

A Study on the Effect of Service Quality on Tourist in the Rural Tourism Villages: Focus on the Southern Areas in Korea

Peng Wang*, Kwang-Woo Lee**

Abstract *In an effort to stimulate the economy of the surrounding area, the Food and Rural Affairs department has been implementing the rural tourism villages concept. The purpose of the study is to highlight the relevance of rural tourism in rural areas and to promote rural tourism. This study aims to empirically investigate whether the service quality criteria provided by rural tourism in rural tourism villages affect the satisfaction level and behavioral intentions of rural tourists based on their perceptions of value. Participants in the study were tourists who had been to rural tourism villages in the southern region of Korea. The outcomes of the study reveal that the service quality, perceived value, satisfaction, and behavioral intention of rural tourism villages all had a significant impact. Furthermore, perceived value significantly influenced both satisfaction and behavioral intention. It is the purpose of this research to propose suggestions for the future development of rural tourism villages, which is one of the practical consequences of this research.*

Keywords: Rural Tourism, Rural Tourism Villages, Service Quality, Perceived Value, Satisfaction, Behavioral Intention

INTRODUCTION

Industries have become more specialized and complex as a result of fast technological improvement and economic expansion, which has accelerated civilization's development. Regardless, many people are dealing with physical and mental health problems because of this social change. Stress at work, social isolation, an unhealthy fixation on success, and cutthroat societal competitiveness are all examples of these problems. According to Gallup's 2023 State of the World's Workplaces research, 44% of workers worldwide reported high levels of stress. More so, as of December 2023, as a consequence of job loss or difficulties in interpersonal connections, up to 540,000 young adults in Korea were socially isolated and reclusive (KBS News, 2023.06.14). People in today's materialistic society often put their own values above those of others, which leads to a host of problems, including emotional distress, powerlessness, fear, and deprivation (Choi, 2019). Put another way, they have fallen prey to the cutthroat nature of modern life. As a result, more opportunities for recreation and ecotourism

are available, which include pursuits that include direct sensory experience in pursuit of emotional and mental well-being (Yang & Lee, 2020). When people engage in leisure activities or travel to natural areas, they experience mental and emotional interactions with the environment. Kang, Lee and Yoon (2023) anticipate that experiential tourism in natural settings will become a future trend in the tourism sector.

A change in tourists' perceptions—which reflects psychological elements like safety, healing, and health—is likely responsible for the observed shift in travel habits. According to the post-COVID-19 pandemic scenario, this was the case. Because of this change in perspective, a new culture of rural tourism has developed. New words like “nonmung-patmung” (relaxing while looking at rice fields), “campnik” (camping + picnic), and “chonkangs” (rural + vacation) have emerged because of this culture (Korea Ministry of Agriculture, 2022). In 2023, the Korea Tourism Organization added “rural tourism” to its list of recognized domestic tourism trends. Rural tourism has the potential to offer a multitude of alternatives for travelers seeking stress

* Daegudae-ro, Gyeongsan-si, Gyeongsangbuk-do, Republic of Korea. Email: wangpeng110696@gmail.com

** Professor, Department of Tourism Management, College of Business Administration, Daegu University, Daegu-ro, Jillyang, Gyeongsan, Gyeongbuk, Republic of Korea. Email: kw.lee@daegu.ac.kr (Corresponding author)

relief and health recovery in natural settings (Ozdemir & Yildiz, 2020). Possibilities like these may also include things to do that are good for physical and psychological wellness activities. One may therefore conclude that in the post-COVID-19 age, it will be necessary to identify and pursue novel approaches to rural tourism's development and promotion.

Rural tourism villages were built to provide urbanites a place to relax by capitalizing on tourist assets like rural culture and the environment. These towns also sell agricultural, forestry, and fishing goods, as well as providing amenities including experience programs, lodging, and meals (Son, 2014). To breathe new life into rural regions, there has been a push to construct rural tourist settlements since 2002. Specifically, tourist communities in rural areas have been springing up since 2007. According to statistics from the Ministry of Agriculture, Food and Rural Affairs, as of 2022, there were a total of 1,175 rural tourism villages nationwide, but while many rural tourism villages that were experiencing extreme difficulties due to the impact of COVID-19, which led to a decrease in visitors, are gradually recovering, many villages have not yet recovered from the impact of COVID-19. One of the reasons people come to rural places is to participate in activities that really bring them out of their comfort zones. As part of their experiencing activities, rural regions heavily promote unique leisure activities, experiences, and items that urban families may enjoy, such as visiting folklore museums or harvesting agricultural goods. Family vacations in rural areas are especially popular among city dwellers. For this reason, rural tourism's competitiveness is heavily dependent on the service quality of the many experience packages provided by rural tourism villages. Therefore, to boost competitiveness and profitability in rural tourism villages, it is vital to identify and improve the elements that lead to service quality. This means that future efforts to revitalize rural tourism villages will benefit greatly from a better understanding of how service quality affects visitors' intentions to behave in relation to these areas.

In Korea, studies have been conducted on service quality in various aspects of rural tourism (Ahn, 2008; Jang, 2010), including rural bed and breakfasts (Kang, 2010), rural experience tourism (Choi & Kim, 2007), pensioners' experiences (Ha & Kim, 2010), rural experience programs (Lee & Yang, 2015), and overall service quality satisfaction (Song et al., 2021). However, it may be important to learn how different aspects of service quality affect visitors' perceptions of value if rural tourist villages want to make the most of the new tourism trend through experience programs. The purpose of this study is to conduct an empirical investigation into the relationship between rural tourists' perceived value, their level of satisfaction, and their behavioral intention in relation to the quality of the services they receive in rural tourism villages. Ultimately, the results of this study are expected to explore the future development

direction of rural tourism villages, contributing to their academic significance.

LITERATURE REVIEW

Service Quality of Rural Tourism Villages

Service quality is defined as the result of a comparative evaluation of a customer's perceived and expected service (Gronross, 1984). The evaluation process of service quality occurs throughout the entire process of receiving services, as it is a subjective evaluation perceived and judged by customers as an abstract concept rather than an objectively or uniformly identifiable quality. According to Parasuraman et al. (1988), customers determine service quality through an overall judgment or attitude regarding the excellence of a service, based on the difference between their expectations and the actual performance of the service experienced. Tourists generally evaluate the quality of service received from a tourism service provider as favorable or superior when the service meets or exceeds their prior expectations.

Rural tourism is a tourism behavior that involves the environment, local area, and tourism in the form of tourism that develops rural cultural resources, the natural environment, and farmers' production-related activities as tourist destinations and tourism resources to provide tourists with various plays and experiences (Son et al., 2019). From the tourist's point of view, service quality in rural tourism encompasses the cues related to the service environment provided in the village. From the service provider's perspective, it refers to the environmental factors created to operate rural tourism. In previous studies on service quality in rural tourism, Jang (2010) defined it as a consumer-centered evaluation of the overall service process that tourists receive in a tourist destination, and it consists of five factors: experiential, informational, rural, guiding, and consumption. Yang (2014) measured service quality in rural tourism as a single variable for tourists who experienced rural tourism and divided it into five factors: educational, experiential, program, physical environment, and interaction. Lee (2014) presented the service quality of rural experience programs as five factors: serviceability, attractiveness, achievement, convenience, and assurance, and Son (2020) defined it as an evaluation of tourists' perceived performance after experiencing rural tourism, which consists of reliability, tangibility, and assurance. Based on the previous studies, the components that evaluate the quality of service according to the characteristics of rural tourism villages are; rurality, which refers to the excellence of rural natural and cultural resources; service quality, which evaluates the excellence of the service of the entire tourist destination; attractiveness, which refers to the liking and

attractiveness of experience programs and local agricultural, forestry, and fishery specialties among the tourist products of rural tourism villages; and reliability of expertise, which meets tourists' trust and expectations.

Perceived Value

According to Monroe (1979), consumers drive their choices based on perceived value, which involves weighing perceived quality, benefits, and monetary sacrifices to compare price. Perceived value increases when the benefits received outweigh the sacrifices made. When consumers purchase products and services, they consider the sacrifices they are making in relation to the value they receive from the product or service. Perceived sacrifice can be defined as what a consumer gives up when purchasing a product or service (Grewal, Monroe & Krishnan, 1998; Zeithaml, 1998). Perceived sacrifice consists of monetary sacrifices such as price and non-monetary sacrifices such as time and search costs and effort (Pura, 2005; Yang & Peterson, 2004). In a study by Kim and Bae (2013), tourists' perceived value was defined as their preferences and evaluations of certain attributes of a product and the perceived outcomes of using the product that helped them in a specific situation or hindered them in achieving their goals and intentions. In the field of tourism, perceived value is the perception of a tourist destination that the tourist has not visited before but perceives through oral or information media, and evaluates the level of expectation when the perceived association is directly experienced by the tourist (Gallarza & Saura, 2006). Many previous studies have proven that tourists' emotional value is more important in determining tourism experience consumption behavior because they experience it directly while purchasing tourism products (Kim et al., 2015; Lim et al., 2012; Park & Lee, 2018). According to Yoon and Lee (2017), tourists perceived value is viewed as the feeling and evaluation of a specific outcome that occurs when they achieve a purpose or goal with the assistance of a product or service in a particular use environment. Similarly, Kim (2018) defined and measured perceived value as a comprehensive evaluation of the visit experience that tourists observe and feel in an experience village. Therefore, based on the previous studies on perceived value, this paper categorized tourists' evaluation of services or experiences at a specific tourist destination into cognitive value and functional value.

In order to verify the relationship between service quality and perceived value, the research looked at previous studies and found that airline service quality has a positive effect on perceived value in a study on airline service quality by Kim (2008) and a significant relationship between service quality and perceived value in a study on the effect of rural tourism village service quality on tourists' perceived value and behavioral intention by Song et al. (2019). Furthermore,

Yang (2014) established a relationship between service quality and perceived value. Therefore, this study predicted that service quality in rural tourism would have a significant effect on the perceived value of rural tourism and set the following hypotheses;

H1. The reliability of service quality has a significant effect on perceived value.

H2. The attractiveness of service quality has a significant effect on perceived value.

H3. The rurality of service quality has a significant effect on perceived value.

H4. The serviceability of service quality has a significant effect on perceived value.

Satisfaction

Tourist satisfaction in tourism arises from a tourist's evaluation of the expected versus perceived level of performance of a tourist activity, and it has become an objective widely used at the qualitative level of tourism (Lee, 2016). Research related to tourist satisfaction management presents the high dependence on human services and differences in outcomes depending on the situation when evaluating them as a crucial factor (Lee & Jung, 2009). Tourists evaluate their overall travel experience after the trip and define their satisfaction as an attitude towards the experience, specifically when they perceive the value to be greater than the effort required to obtain the rewards or benefits in terms of time or money (Lee, 2015). Satisfied tourists are more likely to revisit the tourist destination, while dissatisfied tourists share their negative experiences with others, which can negatively impact the destination's image and revisitation rates (Hong et al., 2007). Therefore, this study presents the satisfaction of rural tourists as a crucial factor for evaluating the service quality of rural tourism villages.

In a study by Park et al. (2016) on the relationship between perceived service quality and customer satisfaction and revisit intention, perceived value was considered in terms of monetary, non-monetary, emotional, and quality, which proved to have a positive influence on tourists' satisfaction and revisit intention. Shim and Han (2014) found a significant effect of perceived service value and behavioral intention in their study on the influence relationship between marina service quality, perceived service value, customer satisfaction, and behavioral intention. Therefore, in this study, the hypotheses related to perceived value, satisfaction, and behavioral intention were set as follows:

H5: The perceived value of rural tourism villages has a significant effect on satisfaction.

H6: the perceived value of rural tourism villages has a significant effect on behavioral intention.

Behavioral Intention

Behavioral intention in tourism refers to the purchase behavior or visit intention after purchasing tourism products, and it is a concept found in the grounded theory of consumer behavior. In the marketing field, researchers mainly study behavioral intention variables such as loyalty, repurchase (visit) intention, and oral intention, which refer to future behavior based on an individual's subjective attitude (Fishbein & Ajzen, 1985; Jeon et al., 2011). Repurchase intention and visit intention can be viewed as aspects of relationship maintenance or commitment and can be mentioned to be the final behavioral intentions of consumers and visitors to a company or destination. They are behaviors based on subjective evaluations of emotional responses to satisfaction or dissatisfaction with an object (Oliver, 1999; Newman & Werbel, 1973).

Previous studies in tourism have shown that satisfaction is an important antecedent of tourists' behavioral intentions. Tourists who are highly satisfied are more likely to revisit and recommend the destination to others (Kim, 2015). Therefore, based on the previous studies (Jang, 2010; Yang, 2014; Kim, 2015), this study sets the following hypotheses on the relationship between satisfaction and behavioral intention of rural tourists:

H7: Satisfaction has a significant effect on behavioral intention.

METHODOLOGY

The purpose of this study is to identify the effects of service quality on the perceived value, satisfaction, and behavioral intention of tourists visiting rural tourism villages. To achieve these research objectives, this research established the research model shown in the Fig. 1, based on previous research.

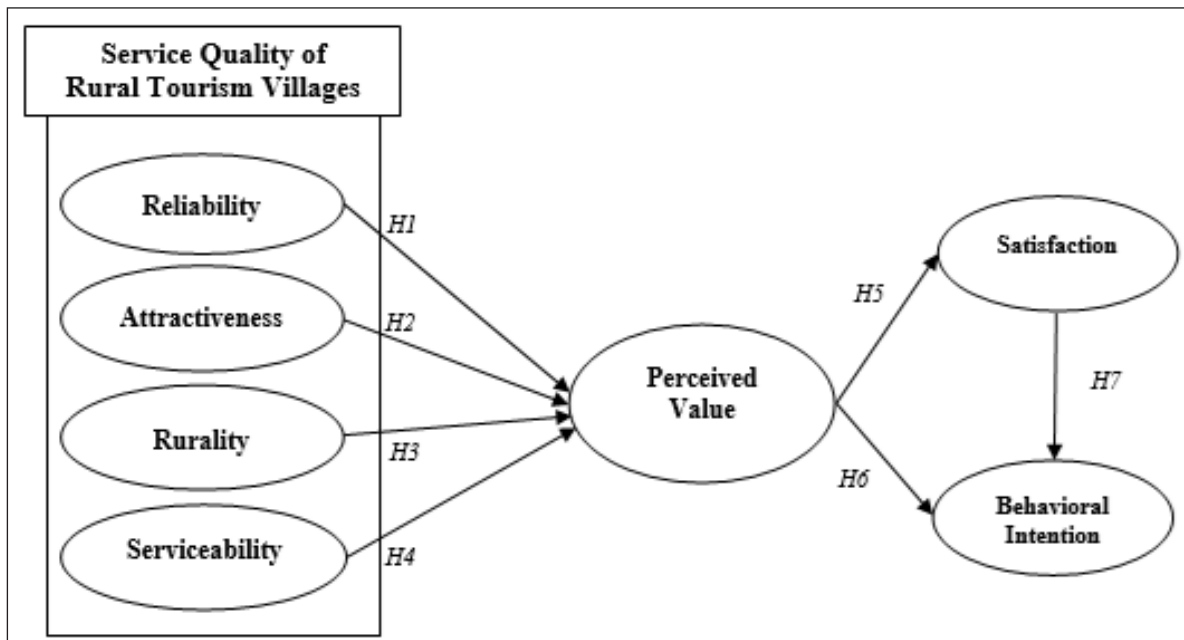


Fig. 1: Proposed Conceptual Model

To conduct this study, the purpose of the study was explained to the tourists who visited rural tourism villages, and interviews were conducted with the tourists who visited rural tourism villages in southern regions of Korea using weekends from November 5 to November 26, 2022. A total of 250 questionnaires were distributed, of which 233 were used as data for this study, excluding 27 that were answered insincerely. In addition, the SPSS 25.0 program was used for empirical analysis of the collected data. This study was conducted frequency analysis to determine the general characteristics of the respondents, and also examined exploratory factor analysis, reliability analysis,

and correlation analysis to assess the reliability and validity of the measurement items. Finally, the research was used multiple regression analysis to test the hypotheses.

RESULTS

Demographic Characteristics

The demographic characteristics of the sample are shown in Table 1. In the collected data set (n=233), respondents were male (n=113, 48.5%) and respondents were female

(n=120,51.5%). The highest group of percentage of participants aged between 21 and 30 (n=114,48.9%). In terms of marital status, 46.4% were married (n=108) and 53.6% were single (n=125), while 9% were less than high school diploma, 10.3% possessed an associate's degree (n=24), 58.4% possessed a bachelor's degree (n=136), and 22.3% possessed a graduate' degree (n=52). By occupation, 17.6%

were professionals (n=41), 4.7% were service/sales (n=11), 5.6% were educators (n=13), 9.4% were civil servant (n=22), 6.9% were self-employed (n=16), 34.3% were students (n=80), 12.4% were company employee (n=29), 5.6% were housewives, and 3.4% were others (n=8), Lastly highest percentage of participants 48.1% (n=112) report a monthly income that ranged from KRW ₩2,000,000 to ₩4,000,000.

Table 1: Demographic Characteristics of the Sample (n=233)

Characteristics		N	%			N	%
Gender	Male	113	48.5	Married Status	Married	108	46.4
	Female	120	51.5		Single	125	53.6
Age	Under 20	13	5.6	Education Level	Less than high school diploma	21	9.0
	21 ~ 30	114	48.9		Associate Degree	24	10.3
	31 ~ 40	52	22.3		Bachelor's Degree	136	58.4
	41 ~ 50	24	10.3		Graduate Degree	52	22.3
	Over 51	30	12.9				
Occupation	Practitioner	41	17.6	Monthly Income	Under ₩2,000,000	48	20.6
	Service/Sales	11	4.7		₩2,000,000~4,000,000	112	48.1
	Educator	13	5.6		₩4,000,000~6,000,000	53	22.8
	Government Employee	22	9.4		₩6,000,000~8,000,000	5	2.1
	Self-employed	16	6.9		Over ₩8,000,000	15	6.4
	Company Employee	29	12.4				
	Student	80	34.3				
	housewife	13	5.6				
	Other	8	3.4				

Characteristics of Rural Tourism Villages

Table 2 the frequency of rural tourism visits in the past year was '1 time' with 121 (51.9%) respondents, and the type of

companion was family/relatives (n=108, 46.4%), followed by friends/colleagues (n=75, 32.2%). The average length of stay was 100 (42.9%) for one day and 95 (40.8%) for two days and one nights, and the main way of acquiring rural tourism information was 100 (42.9%) by searching the Internet and 54 (23.2%) by asking others.

Factorization results for perceived value, KMO = .913, Bartlett's test of sphericity: $X^2 = 1316.828$ ($P < .001$), indicating that the sample collected was appropriate for factor analysis. The reliability coefficient (α) of each factor was .912 and .855, indicating high reliability. Factor analysis results for satisfaction, KMO=.728, Bartlett's test of sphericity: $x^2 = 314.287$ ($p < .001$), indicating that

the collected sample was suitable for factor analysis. The reliability coefficient (α) of the factor was .857, indicating high reliability. Factor analysis results for behavioral intention, KMO = .828, Bartlett's test of sphericity: $\chi^2 = 614.666$ ($p < .001$), indicating that the collected sample was suitable for factor analysis. The reliability coefficient (α) of the factor was .908, indicating high reliability.

Table 4: EFA and Reliability Analysis of Percieved Value, Satisfaction, and Behavioral Intention

Factor	Questionnaire		α	
perceived value	Cognitive value	I think rural tourism is more valuable than other type of tourism	.854	.912
		I think rural tourism is worth more than expected.	.826	
		I think rural tourism has given me new experiences.	.767	
		I think rural tourism made me who care about the environment.	.741	
	Functional Value	Rural tourism is worth to invest my time	.845	.855
		Rural tourism is worth to invest finance	.757	
		Rural tourism overall is worth to invest	.681	
		Rural tourism is worth to pay for the services.	.615	
* KMO = .913 Bartlett's test of sphericity: $\chi^2=1316.828$				
Satisfaction	I was satisfied with the rural tourism in this time.		.896	.857
	Overall, I was satisfied with the rural tour.		.888	
	The rural tour was more special than other destinations.		.861	
* KMO = .728 Bartlett's test of sphericity: $\chi^2=314.287$ $p<.000$				
Behavioral intention	I intend to visit this agritourism village in the future.		.899	.908
	I will make an effort to visit this rural tourism destination again.		.897	
	I will tell others about the benefits of rural tourism.		.874	
	I will recommend rural tourism to others.		.870	
* KMO = .828 Bartlett's test of sphericity: $\chi^2=614.666$ $p<.000$				

Hypothesis Testing

To analyze the influence of service quality, perceived value, satisfaction, and behavioral intention on rural tourism,

correlation analysis was conducted, and the results showed that the relevance and direction of each variable were consistent with the research model (see Table 5).

Table 5: Correlation Analysis

	1	2	3	4	5	6	7	8
Reliability	1							
Attractiveness	.737**	1						
Rurality	.544**	.470**	1					
Service quality	.000	.580**	.573**	1				
Cognitive value	.163*	.205**	.477**	.059	1			
Functional Value	.271**	.277**	.306**	.349**	.000	1		
Satisfaction	.305**	.214**	.576**	.295**	.580**	.544**	1	
Behavioral intention	.362**	.196**	.499**	.185**	.573**	.470**	.737**	1

* $p < .05$ ** $p < .01$ *** $p < .001$

Relationship Between Service Quality and Perceived Value of Rural Tourism Villages

A multiple regression analysis was conducted to examine how tourists' Cognitive service quality of rural tourism affects their perceived value. According to Table 6, the results of the analysis between service quality and perceived value showed that the modified explanatory power $R^2 = .287$,

$F = 24.371$, $P = .000$ statistically confirmed model fit, and all factors had a significant effect on perceived value. The results of the analysis between service quality and functional value of rural tourism showed that the modified explanatory power $R^2 = .354$, $F = 32.823$, $P = .000$ statistically confirmed the model fit, and all factors of service quality had a significant effect on functional value.

Table 6: Influence of Service Quality of Rural Tourism on Percieved Value

Dependent Variable	Independent variable	Non-standardized coefficients		Standardization factor	<i>t</i>	<i>p</i>
		β	Normalization error	β		
Cognitive value	Reliability	.059	.055	.059	1.057	.291
	Attractiveness	.477	.055	.477	8.601	.000
	Rurality	.205	.055	.205	3.703	.000
	Service quality	.163	.055	.163	2.944	.004
$R^2=.300$ Modified $R^2=.287$ $F=24.371$ $P=.000$						
Functional Value	Reliability	.349	.053	.349	6.618	.000
	Attractiveness	.306	.053	.306	5.791	.000
	Rurality	.277	.053	.277	5.242	.000
	Service quality	.271	.053	.271	5.146	.000
$R^2=.365$ Modified $R^2=.354$ $F=32.823$ $P=.000$						
* $p<.05$ ** $p<.01$ *** $p<.001$						

Relationship Between Perceived Value and Satisfaction and Behavioral Intention

The results of how tourists' perceived value affects their satisfaction and behavioral intention are shown in Table 7. The results of the relationship between perceived value and satisfaction showed that the modified explanatory power

$R^2 = .628$ ($F = 197.211$, $P = .000$) statistically confirmed the model fit, and perceived value had a significant effect on satisfaction. According to the results of the relationship between perceived value and behavioral intention, the modified explanatory power $R^2 = .546$ ($F = 140.668$, $P = .000$) statistically confirms the model fit, and perceived value has a significant effect on behavioral intention.

Table 7: Influence of Percieved Value on Satisfaction and Behavioral Intention

Dependent Variable	Independent variable	Non-standardized coefficients		Standardization factor	<i>t</i>	<i>p</i>
		β	Normalization error	β		
Satisfaction	Cognitive value	.580	.040	.580	14.489	.000
	Functional Value	.544	.040	.544	13.583	.000
$R^2=.632$, Modified $R^2=.628$, $F=197.211$, $P=.000$						
Behavioral intentions	Cognitive value	.573	.044	.573	12.968	.000
	Functional Value	.470	.044	.470	10.638	.000
$R^2=.550$, Modified $R^2=.546$, $F=140.668$, $P=.000$						
* $p<.05$ ** $p<.01$ *** $p<.001$						

Relationship Between Satisfaction and Behavioral Intention

According to the results of the relationship between satisfaction and behavioral intention for rural tourism, the

modified explanatory power $R^2=.540$ ($F=273.861$, $P=.000$) statistically confirmed the model fit, and satisfaction ($\beta=.819$, $p<.001$) showed a significant effect on behavioral intention. Therefore, Hypothesis 5 is accepted.

Table 8

Dependent Variable	Independent variable	Non-standardized coefficients		Standardization factor	<i>t</i>	<i>p</i>
		β	Normalization error	β		
Behavioral intentions	Satisfaction	.737	.045	.737	16.549	.000
$R^2=.557$, Modified $R^2=.549$, $F=71.683$, $P=.000$						
* $p<.05$ ** $p<.01$ *** $p<.001$						

CONCLUSION AND DISCUSSION

The researcher aimed to analyze and confirm how service quality and perceived value influence rural tourism satisfaction and behavioral intention among tourists in rural tourism villages. Through the study, the researcher aimed to review and derive ways to revitalize the rural tourism market in terms of how to attract potential tourists to rural tourism. Based on the analysis results of the study, the study was summarized and suggested the following implications:

There is a significant relationship between service quality and the perceived value of rural tourism experiences in rural tourism villages. In other words, better service quality management in rural recreation centers increases tourists' perceived value of rural tourism, which is consistent with the findings of Yoon and Kwon (2020) and Kang and Lee (2017). Therefore, managing the regional and service limitations of existing rural tourism requires strengthening cooperation systems, such as specialized personnel and publicity. Rural tourists' perception of the value of rural tourism significantly affects their satisfaction and behavioral intentions. In other words, the more clearly positive individuals perceive the value of rural tourism, the more satisfied they are with the experience and the higher their behavioral intention. These results are consistent with the findings of Kim (2022), Yang (2014), and Song (2019). It can be interpreted that if the value of rural tourism is fully recognized, not only in functional aspects such as the cost and effort invested in the rural tourism experience but also in emotional aspects, the satisfaction with the experience can be further improved. For example, providing role-playing programs such as role-playing games and storytelling activities in rural experience villages will help to increase the fun of rural tourism and increase positive perceptions of rural tourism villages.

On the other hand, among the factors of service quality in rural tourism villages, attractiveness and rurality have a significant effect on behavioral intention. This means that if a rural tourism village has high attractiveness and rurality from a tourist's perspective, the intention to engage

in rural tourism behavior can be increased, so it may be necessary to consider strengthening cultural connections based on the unique stories of each region of rural tourism villages. Strengthening the supporting role of culture in rural tourism will help develop agricultural culture, folk culture, traditional culture, and other cultures characteristic of rural tourism in each region and enhance the cultural meaning of rural tourism villages. According to the results of rural tourism characteristics, the number of group tourists has decreased significantly, while the number of family travelers has increased, and small-scale tourism with relatives has become mainstream. Accordingly, it is necessary to develop content for small-scale experiences such as animal ecology tours, rural healing, family picnics, and overnight camping.

In addition, it will be possible to provide diversity in rural tourism to tourists by strengthening the protection of different natural resources, cultural relics, and housing styles in each rural tourism village and linking, discovering, and developing various cultural products with regional characteristics. In addition, by emphasizing the characteristics of rural culture in each region, it will be possible to create rural tourism literature, create clusters of cultural tourism, build cultural brands, and improve the impact of rural tourism on the development of rural tourism villages.

As a limitation of the study, this study only examined rural tourism villages located in southern regions, so future studies should be conducted nationwide or by region for a more in-depth analysis. Furthermore, conducting studies on rural experience tourism linked to new tourism products through the convergence of rural tourism and other fields can lead to a more meaningful development of rural tourism, considering the rapidly changing consumption preferences of tourists.

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