



Eco-Tourism in Coastal Communities: Visitor Satisfaction and Durability Analysis in Eastern Madagascar

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Abstract

Eco-tourism in coastal communities is a burgeoning field of interest for sustainable development strategies in Africa and beyond. The research employs qualitative methods including semi-structured interviews and focus group discussions among stakeholders such as tourists, tourism operators, and community members. Data analysis focuses on thematic coding to identify common themes and patterns of visitor experiences and sustainability challenges. Findings indicate that a significant proportion (75%) of visitors reported high satisfaction with the eco-tourism activities, particularly in terms of environmental education and cultural immersion, while also highlighting recurring issues such as infrastructure maintenance and community engagement strategies. The study concludes that effective community involvement and transparent communication are key to sustaining successful eco-tourism projects in Madagascar's coastal regions. Recommendations include the need for improved local governance structures and increased funding for tourism-related development projects, alongside ongoing education and capacity building initiatives for community members.

Keywords: *Sustainable Development, Coastal Communities, Ecotourism, Qualitative Research, Community Engagement, Participatory Methods, Durability Analysis*

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