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THE RELATIONSHIP BETWEEN DESTINATION ATTRIBUTE SATISFACTION AND OVERALL EXPERIENCE SATISFACTION: A CASE OF AN INLAND WATER RESORT

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Abstract: *The concept of satisfaction is a central research topic in tourism studies, largely because it is critical for developing competitive destinations and products. Extensive research has established that satisfied tourists are more likely to return to a destination and recommend it to others. Furthermore, feedback from satisfied tourists helps destination managers improve marketing strategies and boost financial performance. Given these significant outcomes, considerable effort is rightly focused on understanding the factors that drive tourist satisfaction. The primary objective of this study was to conduct a multi-level analysis of tourist satisfaction at the Băile Figa inland water resort in Romania, encompassing both the overall experience and specific attributes. The findings revealed that, despite high global satisfaction, ratings at the attribute level were mixed. Visitors were most satisfied with core amenities and services—namely accommodation, pools, staff, landscaping, and walkways. However, satisfaction was significantly lower concerning WiFi infrastructure, the provision of spaces for smokers, and the quality of treatment facilities. Furthermore, regression analysis indicated that the influence of attribute satisfaction on overall satisfaction was not uniform. Contrary to expectations, "primary attractions" (pools, beach infrastructure, staff) and "accommodation" demonstrated a much weaker influence, while "secondary attractions" (Aqualand, SPA, treatment, and sport facilities) were not a statistically significant predictor. Instead, satisfaction with the "environment" (landscaping, walkways, parking, garbage removal) emerged as the strongest predictor, followed by "infrastructure" (food court, changing rooms, smoking areas, toilets) and "accessibility and souvenirs". Consequently, these findings carry a clear directive for destination management: to positively influence tourist satisfaction, strategic focus should shift towards enhancing the foundational environment and infrastructure, which our analysis reveals to be the true drivers of a positive overall experience.*

Keywords: *destination attribute satisfaction. overall tourist satisfaction, water tourism, Băile Figa*

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INTRODUCTION

The concept of satisfaction is a central research topic in tourism studies, largely because it is critical for developing competitive destinations and products (Egresi & Lungu, 2025; Fajriyati et al., 2022; Kwanisai & Vengenisayi, 2016). Extensive research has established that satisfied tourists are more likely to return to a destination and recommend it to others (e.g., Alegre & Garau, 2010; Aytun Ozturk & Gogtas 2016; Carvache-Franco et al. 2022; Chi & Qu, 2008; Ghose & Johann, 2018; Han & Hyun, 2015; Kozak, 2003; Zeng & Li, 2021; Žabkar et al., 2010). This positive word-of-mouth and repeat visitation enhance the destination's image and attract more visitors (Kozak, 2002; Yoon & Uysal, 2005). Furthermore, feedback from satisfied tourists helps destination managers improve marketing strategies and boost financial performance (Najev Čačija et al., 2020; Krešić et al., 2013). The benefits also extend to the tourists themselves, as a satisfying experience can contribute to psychological well-being (Rodrigues et al., 2020). Given these significant outcomes, considerable effort is rightly focused on understanding the factors that drive tourist satisfaction (Kwanisai & Vengenisayi, 2016).

Tourist satisfaction with a destination can be examined in two ways: by assessing satisfaction with specific destination attributes or by gauging satisfaction with the overall experience. Early studies primarily focused on satisfaction with individual attributes (Kozak, 2003; Kwanisai & Vengenisayi, 2016), while more recent research has adopted increasingly complex approaches. Although studies in other fields consistently demonstrate that overall satisfaction depends on satisfaction with specific components, this relationship remains underexplored in tourism (Chi & Qu, 2009). A small but growing body of research has recently attempted to establish a causal relationship between attribute performance and overall satisfaction using diverse empirical models (Najev Čačija et al., 2020; Kwanisai & Vengenisayi, 2016). However, the number of such studies remains limited, particularly in the context of developing or emerging countries such as Romania (Kwanisai & Vengenisayi, 2016).

Furthermore, findings from these few studies cannot be generalized to all destinations. While certain core attributes are universal, many are unique to each location (Žabkar et al., 2010). This is especially relevant for niche tourism areas, such as water tourism, where the literature is notably scarce. The limited existing research on water-based tourism deals mainly with health and wellness tourism (Moghavvemi et al., 2017) or cruise tourism (Aytun Ozturk & Gogtas, 2016; Hosany & Witham, 2010). Since not all destination attributes influence overall satisfaction equally, it is crucial for destination managers to identify which attributes are most important for enhancing visitor satisfaction and, consequently, visitation rates (Albayrak & Caber, 2013).

This study aims to address these gaps. Consequently, the purpose of this paper is twofold: (1) to measure tourist satisfaction with both the specific attributes and the overall experience at a water-based inland resort, and (2) to identify which attribute categories contribute most significantly to overall satisfaction. The research focuses on a small but rapidly growing inland resort, Băile Figa, in Northern Transylvania, Romania.

Located just 3 km from the small town of Beclean, Băile Figa (The Figa Spa Complex) is a 15-hectare resort inaugurated in 2010 with funding from the European Union's PHARE program. Despite its recent opening, it has rapidly gained popularity, attracting over 1.5 million domestic and international visitors. This success was formally recognized in 2021 when Băile Figa was designated a resort of local interest (Beclean Townhall, n.d.). Tourist travel to Băile Figa is predominantly

driven by a desire for core leisure activities, namely relaxation, swimming, sunbathing, and social engagement (Egresi & Pop-Răcășan, 2025).

The structure of this paper begins with a comprehensive literature review, followed by an outline of the methodological approach. The subsequent section presents the findings, leading to a final discussion that synthesizes the results, their implications, practical applications, and the study's limitations.

LITERATURE REVIEW

The concept and theories of customer satisfaction

The conceptualization of customer satisfaction in tourism research varies according to the researcher's perspective and contextual factors (Chung & Petrick, 2013). Customer satisfaction is widely understood as a positive evaluation of a product or service, stemming from a subjective post-purchase assessment (Fajriyati et al., 2022; Rodrigues et al., 2020). Research conceptualizes it as being influenced by both tangible and intangible attributes, with service quality being a critical intangible factor (Hall et al., 2017). A well-supported causal chain posits that service quality is an antecedent to satisfaction, which subsequently fosters positive behavioral intentions (Hall et al., 2017).

Several theories explain customer satisfaction, with four being prominent in tourism research: the expectancy-disconfirmation model, the perceived performance model, norm theory, and equity theory (Kwanisai & Vengenisayi, 2016). Among these, the expectancy-disconfirmation model has been the most widely adopted framework for assessing satisfaction (Ghose & Johann, 2018).

According to the Expectancy-Disconfirmation Model (Oliver, 1980), consumer satisfaction is determined by comparing pre-purchase expectations to actual product performance. This comparison leads to three outcomes: positive disconfirmation (performance exceeds expectations), resulting in satisfaction; confirmation (performance matches expectations), also leading to satisfaction; and negative disconfirmation (performance falls short of expectations), which causes dissatisfaction.

Assessing satisfaction

Despite numerous attempts to define satisfaction, a consensus on its operational definition within tourism remains elusive (Petrick & Backman, 2002). As a theoretical construct, satisfaction cannot be measured directly but must be inferred indirectly through proxies or indicators (Kwanisai & Vengenisayi, 2016). A tourist's experience comprises evaluations of multiple destination attributes, which include both the primary attractions that draw visitors and the essential support services, such as accommodation, food, and transportation. For a vacation to be satisfactory, the quality and delivery of these components must be consistently high (Albayrak & Caber, 2013; Chi & Qu, 2009). Consequently, overall satisfaction is widely interpreted in tourism literature as the aggregate evaluation of these attribute-level experiences (Alegre & Garau, 2010; Chung & Petrick, 2013; Kozak & Rimmington, 2000; Fajriyati et al., 2022; Meng et al., 2008; Weiermair & Fuchs, 1999). Therefore, while overall satisfaction and attribute satisfaction are distinct concepts, they are intrinsically related; overall satisfaction is often considered to function as a composite of individual attribute evaluations (Chi & Qu, 2009).

However, overall satisfaction must be distinguished from satisfaction with specific attributes, as the latter is not its sole determinant (Albayrak & Caber, 2013; Chi & Qu, 2009). Rather, overall

satisfaction is a holistic post-purchase evaluation, not merely the sum of individual attribute assessments (Petrick & Backman, 2002). Research shows it is also influenced by factors like emotional involvement (Biswas et al., 2021), motivation (Hall et al., 2017), and prior experience with the site and length of stay (Kim & Brown, 2012). Furthermore, the impact of attributes on overall satisfaction can vary based on the analysis method and market segment (Albayrak & Caber, 2013: Egresi, 2017; Egresi et al., 2020). Consequently, many researchers measure satisfaction at both global and attribute levels (Oliver, 1993; Petrick & Backman, 2002; Spreng et al., 1996).

Developing models to assess overall satisfaction

A growing body of literature has recently sought to empirically determine a causal relationship between attribute-level performance and overall satisfaction (Najev Čačija et al., 2020; Kwanisai & Vengenisayi, 2016). This research has revealed the relationship's inherent complexity, demonstrating that attributes contribute asymmetrically to the formation of overall satisfaction (Albayrak & Caber, 2013). This underscores the critical importance for destination management organizations to identify these pivotal attributes (Albayrak & Caber, 2013; Chi & Qu, 2009). A significant complication in this endeavor is the problem of generalization. Despite a core of universal attributes, many are context-dependent, limiting the applicability of broad findings (Žabkar et al., 2010). Nonetheless, the central objective for marketers remains the strategic allocation of scarce resources to enhance those specific attributes believed to exert the strongest influence on visitor satisfaction (Albayrak & Caber, 2013).

Multiple regression (or another type of regression) is a common methodological approach for identifying the key attributes of visitor satisfaction (Albayrak & Caber, 2013). However, the specific factors incorporated into these models vary considerably across studies. For instance, Žabkar et al. (2010) utilized six formative indicators, whereas Eusébio and Vieira (2013) distilled their model into three core factors following an exploratory factor analysis. A more granular study by Shahrivar (2012) identified fifteen satisfactory, eight dissatisfactory, and seven indifferent factors, all significantly impacting overall satisfaction. Crucially, Shahrivar (2012) also demonstrated that the effect of these factors is not uniform, as overall satisfaction varies based on visitors' demographic and cultural profiles, travel behavior, and information sources.

Chi and Qu (2009) examined the link between satisfaction with specific destination attributes and overall visitor satisfaction in Eureka Springs, Arkansas. Through an exploratory factor analysis of 33 initial variables, they identified seven key factors: lodging, dining, shopping, attractions, activities & events, environment, and accessibility. A subsequent multiple regression analysis revealed that only four of these factors—lodging, attractions, environment, and dining (in order of impact)—had a significant positive effect on overall satisfaction. The remaining factors (activities & events, accessibility, and shopping) showed no significant direct relationship.

Chung and Petrick (2013) employed regression analysis across five destinations to identify the attributes most critical to overall satisfaction. Their findings consistently highlighted satisfaction with accommodations and restaurants as the most influential factors. The impact of entertainment and attractions, however, varied significantly depending on the destination.

Similarly, studies by Auliya & Prianti (2022), Anaya-Aguilar et al. (2021) and Ghose & Johann (2018) confirmed that specific destination attributes significantly influence overall tourist satisfaction, with the impact varying by attribute. Consequently, they recommend that tour operators prioritize these key attributes in their marketing communications.

METHODOLOGY

Data were collected via convenience sampling from visitors within the Băile Figa resort. Research assistants approached potential participants, and the 200 individuals who agreed to participate were interviewed. The collected questionnaires were analyzed using SPSS 26. We employed descriptive statistics to examine the socio-demographic profile of the sample, their assessment of various destination characteristics, and their overall satisfaction with the resort.

We developed a measurement scale of twenty "destination characteristics" variables and four variables measuring overall satisfaction based on a review of academic literature, the official Băile Figa promotion website, and a physical site visit. To simplify the data, we used Principal Component Analysis (PCA) to condense these variables into a smaller set of factors, which we termed "destination attributes." Subsequently, we conducted a multiple regression analysis to regress these factors against a composite overall satisfaction score, determining the impact of each attribute on tourist satisfaction.

FINDINGS

There were somewhat more men (54%) than women. The majority were below 44 years of age (67%), with high school education or less (65%) and lower incomes (75.5% less than 2500 lei or approximately 500 euro per month) (table 1).

Table 1. Socio-demographic characteristics of respondents

Socio-demographic characteristic	Frequency	Percent of total	Socio-demographic characteristic	Frequency	Percent of total
Sex			***Education***		
Male	108	54.0	High School and less	130	65.0
Female	92	46.0	University and more	70	35.0
Age			***Income***		
18-29 years	76	38.0	Up to 1500 lei	67	33.5
30-44 years	58	29.0	1500-2499 lei	84	42.0
45-59 years	47	23.5	2500-3499 lei	31	15.5
60+ years	19	9.5	3500+ lei	18	9.0

Visitors at Băile Figa were most satisfied with accommodation (mean= 4.38; median= 5), pools and the staff (both mean= 4.20 and median= 4), landscaping (mean= 4.19; median= 4), and walkways (mean= 4.14; median= 4). The least satisfied were with WiFi (mean= 2.95; median= 3), inadequate spaces for smokers (mean= 3.17; median= 3) and treatment facilities (mean= 3.51; median= 4) (table 2).

Table 2. Satisfaction with individual characteristics of the destination

Individual satisfaction variable	**Totally disagree** Freq. (%)	**Disagree** Freq. (%)	**Not sure** Freq. (%)	**Agree** Freq. (%)	**Totally agree** Freq. (%)	**Mean**	**Median**	**IQR**
Accommodation (n=143)	4 (2.8)	3 (2.1)	8 (5.6)	47 (32.9)	81 (56.6)	4.38	5.00	1
Food court (n=181)	7 (3.9)	11 (6.1)	36 (19.9)	63 (34.8)	64 (35.4)	3.92	4.00	2
Pools (n=196)	8 (4.1)	2 (1.0)	29 (14.8)	61 (31.1)	96 (49.0)	4.20	4.00	1
Aqualand (n=171)	8 (4.7)	15 (8.8)	30 (17.5)	46 (26.9)	72 (42.1)	3.93	4.00	2
SPA (n=156)	11 (7.1)	10 (6.4)	33 (21.2)	44 (28.2)	58 (37.2)	3.82	4.00	2
Treatment facilities (n=164)	28 (17.1)	13 (7.9)	21 (12.8)	52 (31.7)	50 (30.5)	3.51	4.00	2
Sport facilities (n=167)	12 (7.2)	8 (4.8)	22 (13.2)	54 (32.3)	71 (42.5)	3.98	4.00	1
Beach infrastructure (n=192)	7 (3.6)	5 (2.6)	38 (19.8)	55 (28.6)	87 (45.3)	4.09	4.00	2
Accessibility (n=200)	13 (6.5)	7 (3.5)	34 (17.0)	59 (29.5)	87 (43.5)	4.00	4.00	2
Changing rooms (n=200)	15 (7.5)	21 (10.5)	52 (26.0)	63 (31.5)	49 (24.5)	3.55	4.00	2
WiFi (n=200)	40 (20.0)	38 (19.0)	55 (27.5)	27 (13.5)	40 (20.0)	2.95	3.00	3
Souvenir selling (n=200)	11 (5.5)	27 (13.5)	44 (22.0)	52 (26.0)	66 (33.0)	3.68	4.00	2
Signage (n=200)	9 (4.5)	28 (14.0)	45 (22.5)	68 (34.0)	50 (25.0)	3.61	4.00	3
Spaces for smokers (n=200)	35 (17.5)	32 (16.0)	40 (20.0)	51 (25.5)	42 (21.0)	3.17	3.00	2
Toilets (n=200)	17 (8.5)	22 (11.0)	54 (27.0)	51 (25.5)	56 (28.0)	3.54	4.00	1
Landscaping (n=200)	3 (1.5)	11 (5.5)	30 (15.0)	57 (28.5)	99 (49.5)	4.19	4.00	1
Walkways (n=200)	4 (2.0)	5 (2.5)	38 (19.0)	64 (32.0)	89 (44.5)	4.14	4.00	1
Parking (n=200)	7 (3.5)	10 (5.0)	32 (16.0)	64 (32.0)	87 (43.5)	4.07	4.00	2
Garbage collection (n=200)	7 (3.5)	13 (6.5)	28 (14.0)	72 36.0)	80 (40.0)	4.03	4.00	1
Staff (n= 200)	4 (2.0)	3 (1.5)	32 (16.0)	71 (35.5)	90 (45.0)	4.20	4.00	1

Four statements measuring overall satisfaction were aggregated into a single composite indicator for use in regression analysis (table 3). The analysis reveals that respondents were highly satisfied with their overall experience at Băile Figa. Notably, the highest-rated attributes were the resort's "atmosphere" and its perceived "value for money," each achieving the maximum median score of 5 (table 3).

Table 3. Overall satisfaction

Overall satisfaction (n= 200)	**Totally disagree Freq. (%)**	**Disagree** Freq. (%)	**Not sure** Freq. (%)	**Agree** Freq. (%)	**Totally agree** Freq. (%)	**Mean**	**Median**	**IQR**
Cleanliness	5 (2.5)	9 (4.5)	37 (18.5)	79 (39.0)	70 (35.0)	4.00	4.00	2
Safety	2 (1.0)	13 (6.5)	34 (17.0)	70 (35.0)	81 (40.5)	4.08	4.00	1
Atmosphere	4 (2.0)	9 (4.5)	23 (11.5)	49 (24.5)	115 (57.5)	4.31	5.00	1
Good value for the money	5 (2.5)	5 (2.5)	16 (8.0)	65 (32.5)	109 (54.5)	4.34	5.00	1
Aggregate overall satisfaction (std dev= 2.94)						16.73	17.00	

A principal components analysis (PCA) was run on a 20-question questionnaire that measured satisfaction with different individual satisfaction variables at Băile Figa. The suitability of PCA was assessed prior to analysis. Inspection of the correlation matrix showed that all but one variable had at least one correlation greater than 0.3. This variable (WiFi) was, thus, eliminated from further analysis. The overall Kaiser-Meyer-Olkin (KMO) measure was 0.693, which is mediocre towards middling according to Kaiser (1974). Bartlett's test of sphericity was statistically significant ($p < .0005$), indicating that the data was likely factorizable.

PCA revealed six components that had eigenvalues greater than one and which explained 21.4% (F1= secondary attractions), 10.8% (F2= Infrastructure), 9.7% (F3= Environment), 7.5% (F4= Primary attractions), 6% (F5= Accessibility and souvenirs) and 5.4% (F6= accommodation) of the total variance, respectively. Visual inspection of the scree plot indicated that six components should be retained (Cattell, 1966) (figure 1). In addition, a six-component solution met the interpretability criterion. As such, six components were retained.

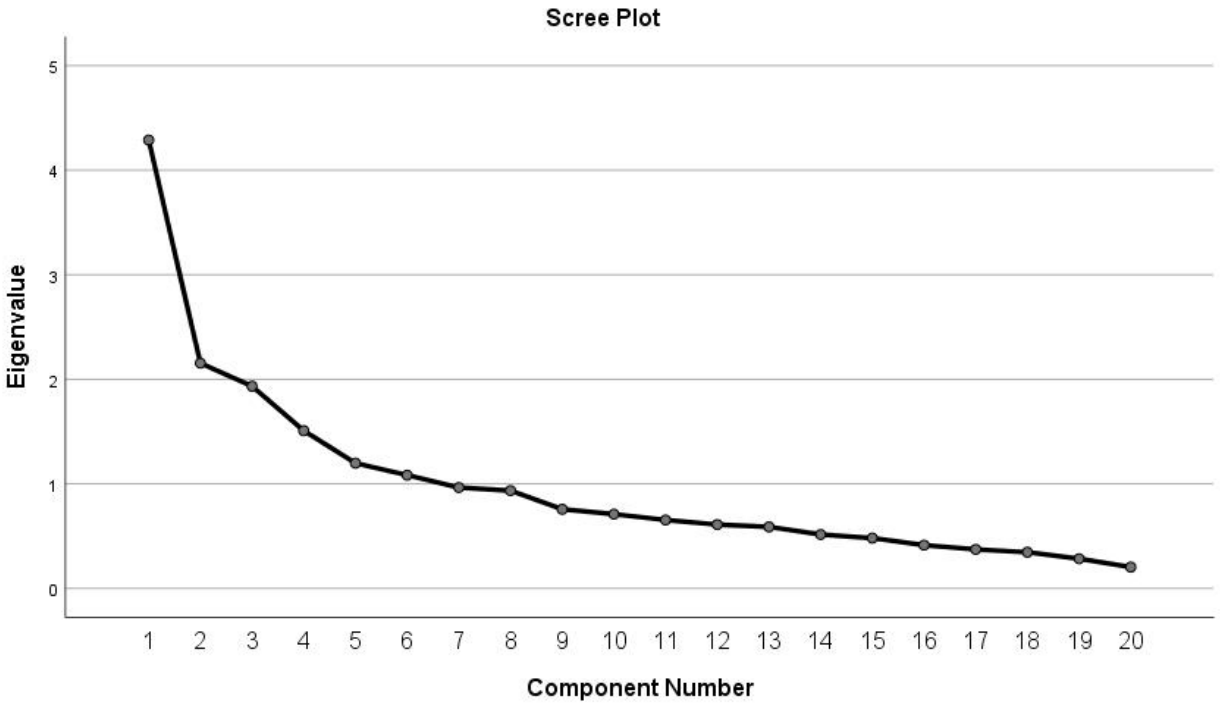

Figure 1. Scree plot for the PCA

The six-component solution explained 60.824% of the total variance. A Varimax orthogonal rotation was employed to aid interpretability. The rotated solution exhibited "simple structure" (Thurstone, 1947). The rotated component matrix follows below (table 4):

Table 4. The six-component solution

	Initial eigenvalues			Rotation sums of squared loadings		
Component	Total	% of variance	Cumulative %	Total	% of variance	Cumulative %
1	4.288	21.440	21.440	2.620	13.102	13.102
2	2.154	10.772	32.212	2.432	12.162	25.264
3	1.933	9.667	41.879	2.416	12.079	37.342
4	1.509	7.543	49.421	1.816	9.079	46.421
5	1.197	5.987	55.409	1.730	8.651	55.072
6	1.083	5.415	60.824	1.150	5.752	60.824
7	.964	4.822	65.646			
8	.935	4.677	70.323			
9	.757	3.785	74.108			
10	.710	3.550	77.658			
11	.654	3.270	80.928			
12	.611	3.053	83.980			
13	.588	2.941	86.921			
14	.515	2.575	89.496			
15	.481	2.405	91.901			

16	.414	2.068	93.970			
17	.373	1.865	95.835			
18	.346	1.728	97.563			
19	.284	1.418	98.982			
20	.204	1.018	100.000			

* Extraction method: Principal Component Analysis

The remaining 19 variables were grouped into six satisfaction attributes (table 5).

Table 5. Attribute satisfaction measurements

Variable	**Attribute for satisfaction measurement**	**F1**	**F2**	**F3**	**F4**	**F5**	**F6**
Aqualand	Secondary attractions	.724					
SPA		.780					
Treatment facilities		.651					
Sport facilities		.766					
Food Court	Infrastructure		.458				
Changing Room			.663				
Signage			.590				
Spaces for Smokers			.759				
Toilets			.677				
Landscaping	Environment			.790			
Walkways				.639			
Parking				.671			
Garbage Removal				.648			
Pools	Primary attractions				.768		
Beach Infrastructure					.666		
Staff					.768		
Accessibility	Accessibility & souvenirs					.806	
Souvenirs						.712	
Accommodation	Accommodation						.817

Rotated component matrix
Extraction method: Principal Component Analysis
Rotation method: Varimax with Kaiser Normalization

Next, the regression analysis identified five key determinants of tourist satisfaction: environment, infrastructure, accessibility and souvenirs, primary attractions, and accommodation. The model indicated that secondary attractions were not a statistically significant predictor (table 6). Standardized beta coefficients (β) revealed the relative importance of each significant factor: environment (β = 0.425) was the strongest predictor, followed by infrastructure (β = 0.323), accessibility and souvenirs (β = 0.314), the least primary attractions (β = 0.195), and accommodation (β = 0.191) (table 6). These results demonstrate a positive relationship between satisfaction with these attributes and tourists' overall satisfaction.

Table 6: The Multiple Regression Analysis Model

Overall satisfaction	**B**	**95% CI for B**		**SE B**	**β**	**R^2**	**ΔR^2**
		LL	UL				
Model						.474	.444**
Constant	16.373**	15.919	16.826	.229			
F1	.412	-.044	.867	.230	.128		
F2	1.037**	.582	1.492	.230	.323**		
F3	1.367**	.912	1.822	.230	.425**		
F4	.626*	.171	1.081	.230	.195*		
F5	1.008**	.553	1.464	.230	.314**		
F6	.614*	.159	1.070	.230	.191*		

Note: B = unstandardized regression coefficient; CI = confidence interval; LL= lower limit; UL= upper limit; SE B= standard error of the coefficient; β= standardized coefficient; R^2= coefficient of determination; ΔR^2= adjusted R^2. *p< .01; **p< .001

CONCLUSION, DISCUSSION, IMPLICATIONS AND RECOMMENDATIONS

The primary objective of this study was to conduct a multi-level analysis of tourist satisfaction at the Băile Figa inland water resort, encompassing both the overall experience and specific attributes. The findings revealed that, despite high global satisfaction, ratings at the attribute level were mixed. Visitors were most satisfied with core amenities and services—namely accommodation, pools, staff, landscaping, and walkways. However, satisfaction was significantly lower concerning WiFi infrastructure, the provision of spaces for smokers, and the quality of treatment facilities.

Furthermore, regression analysis indicated that the influence of attribute satisfaction on overall satisfaction was not uniform. Contrary to expectations, "primary attractions" (pools, beach infrastructure, staff) and "accommodation" demonstrated a much weaker influence, while "secondary attractions" (Aqualand, SPA, treatment, and sport facilities) were not a statistically significant predictor. Instead, satisfaction with the "environment" (landscaping, walkways, parking, garbage removal) emerged as the strongest predictor, followed by "infrastructure" (food court, changing rooms, smoking areas, toilets) and "accessibility and souvenirs."

This is a surprising result, as one would expect the core attractions to carry the greatest weight in shaping overall satisfaction. One explanation is that attractions may function as hygiene factors (Busacca & Padula, 2005; Hall et al., 2017). In this context, they may lead to overall dissatisfaction if they fall below an expected standard but do not substantially contribute to satisfaction when they are merely adequate or exceed expectations.

Consequently, these findings carry a clear directive for destination management: to positively influence tourist satisfaction, strategic focus should shift towards enhancing the foundational environment and infrastructure, which our analysis reveals to be the true drivers of a positive overall experience.

Another noteworthy finding is that overall satisfaction scores were notably higher than the scores for individual destination attributes, a phenomenon also observed in prior research (Anaya-Aguilar et al., 2021; Chung & Petrick, 2013; Najev Čačija et al., 2020). This discrepancy suggests that unmeasured

attributes likely contribute to overall satisfaction (Vargo et al., 2007). Furthermore, it supports the established view that overall satisfaction is not merely the sum of its parts but is derived from the holistic experience (Egresi & Prakash, 2019; Spreng et al., 1996; Petrick & Backman, 2002). Other influential factors may include information satisfaction (Petrick & Backman, 2002), social interactions (Crompton & McKay, 1989), and emotional responses such as joy, love, and surprise (Biswas et al., 2021). This distinction has critical implications for destination management and marketers: while service quality attributes can be controlled by providers, the overall satisfaction derived from the holistic experience is largely beyond their direct control (Baker & Crompton, 2000).

This study's primary limitations are its relatively small sample size, a consequence of budget constraints, and its lack of full representativeness, which was challenging to achieve without pre-existing demographic profiles of visitors. However, these factors do not detract from the study's utility as an essential first step in identifying the key attributes that shape overall satisfaction at inland water resorts like Băile Figa.

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