

A Research on Rural Tourism Satisfaction Based on Tourists' Experience: Take Shihan Village in Hainan as an Example

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Abstract:

From the perspective of tourist experience, this study takes the tourists of Shihan Village in Qiongzong city, Hainan Province as the research object, and constructs the tourist satisfaction model of experiential rural tourism based on ACSI model. This study analyzes the factors affecting the satisfaction of experiential rural tourism through three dimensions of experience quality, ecological experience and perceived value. The empirical research was conducted by questionnaire survey. The results show that: (1) Among many factors, the perceived value of rural tourism has the most significant positive correlation with tourist satisfaction, and the "value for money" of rural consumption has the greatest impact on tourist satisfaction. (2) Tourists pay more attention to the traditional labor experience of farmers and the experience of original ecological folklore, which is also the two major experience projects that rural tourism in Shihan Village should focus on. (3) The traffic conditions of rural tourism are the most concerned factors for tourists. The development of rural tourism in Hainan should attach importance to the improvement of transportation and tourism infrastructure.

Keywords: *Experience quality, Rural tourism, Perceived value, Hainan.*

I. INTRODUCTION

In recent years, Hainan has always combined rural tourism with agriculture and culture, promoted the continuous integration and development of "agriculture, culture and tourism", and constantly promoted the development of rural revitalization. According to statistics, in 2020, Hainan's rural tourism destinations received 6.1279 million tourists, with business income exceeding 1.651 billion yuan. In the first season of 2021, Hainan's rural tourism reception points received 3.1352 million tourists, an increase of 354% over the same period last year, and realized income of 9.7 billion 300 million yuan, an increase of 504.5% over the same period, rural tourism has become a new form of tourism development in Hainan [1]. With the vigorous development of Hainan's global tourism, Hainan's rural tourism shows the vitality of keeping pace with the times. Zhang Tianqi (2021) proposed that tourist satisfaction is an important indicator to measure the competition and development of scenic spots, and [2] is also an important indicator to measure

the sustainable development of rural tourism. However, there are many problems in the development of rural tourism in Hainan, such as the homogenization of tourism products; Lack of cultural connotation; Relying too much on tourism and being divorced from agriculture; In the process of consumption, tourists can not enjoy the pleasant experience environment, and cannot feel the profound experience process, and the satisfaction of tourists is generally not high [3]. From the perspective of tourism experience, this paper studies the tourist satisfaction of rural tourism in Shihan village of Hainan, China. Based on the theory of customer satisfaction and ACSI model, this paper constructs the customer experience satisfaction model of rural tourism from the perspective of experience, analyzes the influencing factors of tourist satisfaction in rural tourism, and puts forward relevant strategies for the corresponding problems.

II. LITERATURE REVIEW

Rural tourism originated in European countries and has a history of more than one hundred years. In China, the research on rural tourism is relatively late, but the development speed is relatively fast. At present, the research on rural tourism mainly focuses on the development of rural tourism mode and rural tourism market and marketing. Based on the different rural tourism resources, the types and modes of rural tourism development are also different. Scholar Guo Huancheng (2010) analyzed seven modes of rural tourism development in China: rural agriculture, folk customs, farmhouse entertainment, villages and towns, leisure and vacation, popular science and education, and returning to nature [4]. Yan Tingli (2021) proposed a new model of rural health tourism from the perspective of rural tourism environment [5]. From a marketing perspective, Scholars at home and abroad have studied the market segmentation of rural tourism destinations. Frochot et al. (2005) divided Scotland's rural tourism into four tourism markets: rural type, active type, sightseeing type and relaxing type. [6] Xie Yanjun (1999) Tourist Type Departure. The rural tourism market is divided into five market segments, namely, returning educated youth, retired workers, weekend wage earners, urban students and foreign tourists. [7] Wang Huiping et al. (2012) divided the rural tourism market into three categories based on the study of Xidi and Hongcun in Anhui Province from the perspective of tourist motivation: rural experiencers, leisure and relaxation, and tourists. [8] On the marketing of rural tourism, Rubo Cui (2015) proposed the use of "nostalgia" model for marketing, which has emotional resonance with tourists, so as to attract tourists to carry out rural tourism. [9] Scholars Ji Xiaoyan et al. (2020), [10] Liu Huanju (2015) [11] proposed the use of new network media for marketing, not only to publicize the image of rural tourism, but also to expand the popularity of the countryside. At the same time, it can provide sales channels for rural tourism products. Therefore, in this paper, the rural tourism image and tourism product marketing of Shihan Village can be combined with nostalgia and network new media.

There are more or less problems in the development of any tourist destination, and rural tourist destinations are no exception. Sharpley (2002), [12] and Qiu, Hairong (2005) [13] proposed that the limitation of traffic conditions and the lack of service facilities would greatly affect the development of rural tourism. Zhou, Yaohua et al. (2019) pointed out that some villages were blindly developed and lacked local characteristics, resulting in serious homogenization of rural tourism development. [14] Therefore, in the process of rural tourism development, attention should be paid to planning, construction of

transportation facilities and service facilities, and digging deep into local characteristics. To sum up, the research on rural tourism by scholars at home and abroad has been more comprehensive, because the development of rural tourism is constantly showing the times, this paper understands the problems existing in the development of experiential rural tourism in Shihan Village from the perspective of tourists' experience, and put forward relevant strategies, so as to better promote the development of rural tourism.

III. MODEL CONSTRUCTION AND HYPOTHESIS PROPOSAL

This paper studies the satisfaction of rural tourism from the perspective of tourists' experience. The ecological experience of rural tourism is a special way of experience, which is based on the ecological environment, takes the natural environment and human ecosystem as the development object, and takes leisure, cognition and education as the content, and becomes a part of measuring the satisfaction of tourists. Therefore, on the basis of ACSI model and according to the characteristics of tourism products of Shihan Village in Hainan, this study adds the dimension of ecological experience in the construction of experiential rural tourism tourist satisfaction model, and constructs the rural tourism tourist satisfaction relationship model together with rural tourism experience quality and rural tourism perceived value (as shown in Fig. 1). The quality of rural tourism experience is the actual feeling of tourists in the process of tourism. Perceived value of rural tourism is the experience evaluation of tourists comparing tourism consumption with the actual experience of tourism. If tourists think that value for money is more than value for money, the satisfaction of tourists is high. Ecological experience is the ecological function experience that tourists get in the rural tourism environment. Tourist satisfaction of rural tourism is the overall evaluation of this rural tourism on the basis of experience quality, perceived value and ecological experience. According to the tourist satisfaction model of experiential rural tourism, the following assumptions are put forward:

H1 The quality of rural tourism experience positively affects the perceived value of rural tourism;

H2: Ecological experience of rural tourism positively affects the perceived value of rural tourism;

H3 The quality of rural tourism experience positively affects the satisfaction of rural tourism tourists.

H4 Perceived value of rural tourism has a positive impact on rural tourism tourist satisfaction;

H5 The ecological experience of rural tourism positively affects the satisfaction of rural tourism tourists.

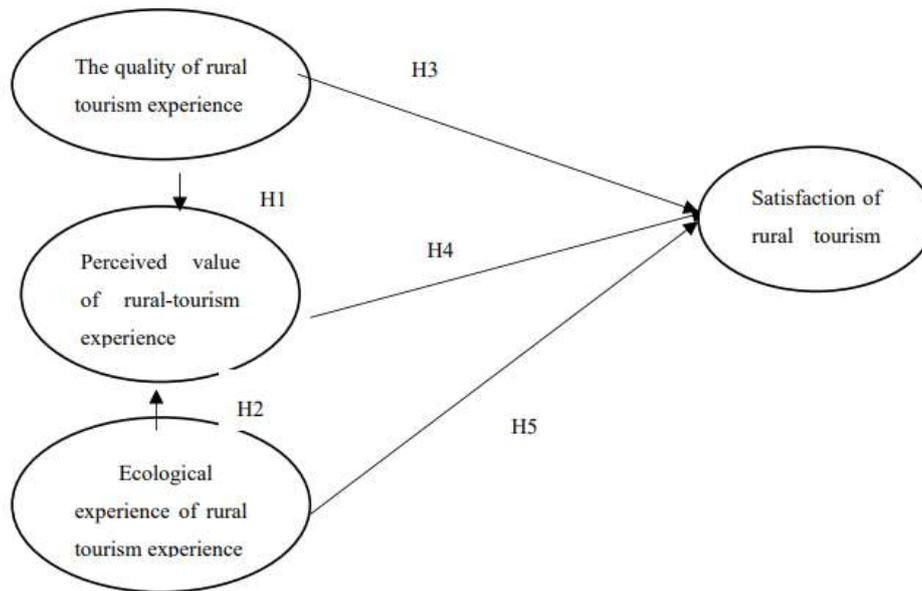


Fig. 1: experiential satisfaction model of rural tourism tourists

IV. RESEARCH ANALYSIS AND CONCLUSION

4.1 Questionnaire and Data Collecting

According to the relevant literature and the actual situation of Shihan Village in Hainan, this paper completes the design of the questionnaire. The questionnaire of tourist satisfaction of experiential rural tourism consists of two parts. The first part is the basic information of tourists, including gender, age, educational level, occupation and monthly income, which is used to count the demographic characteristics of tourists. The second part is the measurement index of tourist experience satisfaction to rural tourism, which is based on the definition of potential variable index by ACSI model. Refer to Zhang Chunlin's (2012) Research on the Factors Affecting the Satisfaction of Rural Tourism Tourists and the Intention to Visit Again — Empirical Evidence from Qianhu Miao Village in Xijiang, Guizhou Province", [15] Lu Ning's (2019) "Evaluation and Comparison of Leisure Satisfaction Index of Tourists and Residents — Taking Beijing as an Example", [16] Li Ling (2021) Research on the Impact of Rural Cultural Tourism Integration on Tourist Satisfaction. Based on Scenario Theory Empirical Score, [17] Yu Lixin (2006) Deep Ecotourism Development of Louguantai Forest Park in Shaanxi Province, [18] and combined with the characteristics of rural tourism in Shihan to make an increase or decrease, a total of four dimensions, to obtain the index system (as shown in TABLE I), a total of 18 indicators, and use the Likert 5-level scale method to measure the satisfaction of tourists. Use 1, 2, 3, 4 and 5 to represent very dissatisfied, dissatisfied, general, satisfied and very satisfied respectively.

TABLE I. Tourist satisfaction index system of experiential rural tourism

LEVEL 1 INDICATOR	OBSERVATION INDEX
RURAL TOURISM EXPERIENCE QUALITY ZHANG CHUNLIN (2012) [15]	COUNTRY FOOD
	HOMESTAY REST PLACE
	TRAFFIC CONDITIONS
	PASTORAL SCENERY
	HOUSES WITH LI AND MIAO CHARACTERISTICS
	COUNTRY SPECIALTY
	DIVERSITY OF RECREATIONAL ACTIVITIES
	RELEASE THE PRESSURE CLIMATE COMFORT
	THE HOSPITALITY OF THE LOCAL VILLAGERS
PERCEIVED VALUE OF RURAL TOURISM NING LU (2019) [16] LI LING (2021) [17]	TIME PERCEIVED VALUE OF RURAL TOURISM COST PERFORMANCE RATIO OF RURAL CONSUMPTION EXCELLENT VALUE FOR MONEY FOR RURAL CONSUMPTION
ECOLOGICAL EXPERIENCE YU LIXIN (2006) [18]	ORIGINAL ECOLOGICAL FOLK EXPERIENCE CAMPSITE EXPERIENCE FARMER'S TRADITIONAL LABOR EXPERIENCE HANDICRAFT PRODUCTION EXPERIENCE
TOURIST SATISFACTION LI LING [17]	OVERALL SATISFACTION WITH RURAL TOURISM RURAL TOURISM IS COST-EFFECTIVE. RURAL TOURISM MEETS THE DEMAND.

The research sample is selected by the purposive sampling method of non-probability sampling. Questionnaires are distributed by combining online questionnaires with paper questionnaires. Online questionnaires are distributed on the "Tencent Questionnaire" network platform, and paper questionnaires are distributed in Shihan Village in Hainan. The survey time is from November 27 to 28, 2021. A total of 520 questionnaires were distributed in two days over the weekend. The invalid questionnaires with incomplete answers and random answers were excluded, and 446 valid questionnaires were obtained, with a recovery rate of 86%.

4.2 Descriptive Statistics

The proportion of male and female rural tourists who participated in the questionnaire was relatively uniform. In terms of age structure, rural tourists aged 15-24 and 25-44 accounted for 66.8%, rural tourists aged 45-64 accounted for 26.5%, and rural tourists under 14 and over 65 accounted for 6.7%. It shows that

the tourists participating in rural tourism in Shihan Village are mainly young and middle-aged groups. In terms of educational level, the proportion of rural tourists with college or undergraduate education is the largest, accounting for 69.1%. In terms of occupation, they are mainly concentrated in enterprises and institutions and service salesmen, accounting for 21.1% and 21.5% respectively. In terms of monthly income, rural tourists with less than 5000 yuan and 5001-10000 yuan accounted for 70%, while rural tourists with more than 20001 yuan accounted for only 6%.

Reliability and validity test

The alpha reliability coefficient method is used in this paper. It can be seen from TABLE II that the reliability coefficients of overall reliability, experience quality, ecological experience and perceived value are lower than 0.811 and higher than 0.905, both of which are higher than 0.8, indicating that the reliability of this scale is high, and the data results presented between dimensions and indicators can be used for subsequent empirical studies.

TABLE II. Reliability test results

DIMENSION	CLONE BACH ALPHA	NUMBER OF ITEMS
THE WHOLE RELIABILITY	0.905	21
QUALITY OF EXPERIENCE	0.811	13
ECOLOGICAL EXPERIENCE	0.843	4
PERCEIVED VALUE	0.863	3

Based on the background that the above reliability analysis passed the test, the validity analysis was further carried out on the content of the three dimensions and the relevance of the dimensions. In this paper, independent validity measure analysis was used, and the KMO value obtained by Bartlett sphericity test reflected the validity of the scale, and the KMO value was analyzed.

TABLE III. KMO and Bartlett test results

OVERALL VALIDITY	KMO VALUE		0.894
	BARTLETT SPHERICITY TEST	APPROXIMATE CHI-SQUARE	2196.177
		DEGREES OF FREEDOM	210
		SIGNIFICANCE	0.000

QUALITY OF EXPERIENCE	KMO VALUE		0.792
	BARTLETT SPHERICITY TEST	APPROXIMATE CHI-SQUARE	824.529
		DEGREES OF FREEDOM	78
		SIGNIFICANCE	0.000
ECOLOGICAL EXPERIENCE	KMO VALUE		0.807
	BARTLETT SPHERICITY TEST	APPROXIMATE CHI-SQUARE	353.082
		DEGREES OF FREEDOM	6
		SIGNIFICANCE	0.000
PERCEIVED VALUE	KMO VALUE		0.701
	BARTLETT SPHERICITY TEST	APPROXIMATE CHI-SQUARE	349.726
		DEGREES OF FREEDOM	3
		SIGNIFICANCE	0.000

According to TABLE III, the overall construct validity is $KMO > 0.7$ (0.894), $P < 0.05$ (sig = 0.000). Meanwhile, the validity values of quality of experience, ecological experience and perceived value are between 0.701 and 0.807, indicating that indicators can be effectively extracted from each dimension to reflect information. Therefore, the reliability and validity of the three dimensions composed of the above variables have passed the test, that is, the data of this survey are reliable.

4.3 Correlation and Regression Analysis

Correlation analysis is to detect whether two or more variables are correlated, and the degree of correlation can be further reflected according to the specific results. This paper makes a correlation analysis between the three dependent variables of experience quality, ecological experience and perceived value and the dependent variable of the overall satisfaction of rural tourism in Shihan Village. The higher the degree of correlation between the variables. The hypothesis test through the significance of Pearson correlation shows that the significance of the correlation coefficients between the dependent variables of experience quality, ecological experience and perceived value is less than 0.05, and they are all positive correlation coefficients, so the above hypotheses are all tested. Compare that size of the correlation coefficient. The correlation between perceived value and the overall satisfaction of rural tourism in Shihan Village is the strongest (Pearson correlation coefficient = 0.683), followed by the correlation between ecological experience and the overall satisfaction of rural tourism in Shihan Village (Pearson correlation coefficient = 0.610). Finally, the correlation between the quality of experience and the overall satisfaction of rural tourism in Shihan Village (Pearson correlation coefficient = 0.601).

Regression analysis, as an important statistical analysis method to explore the causal relationship, can reflect the impact of multiple independent variable elements on the dependent variable elements. In order

to explore the influence of the three prediction variables of "experience quality", "ecological experience" and "perceived value" on the dependent variable of "the overall satisfaction of rural tourism in Shihan Village", this paper uses multiple linear regression. Verify the causal relationship before and after.

(1) Measure the satisfaction of tourists in Shihan Village from the dimension of experience quality, and divide the experience quality indicators of tourists, as shown in TABLE IV.

TABLE IV. Division of secondary indicators of tourist experience quality

INDICATORS	PROBLEM ITEM
1 COUNTRY FOOD	RURAL TOURISM DIET IN SHIHAN VILLAGE HAS LOCAL CHARACTERISTICS.
	TOURIST RESTAURANT IS EASY TO FIND
	SHIHAN VILLAGE RURAL TOURISM FOOD AND BEVERAGE FACILITIES AND SERVICES ARE GOOD
2 HOMESTAY REST PLACE	I AM SATISFIED WITH THE FACILITIES OF RURAL TOURIST ACCOMMODATION IN SHIHAN VILLAGE.
	I AM SATISFIED WITH THE SANITARY CONDITION OF RURAL TOURIST ACCOMMODATION IN SHIHAN VILLAGE.
3 TRAFFIC CONDITIONS	SHIHAN VILLAGE HAS CONVENIENT RURAL TOURISM TRANSPORTATION AND GOOD ROAD CONDITIONS.
PASTORAL SCENERY	DO YOU THINK THE RURAL TOURISM SCENERY OF SHIHAN VILLAGE IS BEAUTIFUL?
5 HOUSES WITH LI AND MIAO CHARACTERISTICS	DO YOU THINK THE HOUSES OF LI AND MIAO IN SHIHAN VILLAGE HAVE THEIR OWN CHARACTERISTICS?
6 RURAL SPECIALTIES	DO YOU THINK SHIHAN VILLAGE IS RICH IN FARM COMMODITIES AND CONVENIENT FOR SHOPPING?
7 DIVERSITY OF RECREATIONAL ACTIVITIES	DO YOU THINK SHIHAN VILLAGE HAS STRONG PARTICIPATION IN RURAL TOURISM AND RECREATIONAL ACTIVITIES?
8 RELEASE THE PRESSURE	DO YOU THINK RURAL TOURISM IN SHIHAN VILLAGE CAN RELEASE PRESSURE?
9 CLIMATE COMFORT	DO YOU THINK THE CLIMATE CONDITIONS OF RURAL TOURISM IN SHIHAN VILLAGE ARE PLEASANT?

10 HOSPITALITY OF LOCAL VILLAGERS	DO YOU THINK THE LOCAL VILLAGERS IN SHIHAN VILLAGE ARE HOSPITABLE?
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This paper analyzes the tourist satisfaction as the dependent variable and the first 10 indicators as the independent variables to verify the relationship between the tourist experience quality indicators and the overall tourist satisfaction. The analysis results are shown in TABLE V.

TABLE V. Regression analysis of experience quality measurement indicators and overall satisfaction

MODEL	UNNORMALIZED COEFFICIENT		NORMALIZATION FACTOR	T	SIGNIFICANCE
	B	STANDARD ERROR	BETA		
(CONSTANT)	.499	.369		1.352	.178
COUNTRY FOOD	-.066	.074	-.052	-.896	.371
HOMESTAY REST PLACE	.126	.053	.151	2.358	.019
TRAFFIC CONDITIONS	.176	.051	.211	3.438	.001
PASTORAL SCENERY	.061	.062	.064	.985	.326
HOUSES WITH LI AND MIAO CHARACTERISTICS	-.029	.068	-.025	-.429	.669
COUNTRY SPECIALTY	.091	.061	.090	1.492	.137
DIVERSITY OF RECREATIONAL ACTIVITIES	.185	.055	.203	3.342	.001
RELEASE THE PRESSURE	.010	.070	.009	.141	.888
CLIMATE COMFORT	.178	.065	.170	2.726	.007
THE HOSPITALITY OF THE LOCAL VILLAGERS	.175	.059	.181	2.956	.003

A. DEPENDENT VARIABLE: SATISFACTION

From TABLE V, it can be seen that in the regression analysis of tourist experience quality measurement indicators and overall tourist satisfaction, except that "rural diet, pastoral scenery, houses with Li and Miao characteristics, rural specialties and pressure release" have no significant impact on tourist satisfaction, the other five indicators have a significant positive impact on tourist satisfaction at a significant level of 0.05. According to the correlation coefficient, the traffic condition of rural tourism destination (0.211) has the greatest impact on tourist satisfaction, followed by the diversity of rural

recreational activities (0. 203), and finally the residential rest place (0. 151).

Secondly, the satisfaction of tourists in Shihan Village is measured from the dimension of ecological experience, and the ecological experience indicators of tourists are divided, as shown in TABLE VI.

TABLE VI. Division of secondary indicators of tourists' ecological experience

INDICATORS	PROBLEM ITEM
INDICATOR 1 ORIGINAL ECOLOGICAL FOLKLORE EXPERIENCE	YOUR COMMENTS ON THE ORIGINAL ECOLOGICAL FOLK EXPERIENCE OF SHIHAN VILLAGE
INDICATOR 2 CAMPSITE EXPERIENCE	HOW YOU RATED YOUR EXPERIENCE AT SHIHAN VILLAGE CAMPGROUND
INDICATOR 3 FARMERS' TRADITIONAL LABOR EXPERIENCE	YOUR COMMENTS ON THE TRADITIONAL LABOR EXPERIENCE OF FARMERS IN SHIHAN VILLAGE
INDICATOR 4 HANDICRAFT PRODUCTION EXPERIENCE	YOUR COMMENTS ON THE EXPERIENCE OF MAKING RURAL TOURISM HANDICRAFT PRODUCTS IN SHIHAN VILLAGE

This paper takes tourist satisfaction as the dependent variable and the first four indicators as the independent variables to verify the relationship between tourist ecological experience indicators and overall tourist satisfaction. The analysis results are shown in TABLE VII.

TABLE VII. Regression analysis of ecological experience measurement index and overall satisfaction

MODEL	UNNORMALIZ ED COEFFICIENT		NORMALIZATION FACTOR	T	SIGNIFICANCE
	B	STANDARD ERROR	BETA		
(CONSTANT)	1.634	.196		8.324	.000
ORIGINAL ECOLOGICAL FOLK EXPERIENCE	.190	.063	.220	3.023	.003
CAMPSITE EXPERIENCE	.059	.057	.076	1.028	.305
FARMER'S TRADITIONAL LABOR EXPERIENCE	.294	.067	.335	4.410	.000
HANDICRAFT	.095	.063	.104	1.511	.132

PRODUCTION EXPERIENCE					
A. DEPENDENT VARIABLE: SATISFACTION					

From TABLE VII, it can be seen that in the regression analysis of ecological experience measurement index and overall tourist satisfaction, except that "campsite experience and handicraft product production experience" have no significant impact on tourist satisfaction, the other two indicators have a significant positive impact on tourist satisfaction at the 0.05 level, according to the size of the correlation coefficient. Farmer's traditional labor experience (0.335) has the greatest impact on tourist satisfaction, followed by the original ecological folk experience (0.220).

Finally, the satisfaction of tourists in Shihan Village is measured from the dimension of perceived value, and the tourist perceived value indicators (time perceived value, cost performance of rural consumption, and value for money of rural consumption) are analyzed to verify the relationship between the tourist perceived value indicators and the overall satisfaction of tourists. The analysis results are shown in TABLE VIII. In the regression analysis of perceived value measurement indicators and overall tourist satisfaction, the three indicators have a significant positive impact on tourist satisfaction at the significant level of 0.05. According to the comparison of correlation coefficients, the value for money of rural consumption (0.333) has the greatest impact on tourist satisfaction, followed by the perceived value of rural tourism time (0.255). Finally, the cost performance of rural consumption (0.189).

TABLE VIII. Regression analysis of perceived value measurement indicators and overall satisfaction

MODEL	UNNORMALIZED COEFFICIENT		NORMALIZATION FACTOR	T	SIGNIFICANCE
	B	STANDARD ERROR	BETA		
(CONSTANT)	.928	.210		4.425	.000
TIME PERCEIVED VALUE OF RURAL TOURISM	.263	.088	.255	2.987	.003
COST PERFORMANCE RATIO OF RURAL CONSUMPTION	.194	.089	.189	2.193	.029
EXCELLENT VALUE FOR MONEY FOR RURAL CONSUMPTION	.330	.064	.333	5.148	.000
A. DEPENDENT VARIABLE: SATISFACTION					

V. CONCLUSION

According to the empirical analysis, the research hypothesis is established, that is, the experience quality of rural tourism is positively correlated with tourist satisfaction, and the perceived value of rural tourism is positively correlated with tourist satisfaction. Ecological experience has a positive correlation with tourist satisfaction, and the specific analysis is as follows:

The tourist experience quality of rural tourism has a positive correlation with the overall satisfaction of rural tourism, which indicates that the rural environment, tourism facilities, rural landscape, characteristic houses, farm specialties and the hospitality of local villagers created by rural tourism in Shihan Village have a correlation with the overall satisfaction of rural tourism in Shihan Village. In this study, after analyzing the tourist experience quality indicators and tourist satisfaction, it is concluded that the five indicators of Shihan Village, including traffic conditions, diversity of recreational activities, residential rest places, hospitality of local villagers and climate comfort, have a significant positive impact on tourist satisfaction. Among them, traffic conditions are the factors that tourists pay close attention to in rural tourism, which shows that convenient transportation and good road facilities are very important factors to improve the satisfaction of tourists in Shihan Village.

Ecological experience has a positive correlation with the overall satisfaction of rural tourism. The ecological experience of tourists is a major factor affecting the overall satisfaction of rural tourism in Shihan Village. Farmers' traditional labor experience and original folk custom experience have a significant positive impact on tourist satisfaction. Farmers' traditional labor experience and original ecological folklore experience are easy for tourists to get a strong sense of experience. Leaving a deep memory can greatly improve the satisfaction of tourists. Tourists' perceived value has a positive impact on the overall satisfaction of rural tourism. According to the previous empirical analysis, the correlation between perceived value and the overall satisfaction of rural tourism in Shihan Village is the strongest. Among them, the "value for money" of rural consumption has the greatest significant impact on tourist satisfaction, followed by the perceived value of rural tourism time and the cost performance of rural consumption, that is, under a certain cost of tourism, the higher the evaluation of service quality and tourism products by tourists, the higher the tourist satisfaction. Compared with the tourism experience, Rural tourism in Shihan Village can meet the needs of tourists' experience, and tourists are willing to invest time and money in rural tourism, so the satisfaction of tourists will also be improved.

VI. SUGGESTION FOR RURAL TOURISM DEVELOPMENT IN SHIHAN VILLAGE, HAINAN

6.1 Improve the Infrastructure of Shihan Village and Create Residential Accommodation with Village Characteristics

According to the results of the study, traffic conditions have a greater impact on tourist satisfaction, and Shihan Village in Hainan should improve its transportation infrastructure in the development of rural

tourism. According to the field survey, the road into Shihan Village is relatively narrow, with many turns and large turns, one side of the road is against the mountain, the other side is against the cliff, which is particularly prone to traffic accidents, and large tourist buses cannot pass through. Therefore, Shihan Village needs to further build traffic facilities, widen roads, increase street lamp facilities along the way, increase road signs, and reinforce protective fences on the side of the cliff. Residential rest places are also one of the factors affecting the satisfaction of tourists, and Shihan Village should also attach importance to the creation of residential rest places, such as improving the functional facilities of residential accommodation. Pay attention to cleaning and cleaning the internal hygiene of residential accommodation, increase the sound insulation effect between residential accommodation, and integrate local characteristic elements into residential decoration, develop residential products with Li and Miao characteristics, create residential accommodation with cold characteristics, so that tourists can get a unique experience, so as to improve the satisfaction of tourists.

6.2 To Train Professional Tourism Service Personnel and Improve the Quality of Tourism Service.

According to the results of the study, the correlation between perceived value and overall satisfaction is the strongest, and the "value for money" of rural consumption has the greatest impact on tourist satisfaction. Traditional rural tourism destinations give people the feeling that rural services are dirty and disorderly, resulting in low-cost performance. Therefore, Shihan Village should set a good example by training professional tourism service personnel and establish tourism service consciousness during the working. Through the study and training of villagers' tourism practitioners, we can improve the quality of service for tourists and enhance the satisfaction of tourists. Secondly, Shihan Village needs to constantly improve various tourism experience activities, such as jungle secret, fishing, bonfire party, bamboo pole dance, etc., and rely on the ecological environment of Shihan Village to create a new tourism experience theme such as Health preservation + tourism. Combining with the special dishes of Li and Miao nationalities, using various local medicinal materials, we have developed a special diet therapy spectrum for health preservation, created a series of tourism experience activities with health preservation, developed tourism products with health preservation, improved the participation and interaction of tourists in the process of tourism, enhanced the sense of tourism experience of tourists, and made tourists feel lingering and forgetting to return. They are willing to invest time, energy and money in rural tourism, and think that it is worthwhile to carry out rural tourism, so as to improve their satisfaction.

6.3. Develop In-Depth Experiential Activities to Enhance Tourists' Sense of Experience

Farmers' traditional labor experience and original ecological folk experience in Shihan Village have a significant impact on tourist satisfaction, and the diversity of entertainment activities is also one of the factors affecting satisfaction, so when carrying out rural experiential activities in Shihan Village, we can focus on enriching the forms of traditional labor and folk experience. For example, a series of related activities such as field farming, fruit and vegetable picking, farm cooking, the compilation of Li brocade and Miao embroidery, the experience of Li and Miao etiquette and customs, and the experience of Li and Miao festivals, Shihan Village can also combine with the government and enterprises to dig deeply into the

local Li and Miao folk customs. Design different large-scale experiential theme activities, highlight the characteristic brand of Shihan, use the network platform to publicize, attract tourists, so that visitors can feel and participate in the rich experience activities of Shihan Village, so as to improve the satisfaction of tourists.

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