The Effects of marine Ecotourism Destinations Attributes on Perceived Value, Customer Satisfaction, and Loyalty

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Abstract: Background/Objectives: This purpose of this study aims to identify the effects of marine ecotourism destinations attributes via surveys to its visitors and enhance the understandings of visitors by identifying influencing relations between perceived value, customer satisfaction, and loyalty. Further, it provides some strategic points on the development and operation of the marine ecotourism area, and offers understandings of island tourism and implications with various views and purposes which were determined through the characteristics of marine ecotourism destinations. Methods/Statistical analysis: In hereafter research, the study about marine ecotourism should not only include Yeosu's surrounding islands but also include other areas analyzed via time series analysis methods allowing it to reinforce accuracy and reality of research results by investigating number of tourists and after effect. Findings: Understand the current situation of marine eco-tourism sites (island tourism) and provide implications for future improvement. The purpose of this study is as follows. And we want to investigate some correlation and influence relation between comfort, serviceability, consumption, attractiveness and perceived value, which are sub - elements of marine ecotourism (island) selection attributes of marine eco - tourism participants. Second, it is necessary to analyze the relationship between the perceived value of marine eco-tourism and the satisfaction of tourists. Improvements/Applications: The purpose of this study is to analyze the relationship between tourism satisfaction and loyalty to marine eco - tourism, and to explore the relationship between comfort, serviceability, consumption and attractiveness of marine ecotourism as perceived value, visitor satisfaction and loyalty. And suggests implications for developing and managing the island as a marine eco - tourism destination.

Keywords: Yeosu, marine eco-tourism, loyalty, perceived value, satisfaction of tourists, island tourism, tourism resources

I. INTRODUCTION

Korea is a new frontier with two thirds of its land area covered by mountains and three sides surrounded by the sea. The Korean peninsula is connected to the continent in the north and the sea in three sides of east, west and south [1]. And oceanic climate, so seasonal and topographical tourism elements are diverse. Jeollanam-do has the strengths of resources (1,965, 62%), coastline (6,419km, 50%) and tidal-flat (1,054km2, 44% In addition, there is a growing interest in tidal flats and fishing villages in Jeonnam region. Now, tourism pursues activities to learn more than to watch and observe in sightseeing spots. Coastal tourism developed

at the coastal area rather than sightseeing at sea is regarded as a representative type of tourism industrialization due to its impact on regional economy rather than other types of tourism [2]. Tourism is the most profitable industry in the Caribbean region, and all tourism development is concentrated in coastal areas[3] [4]. It is difficult to set up the development process and management system because it is limited to basic research on general ecotourism and ecotourism, and there is no definite conceptualization and development plan with island specificity[5][6][7]. Therefore, tourism using marine, ecological and island resources is closely related to marine ecosystem and regional characteristics of the island. Activation of island tourism and development of various programs based on marine eco-tourism are also expected to be promoted through the existing tourism, ecotourism, there is a need to do research with tourism and other diverse perspectives, goals, and direction[8][9].

II. RELATED WORKS

The geographical conditions of the Yeosu Peninsula and 365 islands were able to cultivate diverse cultures through active exchanges with the outside world by using the sea route from prehistoric times[10]. The exchange of book local is active not only with neighboring books but also with land, so that Yeosu islands are dynamic because they have a unique vitality for each book by forming regional trade and communal rights. The cultural backgrounds of the Yeosu area include the remains of castles and poles, the history of exchanges through the sea, folklore and language, and various fisheries living in an environment isolated from the land, in preparation for the invasion of prehistoric life. It has a distinctive tendency than any other region, and various studies are being conducted in historical, humanistic, and cultural terms. There is a need for research projects on island resource development and tourism that meet these characteristics. There are various opinions about the island identity of the island. The island refers to the factors such as climate, local people, culture, leisure, scenery, and souvenirs as the attractiveness factors of the island, and the island has the characteristics of isolation, differentiation, (2005), Colin & Ba (2005), and the nature of the island[11]. The World Conservation Union (IUCN), through the World Conservation Congress in Montreal in 1996, is a relatively uninhibited region that enjoys environmental responsibility, including cultural resources.

Tourism has been defined as ecotourism that promotes conservation and provides socio-economic benefits to local residents without causing negative influences on trips or visits. Unlike land, the book is surrounded by the sea. It is uncomfortable to approach the land, and the space is narrow and sensitive to climate change[12]. In addition, due to its cultural characteristics through unique cultural preservation, economic, cultural and welfare environments are weak, and the settlement conditions of residents are also inferior, resulting in population decline and aging.

III. PROPOSED METHOD

Tourist sites are defined as areas where tourists visiting the place leave for everyday life and space and set up for a certain period of time while satisfying their leisure needs. In addition, they are classified as nature, human tourism, tourism facilities, and accommodation, food, and convenience facilities to enhance the value of the service, and it is a certain space where services such as transportation and information providing for easy access can be made. The purpose of this study is to investigate the relationship between perceived value, tourist satisfaction and loyalty by analyzing the attributes of tourist attractions to create tourism demand and tourism, I have left. (Figure 1)
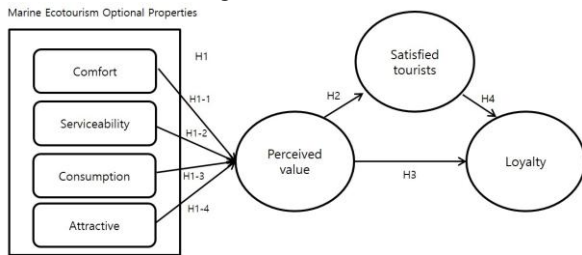

Figure 1. Research model

Therefore, the following four hypotheses were established

for the relationship between the sensory attributes (comfort, serviceability, consumption, attractiveness) and perceived value.

H1: Attributes of tourist attractions will have a positive effect on perceived value.

H2: Perceived value will have a positive impact on tourist satisfaction.

H3: Perceived value will have a positive effect on loyalty.

H4: Satisfaction with tourists will have a positive impact on loyalty.

Tourism satisfaction is closely related to behavior and is recognized as a marketing strategy element such as creating new customers and maintaining loyal customers. A total of 300 questionnaires were distributed to 150 questions in Gimhae Island and 150 questions in Haidu Island, and 300 questions were collected during the interview period. Of the questionnaires collected, 291 items were used for the final hypothesis test. its contents are shown in <Table 1>. The main variables of the questionnaires were cited 5-point Likert scale as related items of comfort, service, consumption, attractiveness, perceived value, tourist satisfaction, and loyalty. SPSS 20.0 for windows statistical package program was used.

Table 1. Survey items and operational definitions

variable	Survey items	variable	Survey items
Comfort	Accessibility (transportation and access) is convenient.	Attractive	It expresses and reflects local characteristics well.
	The environment around the tourist area is pleasant.		There are unique characteristics such as history, culture and nature of sightseeing spot.
	The sightseeing spot is safe.	Perceived value	The choice of sightseeing spot was wise.
	It has a tourist attraction around the tourist area.		It is worth your time dose.
	There is a lot of information about sightseeing spots.		Spending costs are worth it.
Serviceability	There are hospitality and exchange of local residents.		It is worth the expectation level.
	The tourist company is kind.		Life is worth recharging.
	It has an interesting program.	Satisfied tourists	Interesting and satisfied.
	It has an interesting program.		Satisfied with the choice.
Consumption	Accommodation and facilities.		The guide is pleased with the kindness.
	Souvenirs and shopping (specialties) vary.		Satisfies service quality.
	The prices and costs of tourist attractions are appropriate.	Word of mouth	Interest can be introduced positively.
	The food is abundant.		We can introduce to neighboring people.
			It can be introduced as a place worth visiting.

		Images can be positively introduced
	Revisit	I want to see other sightseeing spots.
		I want to come again
		I want to visit other seasons
		I want to visit with people around me.

The data collection for this study was conducted from August 17th to September 17th, 2017, for tourists who visited the book marine tourism site in Yeosu, Jeollanam - do. A total of 300 questionnaires were distributed to 150 questions in Gimhae Island and 150 questions in Haidu Island, and 300 questions were collected during the interview period. Of the questionnaires collected, 291 items were used for the final hypothesis test. The main variables of the questionnaires were cited 5-point Likert scale as related items of comfort, service, consumption, attractiveness, perceived value, tourist satisfaction, and loyalty. SPSS 20.0 for windows statistical package program. Exploratory factor analysis was performed on total 15 items to measure the selection attributes of marine

eco - tourism destinations. First of all, we selected only 15 variables of the marine ecotourism selection variables to be used for the analysis, and repeatedly analyzed the factors by eliminating or including the variables until the result of the factorization that the researcher deemed appropriate All 15 optional attribute items were used for factor analysis. Factor analysis showed that four factors were extracted based on the Eigen value of 1.0 or more, and the cumulative variance value exceeded 60%, indicating that the results of the factor analysis are fairly valid. On the other hand, the value of KMO (Kaiser-Meyer-Olkin) was high as 0.833, and Bartlett's sphere formation verification value (Approximate Chi-Square) was significantly significant as 1784.304 ($p = 0.000$) Which is a very appropriate sample to apply the analysis its contents are shown in <Table 2>.

Table 2. Factor Analysis and Reliability Analysis of Selective Attributes of Marine Eco-tourism Sites

variable	Survey items	Factor loading	Eigen value	Dispersion (%)	Reliability (a)
Comfort	Accessibility (transportation and access) is convenient.	0.827	5.270	35.136	0.834
	The environment around the tourist area is pleasant.	0.825			
	The sightseeing spot is safe.	0.742			
	It has a tourist attraction around the tourist area.	0.568			
	There is a lot of information about sightseeing spots.	0.584			
Serviceability	There are hospitality and exchange of local residents.	0.839	1.944	12.962	0.778
	The tourist company is kind.	0.744			
	It has an interesting program.	0.647			
	It has an interesting program.	0.512			
Consumption	Accommodation and facilities.	0.848	1.068	7.121	0.660
	Souvenirs and shopping (specialties) vary.	0.819			
	The prices and costs of tourist attractions are appropriate.	0.725			
	The food is abundant.	0.641			
Attractive	It expresses and reflects local characteristics well.	0.840		9.662	0.773
	There are unique characteristics such as history, culture and nature of sightseeing spot.	0.584	1.449		

Factor analysis and reliability analysis were conducted to verify the validity and reliability of perceived value constructs. An exploratory factor analysis of perceived value was conducted with five items, and the results were as shown in its contents are shown in <Table 3>.

Factors such as 'value is expected value', 'time value is worth', 'expenditure cost is worth', 'choice of sightseeing spot was wise', 'value of life recharge' Reliability 0.898, and variance explanation 71.357%, and the factor names were named as perceived value.

Table 3. Factorization and reliability analysis of perceived value

variable	Survey items	Factor loading	Eigen value	Dispersion (%)	Reliability (a)
Perceived value	It is worth the expectation level.	0.871	3.568	71.357	0.898
	It is worth your time dose.	0.846			
	Spending costs are worth it.	0.844			

	The choice of sightseeing spot was wise.	0.833			
	Life is worth recharging.	0.828			

Factor analysis and reliability analysis were conducted to verify the validity and reliability of the items of satisfaction. An exploratory factor analysis of satisfaction was conducted with four items, and the results were as shown in Factors were classified into three items: 'Satisfied with Service Quality', 'Interesting and Satisfied', 'Satisfied with Choice' and 'Satisfied with Guidance Personality' were 0.830 and 66.540%, respectively And the factor name was given as satisfaction its contents are shown in <Table 4>.

Table 4. Factorization and reliability analysis of satisfaction

variable	Survey items	Factor loading	Eigen value	Dispersion (%)	Reliability (a)
SATISFACTION	Satisfies service quality.	0.871	3.568	71.357	0.898
	Interesting and satisfied.	0.846			
	Satisfied with the choice.	0.844			
	The guide is pleased with the kindness.	0.833			

Factor analysis and reliability analysis were conducted to verify the validity and reliability of the loyalty component items. The exploratory factor analysis of loyalty was conducted with 8 items its contents are shown in <Table 5>.

Table 5. Factor analysis and reliability analysis of loyalty

variable	Survey items	Factor loading	Eigenvalue	Dispersion (%)	Reliability (a)
Word of mouth	Interest can be introduced positively.	0.862	3.754	61.910	0.891
	We can introduce to neighboring people.	0.783			
	It can be introduced as a place worth visiting.	0.774			
	Images can be positively introduced	0.732			
Revisit	I want to see other sightseeing spots.	0.878	1.672	15.603	0.870
	I want to come again	0.784			
	I want to visit other seasons	0.759			
	I want to visit with people around me.	0.694			

IV. ARTICLE VERIFICATION

The regression equation for marine ecotourism selection attributes that affect the dependent variable, perceived value, is statistically significant at F = 82.696 (p <0.001), and R2 is 53.7% explanatory power. As a result of the t test on the regression coefficients of the determinants of the marine ecotourism selection factors, the serviceability, attractiveness, and comfort were statistically significant at the significance level of 0.001 or less its contents are shown in <Table 6>.

Table 6. The relationship between marine ecotourism choice attributes and perceived value

Marine eco-tourism	Perceived value			
	Standardized regression coefficient	t	Tolerance	VIF
Consumption	0.075	1.571	0.706	1.416
Serviceability	0.196	4.150***	0.726	1.377
Attractive	0.424	8.188***	0.606	1.649
Comfort	0.266	5.949***	0.815	1.227

F = 440.030 (p <0.001), which is statistically significant, and R2 is the explanatory power of 60.2%. The results of the t test for the perceived value regression coefficient, which is a determinant variable included in the regression equation, were statistically significant at levels below 0.001 its contents are shown in <Table 7>.

Table 7. Perceived value will have a positive effect on the satisfaction of tourists

division	satisfaction			
	Non-standardized regression coefficient	Standard error	Standardized regression coefficient	t
Perceived value	0.705	0.034	0.777	20.977***
Model	R^2=0.604 Adjusted R^2=0.602 F=440.030***			

The regression equation for the perceived value of the loyalty of the dependent variable, F = 267.323 (p <0.001), is statistically significant, and R2 is the explanatory power of 48.1%. The results of the t test for the perceived value regression coefficient, which is a determinant variable included in the regression equation, were statistically significant at levels below 0.001 its contents are shown in <Table 8>.

Table 8.   Impact relationship between perceived value and loyalty

division	Loyalty			
	Word of mouth		Revisit	
	Standardized regression coefficient	t	Standardized regression coefficient	t
Perceived value	0.693***	16.350	0.767	20.329***
Model	R^2=0.481 Adjusted R^2=0.479 F=267.323***		R^2=0.588 Adjusted R^2=0.587 F=413.282***	

*p<.05, **p<.01, ***p<.001

The regression equation for the perceived value of the loyalty factor, which is a dependent variable, is F = 189.307 (p <0.001), and R2 is statistically significant at 39.6% its contents are shown in <Table 9>..

Table 9. The Relationship Between Satisfaction and Loyalty of Tourists

division	Loyalty			
	Word of mouth		Revisit	
	Standardized regression coefficient	t	Standardized regression coefficient	t
satisfaction	0.629	13.759***	0.639	14.136***
Model	R^2=0.396 Adjusted R^2=0.394 F=189.307***		R^2=0.409 Adjusted R^2=0.407 F=199.816***	

V. CONCLUSION

The purpose of this study is to identify the characteristics of marine ecotourism tourists visiting tourists visiting the marine eco - tourism area of Yeosu, Namseon - myeon, Geum - do and Hwajeong . The impact of perceived value on tourists' perceived value, the relationship between satisfaction and loyalty, the relationship between satisfaction and loyalty, and the understanding of tourists visiting the island. And to provide implications with different perspectives, goals, and directions.

Multiple regression analysis was conducted to examine the influence relationship. Four factors were selected as independent variables of the marine eco - tourism destination, which were derived through factor analysis. Perceived value was set as the dependent variable Respectively. As a result of the analysis, it was found that the degree of influence affects perceived value in order of attractiveness (t = 8.188), comfort (t = 5.949) and serviceability (t = 4.150).

It is necessary to carry out ongoing monitoring of tourists for tourists visiting marine eco-tourism sites, and to make efforts to identify problems, improvements and tourist requirements. In addition, based on this, it will be possible to improve infrastructure and convenience facilities for tourists' satisfaction and convenience, to expand the location, direction, guide signs for each island, establish tourism center. It is necessary to encourage tourists to come back to the island and provide a positive word of mouth by providing opportunities for experiencing and leisure activities as well as promoting and marketing activities to attract potential tourists.

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