old	37	25.3%
	50-64 years' old	32	21.9%
	65+ years old	19	13.0%
Gender	Male	84	57.5%
	Female	62	42.5%
Education	Primary/Intermediary	7	4.8%
	Secondary	5	3.4%
	Diploma	42	28.8%
	Undergraduate	45	30.8%
	Post-graduate	47	32.2%
Current Occupation	Student	31	21.2%
	Employed	42	28.8%
	Unemployed	29	19.9%
	Retired	29	19.9%
	Other	15	10.3%
Monthly Income	Less than 2Million Toman	46	31.5%
	2-3 Million Toman	24	16.4%
	3100-4 Million Toman4100+	28	19.2%
	Million	23	15.8%
	Other		

Table 3 shows the summary of the respondents' profile, most respondents aging between 25-34 years 27.4 %. In addition, male respondents were 84 (57.5 %), while female were 62 (42.5 %). Most of the participants were postgraduate degree levels 47 (32.2 %), besides 45 (30.8 %) subjects were undergraduates. Moreover, 28.8 % of the participants are employed, while 21.2 % are still students. Furthermore, the monthly income results indicated that the majority of the respondents, 31.5 % had an income of less than two Million Toman.

Respondents' Travel Behaviour:
This study also focuses on general questions related to respondents' travel behaviour. Additional understanding of respondents' travel behaviour will portray tourists' preferences and how do tourists behave choosing services during their trip.

Table 4: Respondents' Travel Behaviour

Characteristics		Frequencies	Percentage (%)
How do you travel to GNP?	A Package tours	25	17.1
	Semi-Packaged Tour	25	17.1
	Free Independency	91	62.3
	Others	5	3.4
Who are you travelling with to GNP?	Alone	11	7.5
	With Partner	16	11.0
	With Family	69	47.3
	With friends	42	28.8
	Organized Tour	8	5.5
How many times have you visited GNP?	Once	41	28.1
	Twice	68	46.6
	Thrice	22	15.1
	More than four visits	15	10.3
How long do you usually stay in GNP?	1-2Days	91	62.3
	3-5Days	32	21.9
	A week	13	8.9
	A Fortnight	10	6.8
What activities would you like to choose in GNP?	Jungle Tracking	76	52.1
	Animal observation	38	26.0
	Mountain Climbing	15	10.3
	Waterfall explorations	6	4.1
	Bird watching	1	0.7
	Cycling	4	2.7
	Backpacking	4	2.7
	Zip lines	2	1.4

Table 4 shows the summary of respondents' travel behaviour in term of average number; how they travel, with who, how many times they visited, how long they stay, and which activities do they choose? Results show that most of the respondents preferred traveling free and Independency with 62.3 %. Moreover, the majority of them had chosen a trip with family and friend(s) with 47.3 % and 28.8 %, respectively. Furthermore, most of the respondents travel around one and two times a year, with 28.1 % and 46.6 % accordingly. Meanwhile, the highest percentage of respondents stayed for 1-2 days, 62.3 %, followed by 3-5 days with 21.9 %. Finally, the majority of respondents usually have chosen Jungle Tracking for their activity with 52.1 % and Animal observation, Mountain Climbing with 26 %, 10.3 %, respectively.

Expectations of Tourists in terms of Tourism Infrastructures in GNP of Iran:
Table 5: Expectation of Tourism Infrastructures

Tourist expectation			
Characteristics	Percentage (%)	Mean	Std. Deviation
Accommodation	65.2%	3.26	0.88
Accessibility	61.8%	3.09	0.86
Facility	61.6%	3.08	0.85
Total Number	146		

It has resulted from table 5 about the expectation of tourists regarding tourism infrastructures in GNP of Iran. It is indicated that tourists pay more attention to accommodation infrastructures with a high (M=3.26, SD=0.88, 65.2%), followed by tourists expect infrastructures in terms of accessibility with (M=3.09, SD=0.86, 61.8%), while facility with (M=3.08, SD=0.85, 61.6%).

Analysis the Levels of Respondents' Satisfaction in GNP of Iran

This section describes the levels of tourists' satisfaction divided into three categories, namely; accommodations, accessibility, and facilities.

Accommodation

Accommodation is one of every tourism activity's fundamental needs. Travelers and visitors require rest lodging when on a ride. Accommodation in the form of low budget lodges/hotels at world-class luxury

hotels is accessible in all major tourist destinations to provide a home away from home for the visitor. Establishments have a residence for the visitors, i.e., lodging services, which are charged by the visitor for the length of the stay. There are forms of lodging which commonly used by visitors (Pavia & Floričić, 2017). In comparison, the forms of lodging facilities in GNP are seen in Table 6.

Table 6: Tourists' Satisfaction Based on Accommodation

Accommodation			
Characteristics	**Percentage (%)**	**Mean**	**Std. Deviation**
Suit quality and service	66.4%	3.32	1.05
Camping areas and services	66.4%	3.32	.98
Tent sites in summer	65.6%	3.28	1.05
Motel quality and service	65.4%	3.27	1.07
Hotel quality and service	64.4%	3.22	1.08
Homestay quality and services	62.4%	3.12	1.12
Total Number	146		

Table 6 shows tourists' satisfaction towards accommodation. The respondents have ranked suit quality and services with a high (M=3.22, SD=1.05, 66.4%), followed by campaign areas and services with the same mean and percentage but (SD=0.98) while homestay and quality services are ranked with a lowest (M=3.12, SD=1.12, 62.4%). 4.3 indicates the results of tourists' satisfaction levels in terms of On the other hand, the subjects ranked the tent sites in summer with (M=3.28, SD=1.05, 65.6%) and motel quality and service with (M=3.27, SD=1.07, 65.4%). The indicator hotel quality and services are marked as the medium with (M=3.22, SD=1.08, 64.4%).

Accessibility

Accessibility defined as appropriate measures to ensure that persons with disabilities have equal access to the physical environment, information, transportation, and other facilities and services open or provided to the public. It also calls for the elimination of obstacles and barriers to accessibility, including all transportation and facilities (Seatzu, 2017). Besides, Table 7 displays the kind of accessibility indicators in GNP.

Table 7: Tourists' Satisfaction based on Accessibility

Accessibility			
Characteristics	**Percentage (%)**	**Mean**	**Std. Deviation**
Quality of roads	67.2%	3.36	1.02
Trails and observation points for bird watching	64.6%	3.23	1.03
Internal transport	64.4%	3.22	1.04
Bridges and walkways	64%	3.20	1.13
Cycling routes	63.4%	3.17	1.02
Paths & walking tracks	60.8%	3.04	1.07
Excursionist on wheelchair	58.6%	2.93	1.02
Skiing routes	57%	2.85	1.33
Excursionist walker	56.4%	2.82	1.13
Total Number	146		

Results in Table 7 shows that the tourists' satisfaction levels regarding accessibility. The participants have ranked Quality of roads with a high (M=3.36, SD=1.02, 67.2%), followed by Trails and observation points for bird watching, Internal transport (M=3.23, SD=1.03, 64.6%), (M=3.22, SD=1.04, 64.4%) respectively. However, Bridges and walkways saw a rank with (M=3.20, SD=1.13, 64%), and Cycling routes and Paths & walking tracks experienced a medium rate with (M=3.17, SD=1.02, 63.4%) and (M=3.04, SD=1.07, 60.8%) each.

On the contrary, the subjects ranked the Excursionist walker with a low (M=2.82, SD=1.13, 56.4%). Moreover, skiing routes and excursionists on wheelchair experienced rate with (M=2.85, SD=1.33, 57%) and (M=2.93, SD=1.02, 58.6%) accordingly.

Facility

Ecotourism facilities on national parks demonstrated best practice systems and services and offered unique or innovative experiences that add to the existing tourism opportunities available in the region. Besides, ecotourism should consider both hard and soft aspects of facilities. Alternatively, facilities could provide the infrastructure necessary to support an existing ecotourism activity or enhance the experience or operation of an existing ecotourism activity (Dowling & Wood, 2017). However, table 8 indicates the types of ecotourism facilities in GNP.

Table 8: Tourist Satisfaction based on Facilities

Facilities				
Characteristics		Percentage (%)	Mean	Std. Deviation
Soft	Toilet cleanness and washing equipment's	62.8%	3.14	1.12
	Availability of high-speed internet and Wi-Fi	68.2%	3.41	1.10
	Signage for vehicles and pedestrians	62.8%	3.14	1.15
	Tourism information center	62%	3.10	1.06
	Bike service/ hire shop	65.4%	3.27	1.12
	Garbage bin	61.2%	3.06	1.00
	Binoculars and a camera for bird watching	64.4%	3.22	1.31
	GPS and map for Orienteering	65.2%	3.26	1.05
	Spotlight in trekking routes for night	60%	3.00	1.16
	Interpretational signs for trees and fauna	61.4%	.07	1.12
Hard	Climbing equipment's	57.2%	2.86	1.03
	Horseback-Riding areas	58.6%	2.93	1.09
	Shelter houses for trekkers	60.2%	3.01	1.08
	Rafting facilities	56.2%	2.81	1.31
	Sky diving and surfing facilities	55.2%	2.76	1.32
	Backpacker facilities like kitchen, laundry and lounge	61.4%	3.07	1.12
	Caving equipment's	56.6%	2.83	1.19
	Zip lines equipment's and	55.2%	.76	1.27
	Paved roadways	68.4%	3.42	1.06
	Washroom facilities for waterfall	58.8%	.94	1.07
	Health center	67.2%	.36	1.07
	Café and restaurant	58.6%	.93	1.04
	Multipurpose hall	69.2%	.46	1.10
	Parking areas	64.4%	.22	1.22
	Sheltered or outdoor housing for watching animals	57.8%	.89	1.08
	Total Number	146		

Table 8 displays the result of tourists' satisfaction levels based on hard and soft ecotourism facilities. The respondents have ranked multipurpose hall with a high (M=3.46, SD=1.10, 69.2%), followed by Paved roadways, Availability of high-speed internet, and Wi-Fi with (M=3.42, SD=1.06, 68.4%), (M=3.41, SD=1.10, 68.2%). Furthermore, the health centre, Bike service/ hire shop and GPS, and map for Orienteering experienced rank with (M=3.36, SD=1.07, 67.2%), (M=3.27, SD=1.12, 65.4%) and (M=3.26, SD=1.05, 65.2%) each.

In addition, parking areas saw a rank with (M=3.22, SD=1.22, 64.4%), followed by Binoculars and a camera for bird watching with the same mean and (SD=1.31, 64.4%) also Toilet cleanliness and washing equipment's and Signage for vehicles and pedestrians experienced the same mean with 3.24 but different (SD, 1.12, 62.8%) and (SD=1.15, 62.8%) each.

Besides, the tourism information centre has ranked with a medium (M=3.10, SD, 1.06, 62%). Interestingly, Interpretational signs for trees and fauna and Backpacker facilities saw the same rate with (M=3.07, SD=1.12, 61.4%). Moreover, Garbage bin, Shelter houses for trekkers, and Spotlight in trekking routes for night experienced rank with (M=3.06, SD=1.00, 61.2%), (M=3.01, SD=1.08, 60.2%) and (M=3.00, SD=1.16, 60%). On the other hand, Sky diving and surfing facilities and Zip lines equipment and safety saw a low rate with the same mean 2.76 and (SD 1.32, 55.2%) and (SD=1.27, 55.2%)each, followed by Washroom facilities for a waterfall with (M=2.94, SD=1.07, 58.8%). Furthermore, Café and restaurant, Horseback-Riding areas with same mean 2.93 and different (SD=1.04, 58.6%) and (SD=1.09, 58.6%). However, Sheltered or outdoor housing for watching animals saw a rate with (M=2.89, SD=1.08, 57.8%). Besides, climbing equipment, caving equipment's and rafting facilities experienced figure with (M=2.86, SD=1.03, 57.2%), (M=2.83, SD=1.19, 56.6%), and (M=2.81, SD=1.31, 56.2%) accordingly.

Recommend Improvements Based on Sustainable Tourism Development of GNP of Iran

In this section, the researcher represents the recommended improvements based on the sustainable tourism development of GNP. Following is a comprehensive list of most applicable and vital ecotourism infrastructures according to participants' responses to reach sustainable tourism development in Golestan National Park of Iran.

Table 9: Most Applicable Factors

Most Applicable Ecotourism Infrastructures				
Characteristics		Mean	Std. Deviation	Overall Mean
Accommodation	Suit quality and service	3.32	1.05	3.26
	Campaign areas and services	3.32	0.98	
Accessibility	Quality of roads	3.36	1.02	3.09
Facility	Health center	3.36	1.07	3.08
	Multipurpose hall	3.46	1.10	
	Availability of high-speed internet and Wi-Fi	3.41	1.10	
	Paved roadways	3.42	1.06	

Based on table 9, regarding respondents' responses, this means a score of respondents is higher than the others mean score, which it means these indicators that mentioned in table 4.7 can be most applicable and essential infrastructures in three categories which are accommodation, accessibility, and facilities to sustainable tourism development. Furthermore, respondents have an opinion that accommodation has a crucial role in these issues than accessibility and facility with an overall mean of 3.26. Besides, participants had believed suit quality and campaign areas with the same mean 3.32 and SD 1.05, 0.98 are more critical than the other accommodation indicators.

On the other hand, inaccessibility categorizes they are paying more attention to the quality of roads with (M=3.36, SD=1.02). Moreover, they are believed that for the facility's multipurpose hall with (M=3.46, SD=1.10) are most applicable, followed by paved roads with (M=3.42, SD=1.06). Besides, the availability of high-speed internet and Wi-Fi and health centre can play an essential role in this respect with (M=3.41, SD=1.10) and (M=3.36, SD=1.07) respectively.

III.   DISCUSSION

In the previous chapter, it is highly emphasized that tourists' satisfaction and expectation are related to tourism infrastructures. This attitude belongs to the indicator of satisfaction and expectation levels among tourists. In this study, it is divided into three parts, firstly researcher emphasized on expectations of tourists in terms of tourism infrastructures in GNP. Thus, the result obtained in which tourists have more expected about accommodation in comparison to accessibility and facility. It is proved from the previous study where Mao & Lyu, (2017) has pointed out that an important determinate of expectation is an attitude; in this case, the accommodation attitude is important to reach as to influence the expectation among the tourists.

Secondly, in this part researcher had evaluated the tourists' satisfaction levels toward both hard and soft ecotourism infrastructures, that most of the respondents are highly satisfied with the tourism infrastructure in GNP. Besides, both hard and soft ecotourism have different infrastructures that need to enhance their infrastructures. As results show, tourists were less satisfied with hard ecotourism infrastructures; however, to

reach tourism sustainability, it should pay more attention to these issues. Nonetheless, it is still to a need to enhance some tourism infrastructures, especially on ecotourism facilities, as the number of respondents seems to have been dissatisfied about ecotourism infrastructures such as zip lines equipment's and safety, sky diving and surfing facilities, climbing equipment and sheltered or outdoor housing for watching animals. According to previous research by (Bagri & Devkant, 2015) have mentioned that tourist satisfaction levels entirely related to tourism infrastructures, which can have an impeccable role in sustainable tourism development, so destinations should pay enough attention to these issues.

Finally, the results from this section show improvements recommendation to sustainable tourism in GNP. The researcher has chosen the most applicable and important indicators regarding tourists' responses and will help reach sustainable tourism development, namely Suit and Campaign services, quality of roads, health centre, availability of speed internet and Wi-Fi, multipurpose hall, and paved roads.

Limitation

This study is done by general Iranian tourists that could be reached in a short time of duration only. The convenience sampling procedures which using email, Instagram profile, and Whatsaap invitation perhaps could limit the probability of having the right sampling unit and numbers. The group of 25-34 is the bulk of respondents, as they comprise internet users. Furthermore, the findings of this study cannot be applied to the whole Iranian tourist community. The study's time and expense limit produced only 146 sample sizes, so the sample size should be expanded by an appropriate amount of at least 321 sample sizes where the margin of error is estimated to be 5% and the confidence level 90%. It is often advised to provide a personal interview with the respondents or public national parks to get a good understanding of common motivators of visitor satisfaction and expectation.

IV.　　CONCLUSION

The research explored the tourists' expectation and satisfaction towards hard and soft ecotourism infrastructures in Golestan national park, Iran. Tourists have been expected to be more optimistic about the standard of accommodation infrastructure related to connectivity and amenities. In terms of Suit and Campaign standard and operation, the tourists have more satisfaction about the accommodation infrastructures. Although, in homestay, the participants have less satisfaction on the type of services. Accessibility was the second indicator, where the respondents demonstrated their satisfaction. They showed a positive perspective of the Road's quality and Trails and observation points for bird watching but were less satisfied with the Excursionist walker and Skiing routes. Moreover, the visitors in Golestan national park rated the facilities as the least preferred predictor. They were less satisfied with hard ecotourism infrastructures to compare soft ecotourism. Nonetheless, it is still to a need to enhance some tourism infrastructures, especially on ecotourism facilities, as the number of respondents seems to have been dissatisfied about ecotourism infrastructures such as zip lines equipment's and safety, sky diving and surfing facilities, climbing equipment and sheltered or outdoor housing for watching animals. Finally, results show improvements recommendation to sustainable tourism in GNP. The researcher has chosen the most applicable and important indicators regarding tourists' responses and will help reach sustainable tourism development, namely Suit and Campaign services, quality of roads, health centre, availability of speed internet and Wi-Fi, multipurpose hall, and paved roads.

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