A Study on Tourist Satisfaction of Fujian Traditional Village Tourism Based on Perceived Value

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Abstract

The traditional village is a carrier of profound ethnic history and cultural heritage. However, it is facing unprecedented dual challenges of "protective decay" and "constructive decay" in an open environment, posing severe challenges to inheritance and development in the process of modernization. In recent years, traditional villages rich in cultural heritage and scenic resources have exhibited strong appeal to tourists. Nonetheless, issues persist, such as low tourist satisfaction with tourism products, inadequate professionalism among service providers, and weak market competitiveness, which hinder these traditional villages from meeting market demands.

In this context, exploring the relationship between tourist perceived value, satisfaction, and loyalty can enhance the competitive edge of traditional villages in Fujian's tourism market. From the perspective of tourist perception, an evaluation model of "perceived value - satisfaction - loyalty" was constructed and empirically studied. The model consists of three major factors: tourist perceived value, tourist satisfaction, and tourist loyalty, along with 33 observed factors influencing these three main factors, forming a linear structural relationship. The results indicate that, in addition to societal value, various aspects of perceived value such as scenic value, cost value, emotional security value, service value, project facilities value, and convenient transportation value all significantly positively influence tourist satisfaction in Fujian's traditional village tourism. Tourist satisfaction also significantly positively affects tourist loyalty, while tourist perceived value indirectly influences loyalty through satisfaction. The influencing paths of each variable are not identical. Based on this, focusing on the aspect of perceived value in traditional village tourism, recommendations are provided for the development of traditional village tourism in Fujian.

Keywords: *Tourist Perceived Value, Tourist Satisfaction, Tourist Satisfaction, Traditional village tourism.*

Introduction

With the rapid development of social economy, the urban population density increases sharply, the urban environmental pollution is serious, and the urban residents increasingly yearn for a quiet life in the rural areas, and the development of rural tourism is an inevitable trend. Due to the late start of rural tourism in China, many rural tourism projects and tourism enterprises are only copying and imitation, the form is more single and resulting in serious homogenization; rural tourism service system and infrastructure

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is weak, the tourist experience decreased, less considering the real needs; the rapid development of rural tourism, leading to the rural cultural heritage of "protective decline" and "constructive decline".

China's Fujian Province has the largest number of traditional villages, and the traditional village tourism resources are rich and various, the author went to the traditional villages in Fujian province, make the traditional village tourism as the main body, through the traditional village spatial distribution characteristics, to investigate the effect of Tourists' perceived value, satisfaction and loyalty in Fujian Province, improve tourists perceived value to promote the development of traditional village tourism in Fujian province. The study is based on the theoretical foundation that the development of rural tourism is studied to broaden the practicality of tourists' perceived value of tourists, and play a certain role in promoting the development of traditional villages in Fujian Province, and provide reference for traditional village tourism in other provinces and cities in China. The relevant policies issued by the state and the deployment of targeted poverty alleviation tasks by the National Tourism Administration are important connotations of implementing poverty alleviation through tourism and the promotion of all-region tourism. Traditional village tourism is undoubtedly a powerful starting point for the implementation of poverty alleviation tasks and the realization of poverty alleviation goals. The research demand of developing traditional village tourism is also increasingly urgent. This research is a further exploration of traditional village tourism research driven by demand orientation, and can also provide decision support and produce social benefits.

Based on the perspective of tourist perceived value, the theory of sustainable development and consumer Cognition Theory, the author makes an in-depth investigation and research of the spatial distribution and tourism development of traditional villages. Combining qualitative and quantitative analysis method, establish the traditional village tourist perception value measurement index system, deepen the practicability of theoretical research, broaden the perspective of traditional village tourism research, promote the development of the traditional village tourism research process based on tourist perception value, broaden the application scope of tourist perception theory in the traditional village tourism development.

Fujian Province is one of the smaller provinces in China, with the land area only accounting for 1.29% of the whole country, however, Fujian has 552 state-level traditional villages in the six batches, accounting for 6.75% and ranking the sixth, which fully indicates that Fujian has a good resource base of traditional villages. It provides a good foundation for the study of spatial characteristics, influencing factors, conservation and tourism development of traditional villages.
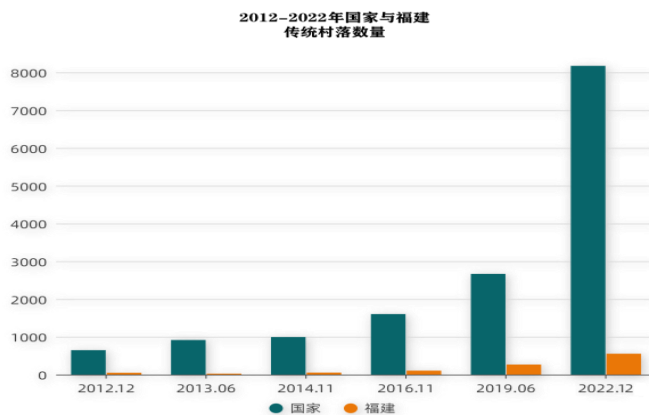

FIG 1：In 2012--2022 Number of traditional villages in China and Fujian province

Data sources：Ministry of Housing and Urban-Rural Development, PRC

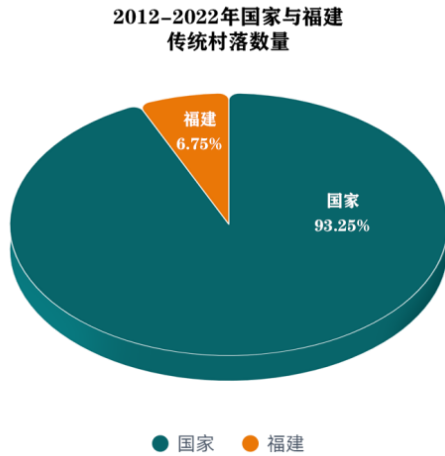**2012–2022年国家与福建传统村落数量**

福建 6.75%

国家 93.25%

● 国家   ● 福建

FIG 2：In 2012--2022 The proportion of traditional villages in Fujian province

Data sources： Ministry of Housing and Urban-Rural Development, PRC

Literature Review

Although there are many studies on rural tourism, but is limited for traditional village tourism, traditional village tourism research is a hot issue of many scholars in recent years, the research content focused on the literature review, development mode, development path, but from the perspective of tourist perception value of traditional village tourism research is still limited to a small part, so the author belongs to this field research, to promote such related research has a certain positive role.

Based on the theory of customer perceived value, domestic and foreign scholars put forward the definition of tourists' perceived value. The perceived value of tourists lies in their experience and appreciation of the products and services purchased at their tourist destinations (Stevens, B. F., 2012). Tourists' perceived value is the perceived value formed by tourists after combining the destination perceived quality with the corresponding price (Murphy, 2000). The perceived value is the subjective comparison and psychological result of the time and money spent as well as their travel experience (Duman, 2015). Tourist perceived value is a comprehensive evaluation and trade-off of their personal gains and gains in a complete tourism activity (Chen Haibo, 2010). A comprehensive evaluation of the quality and value of the combination of products and services of the tourists during the whole tourism experience (Meng Ying, 2013). Tourists' perceived value is a comprehensive evaluation of the knowledge and preferences formed by tourists and their desires and expectations in the process of tourism practice. It can be seen that different scholars do not have the same definition of the connotation of the value of tourism perception, but they also focus on the view of weighing and evaluation of profit gain and profit loss.

Tourists satisfaction is developed from customer satisfaction, which is the focus of research and hotspot in tourism industry at home and abroad. It is widely used in various tourism fields such as tourist destinations, scenic spots, hotels and restaurants, helping tourism enterprises to know the operation status and development direction of enterprises from the perspective of tourism consumers. Currently, scholars have different definitions of tourist satisfaction, but the core idea is still the "expectation inconsistency theory", that is, tourist satisfaction is the result of comparison between tourists' expectations and actual experience, if expectations are greater than actual experience, tourists are dissatisfied, and vice versa, tourists are satisfied. Tourist satisfaction is a comprehensive evaluation of the services, facilities and environment of a destination to meet the needs of tourists (Baker & Crompton, 2000), and it is the difference between tourists' perceptions and

expectations of the services, facilities and scenery of a scenic spot (Fu, 2005). Tourist satisfaction is mainly obtained in comparison with tourists' expectations and needs, and is the overall degree of pleasure felt by tourists from the destination (Chen & Tsai, 2007). Tourist satisfaction is the degree of satisfaction formed by comparing with tourism expectations and payoffs (Cao, Yanxue, 2018). This paper argues that tourist satisfaction is the degree to which the overall experience meets tourism expectations after the tourist travel experience.

In the definition of tourists loyalty at the same time, scholars study the influence factors of tourists loyalty, which are mainly tourists satisfaction, perceived value, destination image and local attachment. In the study of the influence of tourists satisfaction, scholars found that tourists satisfaction directly and positively influences tourist loyalty through empirical studies of tourism contexts such as cultural heritage sites, and tourist loyalty behavior is the main consequence of tourist satisfaction (Tian Caiyun,Pei Zhengbing, 2021). In the study of factors influencing tourists' perceived value, different dimensions of perceived value had different effects on tourists' loyalty. Gallarza constructed seven perceived value dimensions and found that different dimensions of perceived value were significantly related to satisfaction and loyalty (Gallarza, 2006). Taking the non-foreign heritage fair as an example, it was found that none of the dimensions of perceived value could influence revisit intention, but aesthetic value and social value could indirectly and positively influence revisit intention through satisfaction (Zheng Yangfan, 2019). Taking Guilin city as an example, the destination image was divided into five dimensions and 27 indicators, and by using structural equation modeling analysis, it was found that all five dimensions of destination image have a positive impact on loyalty, and satisfaction has a very significant positive impact on loyalty (She Shengxiang et al., 2016).

Research Methodology

Based on the above review of research on dimensions of tourists' perceived value, it is summarized that the perceived value of tourists in traditional village tourism contains seven dimensions: landscape value, service value, emotional value, social value, service value, project value, facility value and cost value, and there are differences in the relative importance among the dimensions.

(1) In the study on the influence of tourists' perceived value on satisfaction, Lee took Korean DMZ tourists as the research object and concluded that emotional value, functional value and overall value all have significant influence on tourists' satisfaction (Lee, 2007). Taking traditional festivals of ethnic minorities as an example, it was found that seven dimensions of tourists' perceived value such as cultural awareness, social, service and context were correlated with satisfaction to different degrees (Ma, Ling and Bao, Jigang, 2012). Ethnic tourism destinations were selected for the study, and it was found that emotional value and functional value had a significant positive effect on satisfaction (Cao Yanxue, 2018). Taking ski tourism as an example, ski tourists' perceived value was found to be positively related to satisfaction (Lu Lu and Liu Chunling, 2018). Taking cultural heritage site tourism as an example, four dimensions such as cultural aesthetic value and service function value were found to have a significant positive influence on tourist satisfaction (Tian, Caiyun and Pei, Zhengbing, 2021). Taking forest park tourism as an example, it was found that service value, cost value, experience value, emotional value and resource value influence satisfaction in varying degrees from large to small (Qiaohui Liu and Xiaoping Wang, 2022). Tourist perceived value is the tourist's feeling and perception of tourism products or services, and is the tourist's expectation and expectation of tourism experience. If tourists can feel the value of tourism products or services, they are likely to generate higher satisfaction and loyalty. Based on scholars' research, this paper proposes the following hypothesis:

H1: There is a significant positive effect of tourist perceived value and tourist satisfaction.

H1a: There is a significant positive effect of landscape value and tourist satisfaction.

H1b: There is a significant positive effect of cost value and tourist satisfaction.

H1c: There is a significant positive effect of emotional safety value and tourist satisfaction.

H1d: There is a significant positive effect of service value and tourist satisfaction.

H1e: There is a significant positive effect of social value and tourist satisfaction.

H1f: There is a significant positive effect between the value of project facilities and tourist satisfaction.

H1g: There is a significant positive effect between the value of transportation convenience and tourist satisfaction.

(2) In the study on the hypothesis of the influence of tourist perceived value on loyalty, for example, Gallarza constructs 7 dimensions of perceived value and concludes that different dimensions of perceived value are significantly related to satisfaction and loyalty (Gallarza, 2006). Taking Xixi National Wetland Park as an example, 8 dimensions of tourists' perceived value were constructed, and it was found that the greater the tourists' perceived value, the higher their loyalty to tourism (Zhao Lei and Wu Wenzhi et al., 2018). Taking the non-heritage fair as an example, it was found that none of the dimensions of perceived value could influence the willingness to revisit (Zheng Yangfan, 2019). Taking cultural heritage site tourism as an example, it was found that the dimensions of tourists' perceived value such as cultural aesthetic value and service function value significantly and positively influenced tourists' loyalty to different degrees (Tian, Caiyun, and Pei, Zhengbing, 2021). Tourist satisfaction is the psychological evaluation and emotional response of tourists to tourism products or services, and is the degree of satisfaction perceived by tourists after facing tourism products or services. The higher the satisfaction level, the better the tourists' evaluation of the tourism product or service and the higher the loyalty is likely to be. Synthesizing the above studies, the following hypotheses are proposed:

H2: There is a significant positive effect of tourist perceived value and tourist loyalty.

(3) In the study of the effect of satisfaction on loyalty, Wang Bin used scenic tourists as the research object and found that satisfaction significantly and positively influenced recent behavioral loyalty and attitudinal loyalty (Wang Bin, 2011). Sun Jie and Yao Juan took flower tourism as an example and found that tourist satisfaction was significantly and positively related to loyalty (Sun Jie and Yao Juan, 2014). Taking Guilin city as an example, She Shengxiang et al. divided the destination image into five dimensions and 27 indicators, and found that satisfaction had a very significant positive effect on loyalty by using structural equation modeling (She et al., 2016). By using tourists from Yuanmingyuan in Beijing as the research object, the empirical analysis found that tourist satisfaction significantly and positively influenced tourist loyalty (Tian, Caiyun and Pei, Zhengbing, 2021). Tourist loyalty is the degree of tourist loyalty to a tourism product or service brand, and it is the tendency of tourists to repurchase and recommend a tourism product or service. Loyalty is closely related to satisfaction and perceived value, and when tourists feel the value of tourism products or services and are satisfied with them, their loyalty is also likely to be higher. Based on the above scholars' research, the following hypothesis is proposed in this paper:

H3: There is a significant positive influence of tourist satisfaction on tourist loyalty.

H4: There is a significant positive effect of tourist perceived value on tourist loyalty through the mediating role of tourist satisfaction.

In order to more clearly describe the hypothesized influential relationship between visitor perceived value and each perceived value dimension, the study constructs a conceptual model (as in Figure 3):
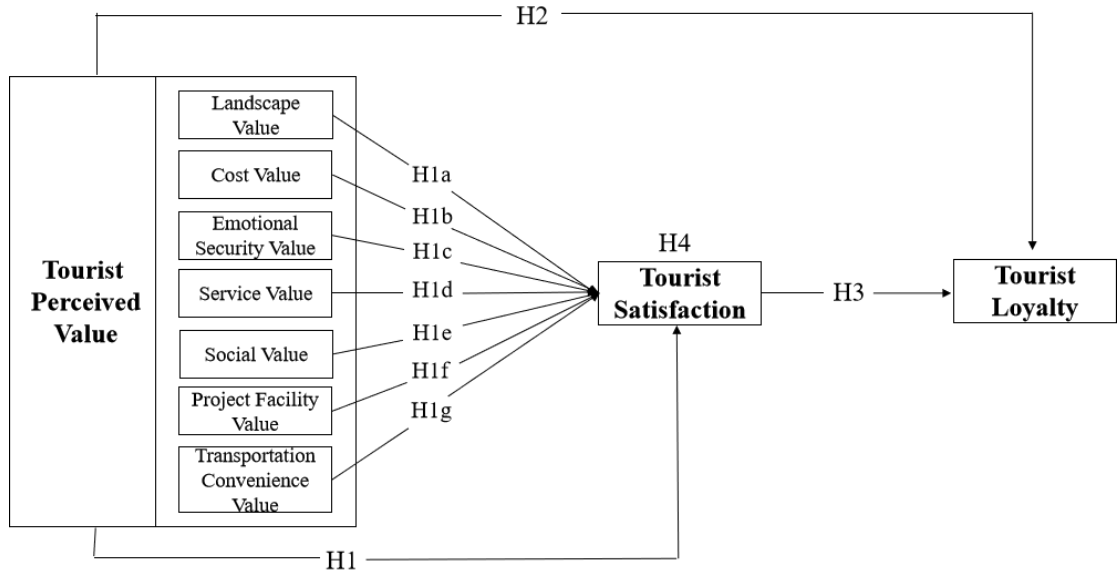

FIG 3: A conceptual model of tourist perceived value research

On the basis of clear themes, the questionnaire follows the design principles of easy-to-understand language, appropriate length, reasonable structure and strong logic. The questionnaire is divided into four parts. The first part is the sociological characteristics of tourists. For example, "age", "gender", "occupation" and so on. The second part is about the investigation of tourist behavior characteristics. The third part is the survey of the importance of tourists' perceived value index and actual perception, it mainly involves the perceived value, satisfaction, and loyalty, etc., with a total of 33 items (see Table 1). The five-point Likert scale was used for measurement, which consisted of a set of declarative sentences, each of which represented the perceived value of tourists to traditional village tourism. The fourth part is the follow-up behavior survey of tourists in traditional villages.

Table 1: Index system of tourist perceived value scale

Dimension	Measurements	Reference source
Landscape value	A1 The landscape has its typical rural features A2 The rural landscape is attractive A3 The environmental quality of the scenic spot is good A4 The climate is suitable for the fresh air A5 It has a distinctive cultural heritage	(Weimin CAI, 2015) (Tian Caiyun and Pei Zhengbing, 2021)
Cost value	B1 Catering is affordable B2 Accommodation prices are moderate B3 The total consumption of rural tourism is moderate B4 Rural tourism consumes moderate energy B5 Rural tourism takes a moderate amount of time B6 Specialty products and agricultural and sideline products are cost-effective	(Wang Li, Zhang Hongmei, et al. 2014); (Gao Haixia, Yao Yao, 2014)
Emotional value	C1 The scenic spot is perfect for relaxation C2 Travel activities can feel the beautiful things C3 Open your horizons and learn new knowledge C4 The tour process is full of fun	(Zheng Yangfan ,2019)（Lee，2007）
Service value	D1 Destination goods and specialty products to purchase convenience D2 Good destination order and high level of	(Wang Li, Zhang Hongmei, et al.,2014); (Liu Qiaohui and

	management D3 The destination staff is patient and meticulous D4 The tour explanation and introduction language are easy to understand D5 Destination practitioners have a good service attitude D6 Destination service personnel are skilled D7 Destination complaint system perfect reply quickly D8 Destination security measures are good	Wang Xiaoping, 2022)
Social value	E1 Expand the range of friends and meet new friends E2 Increase your own collective consciousness E3 Get recognition from others	(Huang Yinghua, Huang Fucai, 2007) (Cao Yan xue,2018);
Product value	F1 There are a wide variety of tourism activities F2 High safety profile of tourism products F3 There are many kinds of tourist specialties F4 Tourism activities are highly participatory	(Ma Ling and Bao Jigang, 2012)
Facility value	G1 Perfect living supporting infrastructure (public toilets, etc.) G2 Mobile communication is smooth in use G3 Emergency rescue facilities are fully equipped G4 The transportation between the traditional village tourist scenic spots is convenient G5 Accommodation is clean and comfortable G6 All kinds of signs and signs are eye-catching and have clear instructions G7 The local social security is very good	(Li Wenbin, Zhang Hongmei, 2010) (Zhou Wei, Huang Zhenfang, 2012)
Satisfaction	H1 Overall satisfaction of this trip H2 Compared with pre-trip expectations	Cao yanxue,2018); (Sun Hao, Yao Juan, and Chen Lijun, 2014)
Loyalty	I1 Revisit intention I2 Recommendation intention	(She Shengxiang et al., 201) (Gallarza, 2006)

The selection of the survey sites is based on the principles of purpose, pertinacity and typicality. In accordance with the "Gold Medal Tourism Villages" of Fujian Province selected by Fujian Provincial Department of Culture and Tourism from 2020 to 2021, a total of 106 villages have been selected in three years, among which 32 are national-level traditional villages. The 32 traditional villages were selected as the research sites, and their natural environment, cultural heritage, tourism facilities, service quality, tourism products and other aspects were relatively perfect, which had certain reference value.

The questionnaire of this study was distributed through field survey. In December 2022, a small-scale pre-survey of traditional villages in Fujian Province and obtained 51 questionnaires. After eliminating 2 invalid questionnaires, a total of 49 valid questionnaires were obtained. In January 2023, through the holidays to the traditional village tourism base for a simple random sampling survey. To ensure the typicality of the study on tourists' perceived value, a total of 960 questionnaires were sent out and 916 were recovered, with a recovery rate of 95.41%.The number of valid questionnaires was 713 after removing the cases with the same score in the scale (the first 20 consecutive items in the scale had the same score were eliminated),The effective rate is 74%, greater than 70%, which meets the requirements.

Table 2: Sample selection

Name	Year	Country QTY	Traditional Country QTY	Questionnaire QTY
"Gold Medal Tourism Village" in Fujian Province	2022	30	11	330
	2021	40	8	240
	2020	36	13	390
Total		106	32	960

Data source: Fujian Provincial Department of Culture and Tourism

Results of the Study and Discussions

Through the interview survey of tourists from 32 "gold medal tourism villages" in traditional villages of Fujian,China, the sociological characteristics of tourists from 713 valid questionnaires are analyzed.

Table 3: Analysis of the sociological characteristics of tourists

	Item	Frequency	Valid Percent/%	Cumulative Percent/%
Gender	1 Man	348	48.8	48.8
	2 Woman	365	51.2	100.0
Age	1 A Under 18	31	4.3	4.3
	2 B 19-24	166	23.3	27.6
	3 C 25-40	274	38.4	66.1
	4 D 41-50	128	18.0	84.0
	5 E 51-60	58	8.1	92.1
	6 F Above 60	56	7.9	100.0
Source of tourists	1 A Fujian Province	360	50.5	50.5
	2 B Other Province	343	48.1	98.6
	3 D Abroad	10	1.4	100.0
Occupation	1 A Student	152	152	152
	2 B Public institution or government staff	131	131	131
	3 C Enterprise employee	157	157	157
	4 D Soldier	19	19	19
	5 E Worker	26	26	26
	6 F Self-employed	70	70	70
	7 G Retiree	72	72	72
	8 H Freelancer	72	72	72
	9 I Others	14	14	14
Monthly income	1 A Under 1500 Yuan	84	11.8	11.8
	2 B 1501-3000 Yuan	100	14.0	25.8
	3 C 3001-4500 Yuan	126	17.7	43.5
	4 D 4501-6000 Yuan	118	16.5	60.0
	5 E 6001-8000 Yuan	127	17.8	77.8
	6 F Above 8001 Yuan	158	22.2	100.0

Visitor Behavior Characteristics: The interviewed tourists are mainly recommended and introduced by family, friends, and classmates, accounting for the majority at 70.7%.

Following this, 48.2% obtain relevant information through the internet. The tourism promotion methods of traditional villages in Fujian Province need to align closely with the "Internet" era. In terms of tourist attention, tourism resources of Fujian's traditional villages hold the foremost position at 65.6%. The most appealing factors to tourists are the cultural heritage and unique rural customs of these traditional villages, accounting for 67.0% and 64.9% respectively. Given the strong attraction of these two factors, enhancing the promotion and dissemination of the cultural heritage and rural customs of traditional villages is recommended. Additionally, expanding activities of similar nature and emphasizing the exploration of regional distinctiveness and cultural value would be beneficial. The most frequently selected purpose of tourists' visits is to experience cultural heritage, comprising 61.6%. Correspondingly, enhancing the experiential aspect of cultural heritage and rural sightseeing, uplifting the environmental value of traditional villages, and discovering new tourism activities and projects are advisable. The most favored tourist commodities for purchase are folk crafts, constituting 64.4%. With the growing demand for spiritual and cultural fulfillment, an increasing number of individuals appreciate folk handicrafts. For the majority of tourists, their travel duration is one to two days, accounting for 45.9% and 44.9% respectively. This suggests that the current stage of traditional village tourism is still at a relatively preliminary level of exploration, with a noticeable challenge in retaining visitors, thereby limiting the economic benefits derived from traditional village tourism. Among the visitors of traditional village tourism, the most popular mode of transportation is self-drive tour, accounting for 66.6%, significantly surpassing other modes. In the development of traditional village tourism, it's essential to consider the carrying capacity of vehicles at the destination and plan for increased private car parking spaces.

In this field survey, an investigation was conducted on the experiential perception of tourists visiting traditional villages. A questionnaire utilizing the Likert five-point scale with four indicators was employed to measure tourist satisfaction and recommendation levels. These two indicators collectively represent tourist loyalty. The mean satisfaction score of tourists was 3.96, indicating an overall tendency towards satisfaction among tourists. Among them, female visitors exhibited slightly higher satisfaction levels compared to male visitors, although this difference was not significantly pronounced.

Table 4: Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Overall Perception	713	1.00	5.00	3.9607	0.96781
Valid N (listwise)	713				

Table 5: Overall Perception

		Frequency	Percent/%	Valid Percent/%	Cumulative Percent/%
Valid	1.00 Very Dissatisfied	19	2.7	2.7	2.7
	2.00 Dissatisfied	47	6.6	6.6	9.3
	3.00 Ordinary	93	13.0	13.0	22.3
	4.00 Satisfied	338	47.4	47.4	69.7
	5.00 Very Satisfied	216	30.3	30.3	100.0
	Total	713	100.0	100.0	

When tourists judged the overall perception of tourism in traditional villages, they were very satisfied (30.3%), satisfied (47.4%), ordinary (13%), dissatisfied (6.6%) and very dissatisfied (2.7%). It can be seen that 77.7% are very satisfied and satisfied, and most of the tourists' perception tends to be satisfied. The willingness of tourists to recommend to

friends accounts for 33.5% very willing, 51.3% willing, 9.8% uncertain, 4.5% unwilling and 0.8% very unwilling, among which 84.8% are very willing and willing. As shown in Table 6, most of the tourists still have the willingness to recommend.

Table 6： The Willingness to Recommend

		Frequency	Percent/%	Valid Percent/%	Cumulative Percent/%
Valid	A Very Willing	239	33.5	33.5	33.5
	B Willing	366	51.3	51.3	84.9
	C Uncertain	70	9.8	9.8	94.7
	D Unwilling	32	4.5	4.5	99.2
	E Very Unwilling	6	0.8	0.8	100.0
	Total	713	100.0	100.0	

Reliability analysis is used to test the reliability of questionnaire scale. Only when the questionnaire data pass the reliability test and meet the standard can it be used for further research. Cronbach's Alpha coefficient was used for estimation in the study. Generally speaking, if Cronbach's Alpha coefficient reached 0.8, it indicated that each index of tourist perceived value dimension had high intrinsic credibility, which could be used for follow-up research. Reliability analysis showed that the overall reliability was good, with Cronbach's Alpha of 0.967 (see Table 7).

Table: 7: Reliability Statistics

Cronbach's Alpha	N of Items
0.967	29

Validity Analysis is a method to test whether the design of questionnaire can reflect research problems. KMO and Bartlett's spherical test were carried out on the scale, and KMO value was calculated to judge the validity of the questionnaire scale, so as to determine whether factor analysis could be carried out. It is generally believed that the closer the KMO value is to 1, the more suitable for factor analysis.Bartley's spherical test was conducted on the index of the survey tourists' perceived value scale, and it was found that the KMO value was 0.975, larger than 0.9, indicating that this scale was suitable for factor analysis, as shown in Table 8. 7 dimensions were designed according to the model scale, so the factor analysis was advanced by 7 factors to verify its good structural validity.

Table 8: KMO and Bartlett's Test

KMO		0.975
Bartlett's Test of Sphericity	Approx. Chi-Square	13661.324
	df	406
	Sig.	0.000

Regression analysis is a common statistical method used to study the relationship between the dependent and independent variables. It usually finds the linear or non-linear relationship between the dependent and independent variables by analyzing the data. In tourism research, tourist perceived value is an important independent variable. The factor analysis and correlation analysis of tourist perception indicators show that there is a correlation between tourist perception values. However, for a more comprehensive understanding of traditional village tourism in Fujian, the relationship between each perceived value indicator and the regression equation analysis between the total perceived

value and the subsequent behavior of tourists can be explored to better understand the tourist experience.

Multiple regression equation model is: y=a+b1x1+b2x2+......+b7x7, where y is the visitor satisfaction, and x1, x2, x3,...x7 are the 7 dimensions representing landscape value, cost value, emotional safety value, service value, social value, project facility value, transportation convenience value, etc., respectively, and a is a constant term, The a is a constant term; b1, b2, b3..., b7 are the regression coefficients of each dimension. The results are shown as follows:

Table 9：Model Summary

Model	R	R^2	Adjusted R^2	Std. Error of the Estimate
1	0.348[a]	0.121	0.112	0.91183

a. Predictors: (Constant), transportation convenience value,project facility value,social value,service value, emotional safety value, cost value,landscape value

From the results of the above table, we can learn that the complex correlation coefficient is 0.348, which shows a good linear relationship between the dependent variable (visitor satisfaction) and the independent variable, i.e., the seven factors. Its coefficient of determination R2 is 0.121 and the adjusted coefficient of determination R2 is 0.112, and the ANOVA results prove that the regression model is significant overall.

Table 10：ANOVAa

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	80.740	7	11.534	13.873	0.000b
	Residual	586.160	705	0.831		
	Total	666.900	712			

a. Dependent Variable:tourist satisfaction

b. Predictors: (Constant), transportation convenience value,project facility value,social value,service value, emotional safety value, cost value,landscape value

Table 11：Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	3.961	0.034		115.986	0.000
	landscape value	0.117	0.034	0.121	3.420	0.001
	cost value	0.100	0.034	0.104	2.939	0.003
	emotional safety value	0.129	0.034	0.133	3.764	0.000
	service value	0.148	0.034	0.153	4.342	0.000
	social value	0.043	0.034	0.045	1.265	0.206
	project facility value	0.192	0.034	0.198	5.617	0.000
	transportation convenience value	0.111	0.034	0.115	3.257	0.001

a. Dependent Variable:tourist satisfaction

The linear regression analysis is specified in Table, from which we can see that the significance of these seven independent variables are 0.001, 0.003, 0.000, 0.000, 0.206, 0.000 and 0.005, where the coefficient of the six factors, FA1, FA2, FA3, FA4, FA6 and FA7, P=0.000<0.001, indicating that There exists a relatively significant linear regression relationship, and the coefficient of this factor FA5, P=0.206>0.05, indicates that there is a non-significant linear regression relationship, thus the linear regression equation between tourist satisfaction and the seven factors is obtained as:

Y=3.961+0.117(landscape)+0.100(cost)+0.129(emotional safety)+0.148(service)

+0.043(social)+0.192(project facility)+0.111(transportation convenience)

The regression coefficients of the seven values show that the coefficients of landscape value, cost value, project facility value, service value, social value, emotional safety value, and transportation convenience value are greater than zero and are positively correlated with the perceived value of tourists. The hypotheses H1a,H1b,H1c,H1d,H1f,H1g are valid and H1e is not valid.

Using the results of the factor analysis, the combined tourist perceived value was weighted, thus using a univariate linear regression model: y=a+bx, where the dependent variable, y, represents tourist satisfaction; a is the constant term; and b is the regression coefficient. The results of the linear regression with visitor perceived value as the independent variable and visitor satisfaction as the dependent variable are as follows:

Table 12 : Model Summary

Model	R	R^2	Adjusted R^2	Std. Error of the Estimate
1	0.325[a]	0.106	0.105	0.91582

a. Predictors: (Constant), tourist perceived valu

The SPSS software analysis shows that the results are shown in Table , with a complex correlation coefficient R of 0.325, thus indicating that there is some correlation between the dependent variable (tourist satisfaction) and the independent variable (tourist perceived value). Its coefficient of determination R2 is 0.106 and the adjusted coefficient of determination R2 is 0.105, the effect size (coefficient of determination) is small; the ANOVA result is significant, indicating that tourist perceived value can significantly predict tourist satisfaction.

Table 13 : ANOVAa

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	70.566	1	70.566	84.135	0.000[b]
	Residual	596.334	711	0.839		
	Total	666.900	712			

a. Dependent Variable:tourist satisfaction

b. Predictors: (Constant), tourist perceived value

Table 14 : Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	3.961	0.034		115.481	0.000
	Overall perception	0.813	0.089	0.325	9.173	0.000

a. Dependent Variable: tourist satisfaction

As shown in Table, the Sig of the constant term t is 0.000, indicating that the equation contains a constant term; the significance level of the visitor satisfaction value t is 0.000, which is less than 0.05, proving that the independent variable can explain the dependent variable well, so the one-dimensional linear regression equation of visitor perceived value and visitor satisfaction is obtained as:Y=3.961+0.813X. Since the independent variable is linearly correlated with the dependent variable and the regression coefficient is greater than zero, P=0.000<0.001, the regression model is significant, indicating that tourist perceived value is positively correlated with tourist satisfaction, and the verification hypothesis H1 is valid. Using the results of factor analysis, the integrated tourist perceived value was weighted, and thus a univariate linear regression model was used: y=a+bx, where the dependent variable, y, represents tourist loyalty; a is a constant term; and b is the regression coefficient. The results of the linear regression with visitor perceived value as the independent variable and visitor loyalty as the dependent variable are as follows:

Table 15：Model Summary

Model	R	R^2	Adjusted R^2	Std. Error of the Estimate
1	0.301[a]	0.090	0.089	0.78393

a. Predictors: (Constant), tourist perceived valu

The SPSS software analysis shows that the results are shown in Table, with a complex correlation coefficient R of 0.301, thus indicating that there is some correlation between the dependent variable (tourist loyalty) and the independent variable (tourist perceived value). Its coefficient of determination R2 is 0.090 and the adjusted coefficient of determination R2 is 0.089, and the effect size (coefficient of determination) is small; the ANOVA result is significant, indicating that tourist perceived value can significantly predict tourist loyalty.

Table 16：ANOVAa

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	43.438	1	43.438	70.683	0.000[b]
	Residual	436.946	711	0.615		
	Total	480.384	712			

a. Dependent Variable:tourist loyalty

b. Predictors: (Constant), tourist perceived value

Table 17：Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	4.122	0.029		140.403	0.000
	Overall perception	0.638	0.076	0.301	8.407	0.000

a. Dependent Variable:tourist loyalty

As shown in Table , the Sig of the constant term t is 0.000, indicating that the equation contains a constant term; the significance level of the visitor satisfaction value t is 0.000, which is less than 0.05, proving that the independent variable can explain the dependent variable well, so the one-dimensional linear regression equation of visitor perceived value and visitor satisfaction is obtained as:Y=4.122+0.638X. Since the independent variable is linearly correlated with the dependent variable and the regression coefficient is greater

than zero, P=0.000<0.001, the regression model is significant, indicating that tourist perceived value is positively correlated with tourist loyalty, and the verification hypothesis H2 holds. The regression analysis of tourist satisfaction and tourist loyalty of traditional village tourism in Fujian Province was conducted with the satisfaction of traditional village tourism tourists as the independent variable and the dependent variable as tourist loyalty. Thus, a one-dimensional linear regression model is used: y=a+bx, where the dependent variable, y, represents tourist loyalty; a is the constant term; and b is the regression coefficient.

Table 18 : Model Summary

Model	R	R^2	AdjustedR^2	Std. Error of the Estimate
1	0.568^a	0.322	0.322	0.67659

a. Predictors: (Constant), tourist satisfaction

The SPSS software analysis shows that the results are shown in Table , with a complex correlation coefficient R of 0.568, thus indicating that there is a correlation between the dependent variable (tourist loyalty) and the independent variable (tourist satisfaction). Its coefficient of determination R2 is 0.322 and the adjusted coefficient of determination R2 is 0.322, and the ANOVA result is significant, indicating that tourist satisfaction can significantly predict tourist loyalty.

Table 19 : ANOVAa

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	154.909	1	154.909	338.397	0.000b
	Residual	325.476	711	0.458		
	Total	480.384	712			

a. Dependent Variable:tourist satisfaction

b. Predictors: (Constant), tourist loyalty

Table 20 : Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2.213	0.107		20.719	0.000
	Overall perception	0.482	0.026	0.568	18.396	0.000

a. Dependent Variable:tourist loyalty

As shown in Table, the Sig of the constant term t is 0.000, indicating that the equation contains a constant term; the significance level of the tourist satisfaction value t is 0.000, which is less than 0.05, proving that the independent variable can explain the dependent variable well, so the one-dimensional linear regression equation of tourist satisfaction and tourist loyalty is obtained as: Y=2.213+0.482X. Since there is a linear correlation between the independent variable and the dependent variable and the regression coefficient is greater than zero, it means that tourist satisfaction and tourist loyalty are positively correlated, and the verification hypothesis H3 holds.

The overall effect of the seven dimensions of visitor perceived value on visitor satisfaction is analyzed, and the direct effect, indirect effect and total effect between each variable are collated. The direct effect is the direct effect of visitor perceived value on visitor satisfaction, while the indirect effect is the effect of visitor perceived value on

visitor loyalty through visitor satisfaction, and the direct effect plus the indirect effect equals the total effect. The relationship between direct effect, indirect effect and total effect is explored to clarify the different impact differences among the variables.

Table 21：Summary of intermediary effect size results

Item	Test conclusions	c	a*b	c'	The formula of effect ratio	Effect ratio
X1=>M=>Y	Full	0.064	0.052	0.012	-	100%
X2=>M=>Y	partial	0.109	0.045	0.064	a * b / c	40.893%
X3=>M=>Y	Full	0.134	0.085	0.049	-	100%
X4=>M=>Y	partial	0.170	0.066	0.104	a * b / c	38.774%
X5=>M=>Y	The intermediary role is not significant	0.029	0.019	0.010	-	0%
X6=>M=>Y	partial	0.118	0.057	0.061	a * b / c	48.492%
X7=>M=>Y	Full	0.005	0.049	-0.044	-	100%

From Table 21, it can be seen that tourist perceived value positively influences tourist loyalty through tourist satisfaction and then, among them, seven dimensions of tourist perceived value have different degrees of influence with tourist satisfaction; landscape value, cost value, emotional security value, service value, social value, project facility value and transportation convenience value indirectly influence tourist loyalty through tourist satisfaction, where The effects of landscape value, emotional security value and transportation convenience value on visitor loyalty are fully mediated effects; the effects of cost value, service value and project facility value on visitor loyalty are partially mediated effects; the effects of social value on tourist loyalty are not significant mediated effects. From the total effect value, it is clear that service value is the main factor affecting satisfaction and loyalty.

Table 22：Hypotheses	Results
H1: There is a significant positive effect of tourist perceived value and tourist satisfaction.	support
H1a: There is a significant positive effect of landscape value and tourist satisfaction.	support
H1b: There is a significant positive effect of cost value and tourist satisfaction.	support
H1c: There is a significant positive effect of emotional safety value and tourist satisfaction.	support
H1d: There is a significant positive effect of service value and tourist satisfaction.	support
H1e: There is a significant positive effect of social value and tourist satisfaction.	Not support

H1f: There is a significant positive effect between the value of project facilities and tourist satisfaction.	support
H1g: There is a significant positive effect between the value of transportation convenience and tourist satisfaction.	support
H2: There is a significant positive effect of visitor perceived value and tourist loyalty.	support
H3: There is a significant positive effect of tourist satisfaction on tourist loyalty.	support
H4: Tourist perceived value has a significant positive effect on tourist loyalty through the mediating effect of tourist satisfaction.	support

Traditional village tourism has always been a hot spot in tourism research, in which the perceived value of tourists is becoming a measure of tourist loyalty in traditional village tourism, but the current research in this area is still relatively lacking. In this paper, under the combination of studying relevant domestic and foreign literature and in-depth interviews, we comprehensively use a series of standardised empirical methods such as theoretical analysis, in-depth interviews, large-sample statistics, etc., and at the same time, with the help of the data statistical tools of SPSS and AMOS, we scientifically use the quantitative analysis to verify the relationship between three variables: tourists' perceived value, tourists' satisfaction and tourists' loyalty, through the collection of relevant questionnaires from destinations, the use of structural equation regression analysis, multilevel regression analysis, etc. Tourist Loyalty, and conduct in-depth research between the different dimensions of each variable. The results show that there is a good fit between the theoretical model and the data model, indicating that the theoretical model setting of this paper is reasonable. The research results obtained from the empirical test based on the theoretical foundation can be summarised as follows:

(1) The influence of tourists' perceived value on tourists' satisfaction

This paper through empirical testing found that the three seven dimensions of the tourists' perceived value of tourist satisfaction has a different degree of impact, the seven dimensions of the tourists' perceived value of tourist satisfaction, in addition to the social value did not pass the test of significance (P = 0.206> 0.05), the other landscape value, the value of the cost, the value of the emotional security, the value of the service, the value of the project facilities, the value of the transport facilities have a positive impact on the value, and passed the test of significance level. and passed the significance level test.

(2) The influence of tourists' perceived value on tourists' loyalty

This paper found through empirical testing that the perceived value of tourists has a significant positive impact on tourist loyalty (P=0.000<0.001), indicating that tourists through the perceived value of tourism products and services and expectations to meet the expectations of tourists are willing to revisit or recommended to others, so the loyalty of tourists is mainly determined by the satisfaction of the perceived value of tourists.

(3) The influence of tourist satisfaction on tourist loyalty

This paper through empirical testing found that tourist satisfaction has a significant positive impact on tourist loyalty (P = 0.000 < 0.001), indicating that tourists through the seven perceived value, the higher the satisfaction of the products and services of tourism the more happy they feel, enjoy more fun, then the higher the degree of loyalty. For

destinations, satisfaction is the driving factor of tourists' behavioural intentions, so destinations need to make efforts to improve the level of tourism services and increase tourists' satisfaction, so that tourists can produce positive loyalty behaviours.

Conclusion and Future Direction

This study, through the exploration of dimensions of perceived value among tourists, provides theoretical guidance and empirical evidence for the development of traditional village tourism in Fujian. It contributes to enhancing the competitive edge of traditional villages in Fujian by upgrading their tourism models and products. Additionally, it holds significant practical value in promoting the high-quality development of traditional village tourism across China. This research represents a further investigation into traditional village tourism driven by demand-oriented approaches and can offer decision-making support, leading to social benefits.

Traditional village tourism should comprehensively and through multiple channels enhance the perceived value of tourists. Fujian's traditional villages can leverage their unique cultural heritage landscapes to enhance the appeal of tourist destinations. They can highlight the distinctive local customs and traditions of Fujian, while also focusing on the inheritance and preservation of folk arts and crafts. With the advent of independent travelers, tourists are becoming increasingly rational, their demands for tourism are diversifying, and they have higher expectations for tourism products. Sightseeing tourism products are gradually being replaced by experiential tourism products. Tourism products need to be examined based on the perceived value of tourists. If they fail to effectively stimulate emotional, social, and functional values for tourists, such traditional village tourism might not resonate with visitors and could be considered inefficient. Therefore, in the development of traditional village tourism, a collaborative approach is necessary to break the experiential cognitive barrier of tourists in tourism activities, thus elevating the perceived value for tourists visiting traditional villages in Fujian. The government can integrate the cultural characteristics of traditional villages in Fujian, utilize regional advantages, adapt to local conditions, and launch tourism activities with high levels of visitor participation and experiential components. This will allow tourists to experience something distinct from urban attractions and truly enjoy the cultural significance and pleasures of traditional villages during their travel journey. An important criterion for the sustainable development of traditional village tourism lies in the perceived value of tourists. Hence, research on perceived value holds significant importance.

Market Segmentation and Tourism Product Development for Traditional Village Tourism: This study analyzed the influence of visitors' gender, age, education level, occupation, income, and length of stay on their perceived value and satisfaction. The findings revealed that visitors' occupation, income, and length of stay can impact their perceived value and satisfaction, with some differences being statistically significant. This indicates that the basic demographic characteristics of visitors can serve as criteria for segmenting the market for traditional village tourism in Fujian. Different segmented markets have varying authenticity demands for traditional village tourism, leading to distinct perceived values and satisfaction levels displayed through their perceptions. Furthermore, market segmentation requires tailored traditional village tourism products to meet the specific demands of visitors. In response to various segmented markets, traditional village tourism destinations should actively develop products and services that align with these market segments' needs while preserving cultural heritage. Comprehensive and diverse promotional strategies should be employed to enhance visitors' perceived value and identification.

It's crucial to allocate infrastructure effectively and enhance public service levels. First and foremost, providing convenient transportation is essential. As many traditional villages in Fujian are situated in mountainous and hilly areas, clear signage indicating

tourism routes should be established to facilitate visitors. With the growth of self-driving travel, traditional villages should expand parking facilities and provide clear road signs to meet the demands and accessibility of self-driving tourists. Moreover, physical facilities are a fundamental prerequisite for the development of traditional village tourism, directly reflecting whether a tourism destination adequately considers visitors' needs. Therefore, increasing investment in infrastructure construction is necessary. Well-equipped safety and hygiene facilities are essential, including safety alarm systems, medical assistance facilities, fire extinguishing facilities, as well as waste disposal bins and restroom facilities. The attitude and efficiency of tourism area staff play a significant role in shaping visitors' perceived value and satisfaction. The government should provide professional training in knowledge and service consciousness for tourism-related personnel, improving their attitude and efficiency to enhance visitor satisfaction. Simultaneously, tourism is time-sensitive. Traditional village tourism destinations in Fujian should establish a robust mechanism for addressing tourist complaints, promptly addressing various grievances and providing timely feedback to visitors, aiming to deliver satisfactory responses to each and every visitor.

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