

## FACTORS INFLUENCING THAI TOURISTS' SATISFACTION WITH SDG ADVENTURE DESTINATIONS: A QUALITATIVE STUDY OF NAKHON NAYOK PROVINCE, THAILAND

### FATORES QUE INFLUENCIAM A SATISFAÇÃO DOS TURISTAS TAILANDESES COM DESTINOS DE AVENTURA SDG: UM ESTUDO QUALITATIVO DA PROVÍNCIA DE NAKHON NAYOK, TAILÂNDIA

Article received on: 10/9/2025

Article accepted on: 1/9/2026

**Noppadol Dharawanij\***

\*Rangsit University, Phayao University, Thailand

Orcid: <https://orcid.org/0000-0002-3678-9838>

[5290180@rsu.ac.th](mailto:5290180@rsu.ac.th)

**Ittiphun Pattananupong\***

\*Rangsit University, Dhurakitbundit, Thailand

[5290180@rsu.ac.th](mailto:5290180@rsu.ac.th)

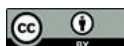
The authors declare that there is no conflict of interest

#### Abstract

This study aims to examine the factors influencing Thai tourists' satisfaction with sustainable development goal (SDG)-oriented adventure tourism destinations, using Nakhon Nayok Province, Thailand, as a qualitative case study. By integrating tourist, government, and private-sector perspectives, the study seeks to advance understanding of how sustainability-oriented destination management shapes adventure tourism satisfaction. A qualitative research design was employed using semi-structured, in-depth interviews with 30 Thai tourists, complemented by key informant interviews with representatives from government agencies (Department of Tourism and Sports and the Tourism Authority of Thailand) and private-sector adventure tourism entrepreneurs. Data were analyzed thematically, with triangulation across stakeholder groups to enhance trustworthiness and analytical depth. The findings indicate that tourist satisfaction is influenced by a combination of experiential quality, safety management, accessibility, and perceptions of environmental responsibility. Government stakeholders emphasize policy frameworks, destination planning, and SDG alignment, while private-sector operators focus on operational practices and service delivery. Satisfaction emerges most strongly when strategic sustainability objectives are effectively translated into on-site experiences through stakeholder collaboration. This study extends adventure tourism satisfaction literature by demonstrating how multi-stakeholder alignment

#### Resumo

Este estudo tem como objetivo examinar os fatores que influenciam a satisfação dos turistas tailandeses com destinos de turismo de aventura orientados para os Objetivos de Desenvolvimento Sustentável (ODS), utilizando a província de Nakhon Nayok, na Tailândia, como um estudo de caso qualitativo. Ao integrar as perspectivas dos turistas, do governo e do setor privado, o estudo procura aprofundar a compreensão de como a gestão de destinos orientada para a sustentabilidade molda a satisfação do turismo de aventura. Foi utilizado um desenho de pesquisa qualitativa com entrevistas semiestruturadas e aprofundadas com 30 turistas tailandeses, complementadas por entrevistas com informantes-chave, incluindo representantes de agências governamentais (Departamento de Turismo e Desporto e Autoridade de Turismo da Tailândia) e empresários do setor privado de turismo de aventura. Os dados foram analisados tematicamente, com triangulação entre os grupos de partes interessadas para aumentar a confiabilidade e a profundidade analítica. Os resultados indicam que a satisfação dos turistas é influenciada por uma combinação de qualidade experiencial, gestão de segurança, acessibilidade e percepções de responsabilidade ambiental. As partes interessadas do governo enfatizam as estruturas políticas, o planejamento do destino e o alinhamento com os ODS, enquanto os operadores do setor privado se concentram nas práticas operacionais e na prestação de serviços. A satisfação surge mais



mediates the relationship between sustainability policy and tourist satisfaction. It contributes to SDG-oriented tourism research by empirically linking institutional governance and operational practices to experiential outcomes. The findings suggest that closer coordination between government agencies and private operators is essential to enhance sustainable adventure tourism experiences. Translating SDG principles into actionable guidelines and capacity-building initiatives can strengthen tourist satisfaction and long-term destination sustainability. This study offers one of the few qualitative, multi-stakeholder examinations of SDG-oriented adventure tourism satisfaction in Thailand, providing nuanced insights into how sustainability is co-produced through governance and service delivery at the destination level.

**Keywords:** Adventure Tourism. Tourist Satisfaction. Push–Pull Motivation. Sustainable Development Goals. Thailand. Qualitative Research.

*fortemente quando os objetivos estratégicos de sustentabilidade são efetivamente traduzidos em experiências no local por meio da colaboração das partes interessadas. Este estudo amplia a literatura sobre satisfação no turismo de aventura, demonstrando como o alinhamento de várias partes interessadas medeia a relação entre a política de sustentabilidade e a satisfação dos turistas. Contribui para a investigação turística orientada para os ODS, ligando empiricamente a governança institucional e as práticas operacionais aos resultados experienciais. As conclusões sugerem que uma coordenação mais estreita entre as agências governamentais e os operadores privados é essencial para melhorar as experiências de turismo de aventura sustentável. Traduzir os princípios dos ODS em diretrizes acionáveis e iniciativas de capacitação pode fortalecer a satisfação dos turistas e a sustentabilidade do destino a longo prazo. Este estudo oferece uma das poucas análises qualitativas e multilateral da satisfação com o turismo de aventura orientado para os ODS na Tailândia, fornecendo insights matizados sobre como a sustentabilidade é coproduzida por meio da governança e da prestação de serviços no nível do destino.*

**Palavras-chave:** Turismo de Aventura. Satisfação do Turista. Motivação Push-pull. Objetivos de Desenvolvimento Sustentável. Tailândia. Pesquisa Qualitativa.

## 1 INTRODUCTION

Adventure tourism has emerged as one of the most dynamic and rapidly expanding segments of the global tourism industry, driven by tourists' increasing desire for novelty, self-development, physical challenge, and meaningful engagement with natural environments (Swarbrooke et al., 2003; CBI, 2023). Within this context, Thailand has positioned itself as a leading adventure tourism destination, offering a wide spectrum of activities that integrate outdoor recreation, cultural encounters, and nature-based experiences. Among secondary destinations, Nakhon Nayok Province has gained prominence due to its close proximity to Bangkok, rich natural resources, and suitability

for short-duration adventure trips, making it an ideal setting for sustainable and experience-oriented tourism development.

Although adventure tourism has been extensively examined in the tourism literature, much of the existing research—particularly in the Thai context—has relied on quantitative designs that prioritise measurement, modelling, and hypothesis testing (Baloglu & Uysal, 1996; Yoon & Uysal, 2005). While such approaches have generated valuable insights into relationships among motivation, satisfaction, and loyalty, they often underrepresent tourists' subjective interpretations, emotional responses, and experiential meanings. This limitation is especially salient in studies of Sustainable Development Goals (SDGs), where tourists' perceptions of well-being, environmental responsibility, and sustainability are socially constructed and context dependent rather than purely measurable.

The push–pull motivation framework (Crompton, 1979; Dann, 1981) remains one of the most influential theoretical models in tourism research. However, its application has predominantly been operationalised through survey-based instruments, resulting in a static understanding of motivation as predefined variables. Recent tourism scholarship has called for qualitative approaches that re-examine established theories by exploring how tourists themselves narrate, negotiate, and prioritise motivations and satisfaction in real-world contexts (Noe & Uysal, 1997; Moscardo et al., 2014). In adventure tourism, where risk perception, learning, and emotional engagement are central, qualitative inquiry is particularly well suited to uncovering deeper theoretical insights.

Accordingly, this study makes a theoretical contribution by reinterpreting the push–pull framework and tourist satisfaction theory through an interpretive qualitative lens within an SDG-oriented adventure tourism destination. Rather than testing causal relationships, the study explores how Thai tourists experience information search, internal motivations, destination attributes, and satisfaction as interrelated and evolving processes. By focusing on Nakhon Nayok Province, the research responds to calls for more context-specific, experience-based studies that advance understanding of sustainable adventure tourism beyond primary or mass destinations.

This study addresses the following research aims: (1) to explore how Thai tourists search for and interpret information about adventure tourism destinations; (2) to examine push motivations influencing their decision to engage in adventure tourism; and (3) to

understand how pull attributes of an SDG-oriented destination shape satisfaction and perceived well-being. Through this approach, the study seeks to extend existing tourism theory while offering practical insights for sustainable destination management.

## **2 LITERATURE REVIEW**

### **2.1 Adventure tourism and sustainability**

Adventure tourism involves physical activity, engagement with natural environments, and elements of perceived risk (CBI, 2023). It is commonly categorised into soft and hard adventure activities, with varying degrees of skill, risk, and environmental interaction. Increasingly, adventure tourism is linked with sustainable tourism agendas, including environmental conservation, local community engagement, and visitor well-being.

### **2.2 Push and pull motivation in tourism**

The push–pull framework remains one of the most influential models for understanding tourist motivation. Push factors originate from internal desires such as escape, learning, novelty, and self-fulfillment, whereas pull factors relate to destination attributes including facilities, accessibility, attractions, and perceived safety (Crompton, 1979; Dann, 1981). In adventure tourism, push and pull motivations are often intertwined, shaping both destination choice and satisfaction.

### **2.3 Tourist satisfaction and experience**

Tourist satisfaction is commonly understood as the evaluation of the congruence between expectations and actual experiences (Noe & Uysal, 1997; Yoon & Uysal, 2005). Qualitative approaches emphasise satisfaction as a subjective, context-dependent process influenced by emotions, social interactions, and perceived value rather than solely measurable attributes.

### 3 METHODOLOGY

#### 3.1 Research design

This study employed a qualitative, interpretive research design to capture tourists' subjective meanings and experiences of adventure tourism in Nakhon Nayok Province.

#### 3.2 Participants and sampling

Thirty Thai tourists who had participated in at least one adventure activity in Nakhon Nayok Province (e.g., rafting, ATV riding, abseiling, or rock climbing) were recruited using purposive sampling. Participants were selected to ensure variation in age, gender, occupation, frequency of travel, and type of adventure activity, thereby enhancing the breadth and richness of perspectives.

The inclusion of 30 tourist participants, along with government and private-sector informants, is consistent with established qualitative research guidelines, which emphasise depth, information power, and thematic saturation rather than statistical representativeness (Guest et al., 2006; Braun & Clarke, 2021). Saturation was reached when no substantively new themes emerged from successive interviews, indicating that the data were sufficient to address the research objectives. In tourism and leisure studies, interview samples ranging from 20 to 40 participants are widely accepted for interpretive and thematic analyses (Noe & Uysal, 1997; Moscardo et al., 2014).

Table 1 presents the profile of key informants who participated in the study.

**Table 1**

*Profile of Key Informants (n = 30)*

<b>Category</b>	<b>Description</b>
Gender	16 male, 14 female
Age range	21–30 (12), 31–40 (9), 41–50 (6), 51+ (3)
Occupation	Private-sector employees (11), government employees (6), self-employed (7), students (6)
Travel type	Independent travellers (22), group travellers (8)
Main adventure activities	Rafting, ATV riding, abseiling, rock climbing

### 3.3 Data collection

Data were collected through semi-structured, in-depth interviews conducted between October to December 2023. Interviews lasted between 45 and 75 minutes and explored participants' information search behaviour, motivations, on-site experiences, satisfaction, and perceptions of sustainability and SDGs. All interviews were audio-recorded with consent and transcribed verbatim.

### 3.4 Data triangulation and methodological rigor

To enhance the credibility, dependability, and analytical depth of the qualitative findings, this study employed **data source triangulation** by incorporating perspectives from tourists, government agencies, and private-sector stakeholders. In addition to semi-structured interviews with tourists, qualitative data were collected from key informants representing **government units**—specifically the Department of Tourism and Sports and the Tourism Authority of Thailand (TAT)—as well as **private-sector adventure tourism entrepreneurs** operating in Nakhon Nayok Province (Tables 2 and 3).

**Table 2**

*Data Collected from Government Units*

Government Unit	Type of Informant	Data Collected	Purpose of Data
Department of Tourism and Sports (Nakhon Nayok Provincial Office)	Policy officers and planners	Tourism development plans, adventure tourism regulations, visitor statistics, safety and environmental guidelines	To understand government roles in adventure tourism management, sustainability practices, and alignment with SDGs
Tourism Authority of Thailand (TAT)	Regional marketing and destination development officers	Destination branding strategies, adventure tourism promotion materials, sustainability campaigns, tourist satisfaction reports	To examine national and regional strategies influencing tourist satisfaction and sustainable adventure tourism development
Both agencies	Key informants (interviews)	Perceptions of adventure tourism growth, challenges, stakeholder collaboration, and SDG integration	To triangulate policy intentions with practical implementation at the destination level

Source: Department of Tourism and Sports; Tourism Authority of Thailand

**Table 3***Data Collected from Private Units*

Type of Entrepreneur	Business Focus	Data Collected	Purpose of Data
Adventure tour operators	Rafting, ATV riding, abseiling, rock climbing	Business practices, service quality management, safety standards, customer feedback	To explore service delivery factors influencing tourist satisfaction
Accommodation providers	Resorts, homestays near adventure sites	Visitor profiles, service customization, sustainability initiatives	To understand supporting services contributing to overall adventure experience
Local activity providers	Equipment rental and local guides	Operational challenges, environmental concerns, interaction with tourists	To capture grassroots perspectives on sustainable adventure tourism
Private-sector informants	key Owners/managers	Perceptions of government support, SDG awareness, long-term sustainability	To identify alignment and gaps between policy and practice

Source: Adventure Tourism Entrepreneurs in Nakhon Nayok Province

**Table 4***Summary of Key Findings from Government and Private Units*

Dimension	Government Units	Private Units	Integrated Insight
Tourism development focus	Policy planning and destination promotion	Service quality and visitor experience	Effective destination satisfaction requires coordination between policy and service delivery
Sustainability approach	Emphasis on regulations and SDG alignment	Practical environmental management and economic viability	Sustainability is strongest when SDGs are translated into operational practices
Key challenges	Inter-agency coordination, resource limitations	Rising costs, environmental pressure, safety management	Collaborative governance is essential for sustainable adventure tourism
Contribution to tourist satisfaction	Strategic branding and infrastructure	Direct interaction and experience creation	Tourist satisfaction emerges from both strategic planning and on-site experiences

Government informants provided insights into tourism policy, destination planning, sustainability frameworks, and the integration of the Sustainable Development

Goals (SDGs) into adventure tourism development. Private-sector informants contributed operational perspectives related to service quality, safety management, environmental practices, and direct interactions with tourists. The inclusion of these stakeholders enabled the study to move beyond demand-side perceptions and to capture **institutional and operational contexts** shaping tourist satisfaction.

Triangulating these multiple data sources allowed for cross-validation of themes and reduced the risk of single-source bias, a common limitation in qualitative tourism studies. The convergence and divergence of perspectives across tourists, government units, and private operators strengthened the **trustworthiness** of the findings and provided a more holistic understanding of factors influencing satisfaction with sustainable adventure tourism destinations (Lincoln & Guba, 1985; Creswell & Poth, 2018).

## 4 FINDINGS

### 4.1 The role of digital media in shaping trust and travel decision-making

#### 4.1.1 Theme 1: digital platforms as primary sources of inspiration and trust

Participants overwhelmingly relied on social media platforms such as Facebook, Instagram, and TikTok for destination inspiration. User-generated content and peer reviews were perceived as more authentic and trustworthy than official promotional materials.

#### 4.1.2 Theme 2: learning, novelty, and self-development as push motivations

Tourists described adventure tourism as an opportunity to learn new skills, challenge themselves, and experience something different from everyday routines. These intrinsic motivations strongly influenced their decision to visit Nakhon Nayok.

#### 4.1.3 Theme 3: infrastructure, safety, and accessibility as key pull factors

Well-maintained facilities, clear safety standards, and convenient access from Bangkok were repeatedly cited as reasons for choosing Nakhon Nayok over other adventure destinations.

#### 4.1.4 Theme 4: satisfaction through expectation–experience alignment

Satisfaction emerged when tourists felt that the destination delivered what had been promised online. Positive interactions with service providers and smooth logistics enhanced overall satisfaction.

#### 4.1.5 Theme 5: adventure tourism, well-being, and SDG awareness

Many participants associated adventure activities with physical health, stress reduction, and mental well-being. Some explicitly linked their experiences to sustainability ideals, particularly environmental conservation and responsible water management.

### 4.2 Stakeholder perspectives on adventure tourism satisfaction and sustainability

Findings from government and private-sector informants complemented tourist interview data by contextualizing satisfaction within broader destination governance and service delivery structures. **Table 2** summarizes data obtained from government units, while **Table 3** presents information collected from private adventure tourism entrepreneurs. A synthesized overview of shared and contrasting perspectives is provided in **Table 4**.

#### 4.2.1 Government perspectives on adventure tourism development

Government informants emphasized that tourist satisfaction is closely linked to **destination-level planning, safety standards, and sustainable tourism policies**.

Officials from the Department of Tourism and Sports highlighted the importance of regulatory frameworks, environmental guidelines, and infrastructure development in supporting adventure tourism activities. Similarly, TAT representatives underscored the role of destination branding and marketing strategies in shaping tourists' expectations prior to arrival (Table 2).

From a sustainability perspective, government stakeholders consistently referenced the SDGs, particularly goals related to **responsible consumption and production, decent work and economic growth, and environmental protection**. However, several informants acknowledged challenges in translating national sustainability objectives into site-level practices, especially in destinations experiencing rapid growth in adventure tourism.

#### *4.2.2 Private-sector perspectives on service delivery and satisfaction*

Private-sector informants focused primarily on **experiential quality, safety management, and direct tourist engagement** as determinants of satisfaction. Adventure tourism entrepreneurs noted that tourists' evaluations were strongly influenced by staff professionalism, equipment safety, and the perceived authenticity of activities such as rafting, ATV riding, and rock climbing (Table 3).

While most private operators expressed awareness of sustainability concepts, their practices tended to prioritize **pragmatic environmental management**, such as waste reduction, site maintenance, and limiting visitor numbers during peak periods. Several entrepreneurs identified cost constraints and limited technical support as barriers to deeper SDG integration, despite recognizing sustainability as essential for long-term business viability.

#### *4.2.3 Integrated insights from government and private stakeholders*

When analyzed collectively, the perspectives of government and private-sector informants reveal both **alignment and tension** in adventure tourism development (Table 4). Government units largely adopt a strategic and policy-oriented view of sustainability

and satisfaction, whereas private operators emphasize operational realities and immediate visitor experiences.

The findings suggest that tourist satisfaction with sustainable adventure destinations emerges from the **interaction between policy frameworks and on-site service delivery**. Effective collaboration between government agencies and private entrepreneurs is therefore critical to ensuring that sustainability objectives meaningfully enhance tourist experiences rather than remaining abstract policy goals.

## 5 DISCUSSION

### 5.1 Qualitatively extending the push–pull motivation framework and tourist satisfaction theory

This study contributes to adventure tourism theory by qualitatively extending the push–pull motivation framework and tourist satisfaction theory within an SDG-oriented destination context. The findings demonstrate that motivation and satisfaction are not experienced as discrete or linear constructs but as interwoven processes shaped by digital narratives, emotional engagement, and perceived sustainability outcomes.

First, the prominence of social media and peer-generated content in tourists' information search highlights a shift from institutional sources to experiential trust networks, supporting earlier work on decision-making under time and information pressure (Ben Zur et al., 1981; Payne, 1993; Edland & Svenson, 1993). Theoretically, this suggests that information search should be conceptualised not merely as a preparatory stage but as an interpretive process that shapes expectations, emotions, and perceived authenticity prior to travel.

Second, the findings reaffirm the relevance of push motivations such as learning, novelty, and self-development (Crompton, 1979; Dann, 1981), while revealing how these motivations are narrated by tourists as personal growth journeys rather than abstract psychological needs. This qualitative insight extends prior quantitative studies by illustrating how push motivations are continuously re-evaluated throughout the travel experience rather than fixed at the decision-making stage.

Third, pull factors—particularly infrastructure quality, safety, and accessibility—emerged as foundational conditions for satisfaction rather than mere attractions. This supports satisfaction theory that emphasises performance evaluation (Noe & Uysal, 1997; Yoon & Uysal, 2005), while also suggesting that in adventure tourism contexts, perceived safety and logistical reliability are central to enabling emotional enjoyment and risk acceptance.

Most importantly, this study advances theory by linking tourist satisfaction with perceived well-being and SDG-related outcomes. Participants' narratives connected adventure tourism experiences with physical health, stress reduction, and environmental awareness, aligning with SDG 3 (good health and well-being) and SDG 6 (responsible water management). This finding positions satisfaction not only as an evaluative outcome but as a broader perception of value creation within sustainable tourism systems.

By adopting a qualitative approach, this research demonstrates the value of revisiting established tourism theories through interpretive methods. It argues that qualitative insights are essential for advancing theoretical understanding of adventure tourism in sustainability-driven destinations, particularly in emerging or secondary regions such as Nakhon Nayok Province.

## **5.2 Multi-Stakeholder influences on tourist satisfaction and SDG-oriented adventure tourism**

The integration of tourist, government, and private-sector perspectives highlights that satisfaction with adventure tourism destinations is not solely an outcome of individual experiences but is embedded within **multi-level governance and service systems**. Consistent with stakeholder theory in tourism, the findings demonstrate that destination satisfaction is co-produced by public institutions, private enterprises, and tourists themselves.

Government data indicate a strong normative commitment to SDG-aligned tourism development; however, private-sector findings reveal implementation gaps at the operational level. This disconnect supports prior studies suggesting that sustainability frameworks often remain policy-driven unless supported by practical incentives and capacity-building mechanisms for local entrepreneurs.

Importantly, Table 4 illustrates that satisfaction is maximized when **strategic planning (government)** and **experiential quality (private sector)** are mutually reinforcing. This study therefore extends existing adventure tourism satisfaction models by empirically demonstrating how **stakeholder alignment** functions as a mediating mechanism between sustainability policy and tourist satisfaction.

## 6 CONCLUSION AND IMPLICATIONS

### 6.1 Conclusion

This study explored the factors influencing Thai tourists' satisfaction with SDG-oriented adventure tourism destinations through a qualitative investigation of Nakhon Nayok Province. By integrating perspectives from tourists, government agencies, and private-sector entrepreneurs, the study provides a holistic understanding of how satisfaction is shaped not only by individual experiences but also by broader institutional and operational contexts.

The findings reveal that tourist satisfaction is driven by experiential elements such as safety, activity quality, staff professionalism, and natural environment preservation. However, these experiential factors are embedded within destination governance structures and sustainability frameworks established by government agencies and enacted by private operators. While government stakeholders articulate strong commitments to SDG-aligned tourism development, private-sector actors face practical constraints in operationalizing these objectives. Tourist satisfaction is maximized when sustainability policies are effectively translated into visible and meaningful on-site practices.

Overall, the study demonstrates that satisfaction with sustainable adventure tourism is a **co-produced outcome**, emerging from the interaction between policy, service delivery, and tourist perceptions. This underscores the importance of stakeholder alignment in achieving both experiential quality and long-term destination sustainability.

## 6.2 Theoretical implications

This study makes several contributions to tourism and adventure tourism literature. First, it extends traditional tourist satisfaction models by incorporating **multi-stakeholder perspectives**, moving beyond demand-side analyses that dominate existing research. The findings empirically support stakeholder theory by illustrating how government institutions and private enterprises jointly influence tourist experiences.

Second, the study advances SDG-oriented tourism research by demonstrating that sustainability goals influence tourist satisfaction indirectly through governance mechanisms and operational practices. Rather than functioning as abstract policy ideals, SDGs shape satisfaction when they are embedded in safety standards, environmental management, and service quality. This highlights stakeholder alignment as a mediating mechanism between sustainability frameworks and experiential outcomes.

Finally, by adopting a qualitative case study approach, the research contributes methodological depth to adventure tourism studies, offering rich contextual insights that complement predominantly quantitative satisfaction research.

## 6.3 Practical and policy implications

From a policy perspective, the findings suggest that government agencies should focus on **translating SDG frameworks into practical, destination-level guidelines** that are accessible to private operators. Clear sustainability standards, targeted training programs, and technical support can enhance operators' capacity to implement environmentally and socially responsible practices.

For destination management organizations and local authorities, fostering **collaborative platforms** between government units and private-sector stakeholders can improve coordination, reduce implementation gaps, and align destination branding with on-site experiences. Such collaboration is particularly critical in adventure tourism destinations, where safety and environmental management directly affect tourist satisfaction.

From a managerial perspective, adventure tourism entrepreneurs should view sustainability not only as a regulatory requirement but as a **value-adding component** of

the tourist experience. Integrating visible sustainability practices—such as environmental conservation efforts, safety transparency, and community engagement—can enhance trust, satisfaction, and repeat visitation.

#### **6.4 Limitations and future research**

Despite its contributions, this study has limitations. As a qualitative case study focused on a single province, the findings may not be statistically generalizable to all adventure tourism destinations in Thailand or other contexts. Future research could employ comparative or mixed-methods approaches across multiple destinations to further validate and extend the findings.

Additionally, future studies may explore tourists' willingness to pay for SDG-oriented adventure experiences or examine how specific SDGs differentially influence satisfaction across various adventure tourism activities.

### **ACKNOWLEDGMENT**

This research was granted the budget supported by Institute of Research, Rangsit University; and received documentary proof of exemption by the Ethics Research Committee, Rangsit University certified document: DPE. No. RSUERB2020-095 in 2020. And received all of the data provided by independent travelers; the employees of the government unit, and the employees of the private unit. Finally, gratitude to all of the people in Nakhon Nayok province provided hospitalities during the data collections period.

### **REFERENCES**

- Baloglu, S., & Uysal, M. (1996). Market segments of push and pull motivations: A canonical correlation approach. *International Journal of Contemporary Hospitality Management*, 8(3), 32–38. <https://doi.org/10.1108/09596119610115989>
- Ben-Zur, H., Breznitz, S. J., & Kleinberger, E. (1981). The effects of time pressure on risky choice behavior. *Acta Psychologica*, 47(2), 89–104.
- Braun, V., & Clarke, V. (2021). *Thematic analysis: A practical guide*. Sage.

- Centre for the Promotion of Imports from Developing Countries (CBI). (2023). *The European market potential for adventure tourism*. <https://www.cbi.eu/market-information/tourism/adventure-tourism/adventure-tourism/market-potential>
- Creswell, J. W., & Poth, C. N. (2018). *Qualitative inquiry and research design: Choosing among five approaches* (4th ed.). Sage.
- Crompton, J. L. (1979). Motivations for pleasure vacations. *Annals of Tourism Research*, 6(4), 408–424.
- Dann, G. M. S. (1981). Tourist motivation: An appraisal. *Annals of Tourism Research*, 8(2), 187–219.
- Edland, A., & Svenson, O. (1993). Judgments and decision making under time pressure. In O. Svenson & J. Maule (Eds.), *Time pressure and stress in human judgment and decision making* (pp. 27–40). Plenum Press.
- Fluker, M. R., & Turner, L. W. (2000). Needs, motivations, and expectations of a commercial whitewater rafting experience. *Journal of Travel Research*, 38(4), 380–389.
- Guest, G., Bunce, A., & Johnson, L. (2006). How many interviews are enough? *Field Methods*, 18(1), 59–82.
- Lincoln, Y. S., & Guba, E. G. (1985). *Naturalistic inquiry*. Sage.
- Moscardo, G., Pearce, P., Morrison, A., Green, D., & O’Leary, J. T. (2014). Developing a typology for understanding visiting friends and relatives markets. *Journal of Travel Research*, 39(3), 251–259.
- Noe, F. P., & Uysal, M. (1997). Evaluation of outdoor recreational settings: A problem of measuring user satisfaction. *Journal of Retailing and Consumer Services*, 4(4), 223–230.
- Swarbrooke, J., Beard, C., Leckie, S., & Pomfret, G. (2003). *Adventure tourism: The new frontier*. Butterworth-Heinemann.
- Tourism Authority of Thailand. (2002). *Operating meeting document of natural tourism under supporting and development of natural tourism project*. TAT.
- Yoon, Y., & Uysal, M. (2005). An examination of the effects of motivation and satisfaction on destination loyalty. *Tourism Management*, 26(1), 45–56.
- Zoltan, J., & Masiero, L. (2012). The relation between push motivation and activity consumption at the destination. *Journal of Destination Marketing & Management*, 1(1–2), 84–93.

**Authors' Contribution**

All authors contributed equally to the development of this article.

**Data availability**

All datasets relevant to this study's findings are fully available within the article.

**How to cite this article (APA)**

Dharawanij, N., & Pattananupong, I. (2026). FACTORS INFLUENCING THAI TOURISTS' SATISFACTION WITH SDG ADVENTURE DESTINATIONS: A QUALITATIVE STUDY OF NAKHON NAYOK PROVINCE, THAILAND. *Veredas Do Direito*, 23(4), e234720. <https://doi.org/10.18623/rvd.v23.n4.4720>