

Service quality, performance and tourist satisfaction among rural tourism villages in Jiangxi Province, China: A framework for enhancing tourist satisfaction

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Abstract

Rural tourism has gained significant recognition for its potential to drive economic growth and preserve cultural heritage. This study focuses on the relationship between service quality, service performance, and tourist satisfaction in rural tourism villages in Jiangxi Province, China. A survey of 396 tourists was conducted across four key villages: Wangkou, Maodian, Dajueshan, and Gangbei. The study examines five dimensions of service quality (reliability, tangibility, responsiveness, assurance, and empathy) and three dimensions of service performance (operation process, professional ability of service personnel, and degree of perfection of service facilities). The results indicate that both service quality and service performance significantly impact tourist satisfaction, with notable correlations among the various dimensions. Furthermore, the study reveals that higher levels of service quality and performance lead to increased tourist satisfaction and loyalty. Based on these findings, the study proposes a comprehensive framework aimed at enhancing service quality and tourist satisfaction in rural tourism villages. This framework provides theoretical support and practical guidance for stakeholders, including tourism operators and policymakers, to improve service delivery, boost operational efficiency, and ensure the sustainable development of rural tourism in Jiangxi Province.

Keywords: rural tourism villages, service quality, service performance, tourist satisfaction, Jiangxi Province

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1. Introduction

Rural tourism has been increasingly recognized for its potential to drive economic growth and preserve cultural heritage. The rapid expansion of the tourism industry underscores the pivotal role of high-quality service and exceptional service performance in attracting tourists and enhancing their satisfaction. This study focuses on three key variables: service quality, which refers to the overall excellence of the service as perceived by tourists; service performance, encompassing the actual delivery of services in terms of efficiency and effectiveness; and tourist satisfaction, the overall contentment felt by visitors as a result of their experience. Recent research highlights the substantial impact of service quality and performance on tourist satisfaction and loyalty, underscoring the importance of premium service in shaping the tourism experience. Rural tourism is a form of tourism based on rural natural and cultural resources, with leisure experience and participation as the main contents to meet urban residents' yearning for rural life and pursuit of the natural environment. In recent years, with the rapid development of China's economy and society and the acceleration of urbanization, people's living standards and cultural literacy have continued to improve, and the demand for tourism is increasingly diversified and personalized. The locale of the study is in Jiangxi Province of China which is known for its enchanting blend of cultural heritage and natural splendor, inviting a global audience to its rural tourism spectacle. Nestled in the southeastern part of China, this region is steeped in history and blessed with abundant natural beauty. It is particularly renowned for its rural tourism villages, which showcase the province's lush landscapes, historical sites, and vibrant local culture. This unique blend of attractions has made Jiangxi a sought-after destination for those seeking an immersive experience away from urban hustle. The essence of rural tourism in Jiangxi lies not only in exploring its scenic beauty but also in experiencing the warmth and hospitality of its people, the simplicity of rural life, and the richness of its cultural heritage.

In June 2021, China officially implemented the Rural Revitalization and Promotion Law of the People's Republic of China, which clearly promotes the development of rural tourism and the construction of key villages and towns for rural tourism. However, with the rapid development of rural tourism, challenges remain, particularly concerning service quality. Currently, the service quality of China's rural tourism generally faces issues such as inconvenient transportation, simple facilities, non-standard services, and outdated management concepts, which seriously affect the quality of tourists' experiences and satisfaction. Therefore, improving the service quality of rural tourism villages and enhancing tourists' satisfaction is an urgent and important task. Addressing this gap, the current study aims to elucidate the relationship between service quality performance and tourist satisfaction, offering a detailed exploration grounded in seminal theories of service quality and customer satisfaction. These theories postulate a direct linkage between elevated service quality and amplified tourist satisfaction, proposing a framework for rural tourism villages where service quality is multifaceted, encompassing reliability, tangibility, responsiveness, assurance, and empathy (Chi et al., 2020; He et al., 2020). By delving into these dimensions, this study aims to unravel the intricate matrix of factors that underlie service quality and performance among rural tourism villages and their consequent impact on tourist satisfaction. The operational discourse centers around these predictors as the independent variables, exploring their influence on the dependent variable of tourist satisfaction. Among rural tourism villages, service quality directly impacts the performance of tourism services through dimensions like reliability, tangibility, responsiveness, assurance, and empathy, with performance serving as the key intermediary variable that enhances tourist satisfaction. Hence, superior service quality leads to improved performance, thereby elevating tourist satisfaction, revealing a positive direct relationship between service quality performance and tourist satisfaction.

The survey targets tourists visiting four major rural tourism villages in Jiangxi Province: Wangkou Village in

Wuyuan County, Maodian Village in Anyi County, Dajueshan Village in Zixi County, and Gangbei Village in Jing'an County. These villages represent Jiangxi Province's rural tourism, featuring unique resources and characteristics, making them ideal for an in-depth study of the current status and dynamics of rural tourism in the province. The research involves randomly intercepting and surveying tourists at each village, totaling 400 respondents. These tourists come from various age groups, genders, educational backgrounds, and professions. By selecting tourists from these villages, the study aims to gain a deeper understanding of service quality, operational performance, and tourist satisfaction in Jiangxi Province's rural tourism villages. However, it is important to note that since the survey respondents are limited to tourists visiting these four villages during the study period, the findings may have limitations when applied to other types of rural tourism areas. The rationale behind this inquiry is to contribute substantially to the sustainable development of rural tourism in Jiangxi Province by pinpointing the determinants of tourist satisfaction. In doing so, it aspires to furnish rural tourism stakeholders—from operators to policymakers—with actionable insights for refining service delivery, enhancing performance metrics, and elevating tourist satisfaction. Moreover, this investigation seeks to enrich the academic discourse on rural tourism, bridging the identified research gap and augmenting the literature on service quality performance and tourist satisfaction in rural settings. By exploring the interaction between service quality, performance, and tourist satisfaction, this study aims to provide practical guidance for the management and optimization of rural tourism villages. In essence, this research is poised to make a significant leap forward in the sustainable advancement of rural tourism within Jiangxi Province. By shedding light on the pivotal determinants of tourist satisfaction and weaving these insights into a strategic framework, it will equip rural tourism practitioners and policymakers with the tools necessary for fostering service excellence, boosting performance, and enhancing tourist satisfaction. Such concerted efforts are anticipated to solidify the foundations of rural tourism in Jiangxi Province, charting a course for its flourishing future.

Objectives of the Study - The main purpose of this study is to determine the predictors tourist satisfaction among rural tourism villages in Jiangxi Province. Specifically, it assessed the service quality along the areas of reliability, tangibility, responsiveness, assurance, and empathy; Examined the service performance in terms of the operation process, the professional ability of service personnel, and the degree of perfection of service facilities; Determined the tourist satisfaction in terms of destination quality, experience participation, and unforgettable tourism experience; Assessed the significant relationship between service quality, service performance, and tourist satisfaction and ; Determine the predictors of tourist satisfaction; Proposed a framework to enhance the tourist satisfaction of rural tourism villages in Jiangxi Province.

2. Methods

Research Design - This study utilized the descriptive correlation design combining descriptive statistics, correlation analysis, and regression analysis to achieve its objectives. Descriptive statistics were employed to summarize the demographic characteristics of the respondents and to provide an overview of the service quality, service performance, and tourist satisfaction levels. Correlation analysis was used to examine the relationships between the variables of service quality, service performance, and tourist satisfaction. This analysis helped to identify the strength and direction of these relationships, providing insights into how these variables are interrelated. Regression analysis was conducted to explore the predictive power of service quality and service performance on tourist satisfaction. This analysis determined the extent to which variations in tourist satisfaction could be explained by the independent variables of service quality and service performance. Multiple regression models were employed to assess the relative contribution of each dimension of service quality (reliability, tangibility, responsiveness, assurance, and empathy) and service performance factors (operation process, professional ability of service personnel, and degree of perfection of service facilities) to overall tourist satisfaction. By employing these statistical techniques, the study aimed to provide a detailed understanding of the factors that influence tourist satisfaction among rural tourism villages and to offer practical recommendations for enhancing service quality and performance in Jiangxi Province's rural tourism industry.

Participants of the Study - The participants in this research were tourists who visited the rural tourism

villages in Wangkou Village, Maodian Village, Dajueshan Village, and Gangbei Village in Jiangxi Province. The selection of participants was conducted using a stratified sampling method to ensure a representative sample of tourists from each village. To qualify as respondents, participants had to be tourists currently visiting one of these villages, be at least 18 years old, and have spent a minimum of one day in the village. This ensured that the respondents had sufficient experience to provide meaningful feedback on their visit. A total of 396 tourists were targeted for the study, with the number of respondents in each village determined based on the tourist volume, as shown in the table below.

Data Collection Instrument - To gather necessary information regarding the service quality, service performance, and tourist satisfaction among rural tourism villages in Jiangxi Province, questionnaires used by previous researchers were adapted. Specifically, the variable service quality was adapted from the SERVQUAL model proposed by Parasuraman et. al.,(1985). The variable service performance was adapted from the instrument developed by Foris et. al.,(2021) while the variable tourist satisfaction was adapted from the questionnaire designed by Saayman et al.,(2018). Additionally, the instrument was validated by the researcher's adviser and three experts. Two of these experts are full-time professors specializing in tourism research from the academe. The third expert is the CEO of a rural tourism planning and operations company, with 16 years of industry experience. Pilot testing was conducted, and the results of the reliability statistics revealed that the instrument has strong internal consistency shown by the computed Cronbach's alpha values for service quality (0.911), service performance (0.951), and tourist satisfaction (0.918). Thus, the set of questionnaires are considered valid and reliable for use.

Data Gathering Procedure - The data collection process began with obtaining permission from the local authorities and tourism operators to conduct the study within the selected rural tourism sites. Recognizing the need for efficient and comprehensive data gathering, the researcher sought assistance from their academic institution, which provided support by allowing university students to participate as trained surveyors. The questionnaires were distributed to the tourists either during or after their visit to the sites, ensuring they had firsthand experience to base their responses on. The distribution and collection of the questionnaires were conducted face-to-face, facilitated by these university students from the researcher's institution. These students were trained on the proper administration and handling of the survey instruments. They approached the tourists directly, explained the purpose of the study, and guided them through the process of filling out the questionnaires, ensuring accurate and comprehensive data collection.

Data Analysis - The data collected from the questionnaires were analyzed using quantitative data analysis techniques. Descriptive statistics such as frequencies and percentages were used to describe the demographic characteristics of the participants. Inferential statistics, including correlation analysis and regression analysis, were utilized to examine the relationships between the variables of interest. The statistical significance was set at a p-value of 0.05, and all statistical analyses were performed using a reliable statistical software package.

Ethical Considerations - The study adhered to ethical research practices, ensuring the confidentiality and anonymity of the participants' responses. Informed consent was obtained from all participants before they completed the questionnaire, and they were informed about the voluntary nature of their participation and their right to withdraw at any time without any consequences. All data collection and analysis procedures were conducted in compliance with the Data Privacy Act of 2012 and the ethical guidelines of the researcher's institution.

3. Result and discussion

The top three dimensions are tangibility (4.52), empathy (4.48), and assurance (4.44). These scores reflect strong agreement among respondents about the importance and effectiveness of these service dimensions. Tangibility, which includes physical infrastructure such as accommodation, dining facilities, and cultural sites, is crucial for creating a positive first impression and ensuring comfort and convenience for tourists. Empathy,

involving personalized services and genuine care for tourists, enhances satisfaction by making tourists feel valued and respected. Assurance, focusing on safety, security, and reliable services, fosters trust and confidence among tourists.

Table 1
Summary Table on Service Quality of Rural Tourism Villages

Dimensions	Weighted Mean	Verbal Interpretation	Rank
Reliability	4.38	<i>Agree</i>	5
Tangibility	4.52	<i>Strongly Agree</i>	1
Responsiveness	4.40	<i>Agree</i>	4
Assurance	4.44	<i>Agree</i>	3
Empathy	4.48	<i>Agree</i>	2
OVERALL MEAN	4.44	<i>Agree</i>	

Legend: 1.0 to 1.49 Strongly Disagree, 1.5 to 2.49 Disagree, 2.5 to 3.0 Moderately Agree, 3.5 to 4.49 Agree, 4.5 to 5.00 Strongly Agree

The highest-rated dimension is tangibility, with a weighted mean of 4.52. This high rating reflects the importance of visible and physical aspects of service quality in enhancing tourist satisfaction. The tangible elements of tourism services are often the most immediate and noticeable, making them critical for forming tourists' initial impressions. Well-maintained physical infrastructure, cleanliness, and accessible facilities are essential for providing a comfortable and enjoyable experience for tourists. Research by He et. al.,(2020) emphasizes that rural tourism in Jiangxi benefits greatly from well-maintained and accessible physical infrastructure such as accommodation, dining facilities, and cultural sites. These tangible aspects are crucial for creating a positive first impression and ensuring comfort and convenience for tourists.

The bottom two dimensions are reliability (4.38) and responsiveness (4.40). Although these scores still fall within the "Agree" category, they indicate areas that require improvement. Reliability encompasses the consistency and dependability of services, which are fundamental for building tourist trust and ensuring repeat visits. Responsiveness involves the ability of service providers to promptly address tourists' needs and concerns, enhancing their overall experience. The lowest-ranked dimension is reliability, with a weighted mean of 4.38. Although respondents generally agree on the adequacy of reliable services, this score suggests there is room for improvement in this area. Reliability is essential for building trust and ensuring that tourists feel confident in the services provided. Inconsistent or unreliable services can lead to dissatisfaction and negatively impact the overall tourist experience. Research by Liu et al. (2020) suggests that enhancing the reliability of services, such as transportation and communication infrastructure, can significantly improve tourist experiences. The relatively lower score for reliability may be due to occasional inconsistencies or interruptions in services, highlighting the need for more robust systems and processes. Addressing these reliability issues can lead to higher tourist satisfaction and loyalty.

Table 2
Summary Table on Performance among Rural Tourism Villages

Dimensions	WM	VI	Rank
Operation Process	4.40	<i>Agree</i>	1
Professional Ability of Service Personnel	4.36	<i>Agree</i>	2.5
Degree of Perfection of Service Facilities	4.36	<i>Agree</i>	2.5
OVERALL MEAN	4.37	<i>Agree</i>	

Legend: 1.0 to 1.49 Strongly Disagree, 1.5 to 2.49 Disagree, 2.5 to 3.0 Moderately Agree, 3.5 to 4.49 Agree, 4.5 to 5.00 Strongly Agree

Table 2 summarizes the performance among rural tourism villages in terms of operation process, professional ability of service personnel, and degree of perfection of service facilities, with an overall mean score of 4.37, indicating that respondents generally agree that the services provided are of high quality. This study is significant as it provides valuable insights for improving tourist experiences and promoting sustainable tourism development in rural areas.

The highest-rated dimension is the operation process, with a weighted mean of 4.40. This high rating reflects the importance of efficient and well-organized operational processes in enhancing tourist satisfaction. Streamlined operations ensure that tourists receive comprehensive support, including multilingual assistance and accurate travel information, which contributes to a smooth and enjoyable experience. The high score for the operation process underscores the need for maintaining high standards in operational efficiency to meet and exceed tourist expectations. Efficient operations involve timely issue resolution and reliable services, which are essential for fostering tourist satisfaction and loyalty. The seamless experience provided through effective operations encourages positive word-of-mouth and repeat visits. Research by Gajić et al. (2020) emphasizes that rural tourism in Jiangxi benefits greatly from streamlined operations, which include multilingual support and effective feedback mechanisms. Perić et al. (2020) found that efficient operations significantly boost the overall attractiveness of rural tourism destinations by providing reliable and hassle-free services. These findings highlight the importance of investing in operational efficiency to enhance tourist satisfaction.

The dimensions ranked second include both the professional ability of service personnel and the degree of perfection of service facilities, each with a weighted mean of 4.36. These dimensions are crucial for ensuring that tourists feel valued and well cared for, and that facilities are well-maintained and accessible, providing a comfortable and enjoyable experience. The professional ability of service personnel is critical for providing excellent customer service and ensuring that tourists feel valued and well cared for. According to Xu et al. (2022), well-trained and knowledgeable staff can significantly enhance the tourist experience by providing valuable information and assistance. This expertise not only helps tourists navigate their destinations more effectively but also ensures that their needs are met promptly and courteously, enhancing their overall satisfaction. The degree of perfection of service facilities highlights the importance of well-maintained and accessible physical infrastructure in creating a positive tourist experience. Research by Marković et. al.,(2020) indicates that high-quality service facilities, such as clean accommodations and well-designed recreational areas, are essential for meeting the diverse needs of tourists and enhancing their overall satisfaction. Properly maintained facilities contribute to a comfortable and enjoyable stay, which is crucial for attracting repeat visitors and positive reviews. Together, these factors underscore the necessity of investing in both personnel training and infrastructure to sustain high standards in rural tourism.

Table 3

Summary Table on Tourist Satisfaction among Rural Tourism Villages

Tourist Satisfaction	WM	VI	Rank
Destination Quality	4.34	Agree	2
Experience Participation	4.37	Agree	1
Unforgettable Tourism Experience	4.27	Agree	3
OVERALL MEAN	4.33	Agree	

Legend: 1.0 to 1.49 Strongly Disagree, 1.5 to 2.49 Disagree, 2.5 to 3.0 Moderately Agree, 3.5 to 4.49 Agree, 4.5 to 5.00 Strongly Agree

Table 3 summarizes the assessment of tourist satisfaction among rural tourism villages across three dimensions: destination quality, experience participation, and unforgettable tourism experience. The overall mean score of 4.33 indicates that respondents generally agree that the tourism experiences provided are of high quality. This level of agreement can be interpreted as a strong indicator of tourist satisfaction, suggesting that the majority of visitors are content with their rural tourism experiences. The study is significant as it highlights the comprehensive assessment of tourist satisfaction, providing valuable insights for enhancing tourist experiences and promoting sustainable tourism development in rural areas.

The highest-ranked dimension is experience participation, with a weighted mean of 4.37. This high rating reflects the importance of active involvement and immersive experiences in enhancing tourist satisfaction. Engaging tourists in local activities and cultural experiences significantly enhances their overall satisfaction and loyalty. Participatory experiences allow tourists to connect more deeply with the local culture and environment, which is crucial for creating memorable and impactful tourist experiences. Research by Ye et al. (2021) found

that participatory experiences positively influence tourists' emotional connections to a destination, leading to higher satisfaction and a greater likelihood of revisiting.

The second-ranked dimension is destination quality, with a weighted mean of 4.34. Destination quality is critical for providing a unique and memorable experience that reflects the local culture and heritage. High-quality destinations offer a variety of attractions and activities that cater to the diverse interests of tourists, creating a positive and memorable experience. Maintaining and improving the physical and cultural aspects of rural tourism destinations are essential for meeting and exceeding tourist expectations. Rebranding efforts to enhance destination quality, such as those in Malaysia, have shown that integrating wellness tourism can significantly improve tourist experiences (Ghani et al., 2023). Additionally, Kumar et al. (2023) found that destination quality, including aspects like accommodation and social aspects, strongly influences tourists' experiences and revisit intentions. These findings underscore the importance of investing in the quality of destinations to attract and retain tourists, ultimately contributing to the sustainability and growth of rural tourism.

The lowest-ranked dimension is the unforgettable tourism experience, with a weighted mean of 4.27. While still rated positively, this area requires improvement. Creating unforgettable experiences is essential for building tourist loyalty and encouraging repeat visits. The relatively lower score suggests that more efforts are needed to create and promote experiences that exceed tourists' expectations and leave a lasting impact. The lower score for this dimension indicates that rural tourism destinations need to enhance their offerings to create more unforgettable experiences. Initiatives such as offering unique cultural performances, interactive workshops, and personalized tours can help enhance the unforgettable aspects of rural tourism experiences. Efforts to improve the unforgettable tourism experience can include developing more distinctive cultural activities, personalized tours, and engaging storytelling to highlight the unique aspects of the rural destination. Rainero et al.,(2020) suggest that enhancing the distinctiveness of tourism offerings can lead to greater tourist satisfaction and loyalty. By focusing on these elements, rural destinations can create more memorable experiences that resonate with tourists long after their visit.

Table 4 presents the analysis of the relationship between rural tourism service quality variables and performance. The key dimensions of service quality assessed include reliability, tangibility, responsiveness, assurance, and empathy, analyzed in relation to performance variables such as operation process, professional competence of service staff, and degree of perfection of service facilities.

For the reliability dimension, no significant relationship was found with any performance variables, as all p-values were greater than 0.05. For instance, reliability did not show a significant correlation with operation process ($r_s = 0.032$, $p = 0.524$) or professional competence of service staff ($r_s = 0.063$, $p = 0.212$), indicating that reliability does not significantly impact these performance indicators. This finding aligns with Marković et al.,(2020) study, suggesting that in rural tourism, reliability may not directly influence performance outcomes. In contrast, tangibility demonstrated strong and significant correlations with all performance dimensions. The correlation between tangibility and operation process was both strong and significant ($r_s = 0.400^{**}$, $p = 0.000$), as was the correlation with professional competence of service staff ($r_s = 0.404^{**}$, $p = 0.000$) and completeness of service facilities ($r_s = 0.510^{**}$, $p = 0.000$). This suggests that higher evaluations of tangibility (such as physical facilities and equipment) are associated with better performance in these areas. Research by Gajić et al. (2020) and Hassan et al. (2022) supports this view, highlighting the importance of tangibility in enhancing overall service performance and customer satisfaction. Tangible aspects of service, including the quality and upkeep of facilities, are crucial in forming positive perceptions and satisfaction among tourists. The well-maintained physical environment not only meets but often exceeds tourist expectations, significantly contributing to their overall satisfaction and operational efficiency.

Table 4*Relationship between Service Quality and Performance of Rural Tourism Villages*

	<i>r_s</i>	<i>p-value</i>	Interpretation
RELIABILITY			
Operation Process	0.032	0.524	Not Significant
Professional Ability of Service Personnel	0.063	0.212	Not Significant
Degree of Perfection of Service Facilities	-0.003	0.951	Not Significant
Performance Overall	0.036	0.472	Not Significant
TANGIBILITY			
Operation Process	.400**	0.000	Significant
Professional Ability of Service Personnel	.404**	0.000	Significant
Degree of Perfection of Service Facilities	.510**	0.000	Significant
Performance Overall	.489**	0.000	Significant
RESPONSIVENESS			
Operation Process	.623**	0.000	Significant
Professional Ability of Service Personnel	.563**	0.000	Significant
Degree of Perfection of Service Facilities	.771**	0.000	Significant
Performance Overall	.727**	0.000	Significant
ASSURANCE			
Operation Process	0.003	0.952	Not Significant
Professional Ability of Service Personnel	0.001	0.984	Not Significant
Degree of Perfection of Service Facilities	0.006	0.912	Not Significant
Performance Overall	0.001	0.985	Not Significant
EMPATHY			
Operation Process	.856**	0.000	Significant
Professional Ability of Service Personnel	.808**	0.000	Significant
Degree of Perfection of Service Facilities	.674**	0.000	Significant
Performance Overall	.865**	0.000	Significant
SERVICE QUALITY OVERALL			
Operation Process	.727**	0.000	Significant
Professional Ability of Service Personnel	.700**	0.000	Significant
Degree of Perfection of Service Facilities	.717**	0.000	Significant
Performance Overall	.793**	0.000	Significant

***. Correlation is significant at the 0.01 level (2-tailed)*

Responsiveness also showed strong correlations with performance dimensions. For example, the relationship between responsiveness and operation process was highly significant ($r_s = 0.623^{**}$, $p = 0.000$), as was the correlation with professional competence of service staff ($r_s = 0.563^{**}$, $p = 0.000$) and completeness of service facilities ($r_s = 0.771^{**}$, $p = 0.000$). This underscores the critical role of timely and helpful responses from staff in enhancing operational efficiency and maintaining high service standards. Research by Xu et al. (2022) supports these findings, indicating that responsiveness is a vital factor in the service industry that significantly impacts performance outcomes. Additionally, Lo et al. (2019) found that responsiveness greatly improves customer satisfaction in the tourism sector, ensuring that tourists' needs are effectively met. Responsive service addresses issues promptly, which not only resolves potential dissatisfaction but also leaves a positive impression on tourists, encouraging repeat visits and positive word-of-mouth.

For the assurance dimension, no significant relationship was observed with any performance indicators, as all p -values exceeded 0.05. This suggests that the confidence inspired by service providers does not significantly impact operation process, professional competence, or completeness of service facilities in this context. This finding is consistent with Perić et al. (2020), indicating that assurance may not always translate into perceived performance in rural tourism. Assurance involves the ability of service providers to convey trust and confidence, which, while important, may not be a primary driver of performance compared to more tangible or directly experiential factors like responsiveness and tangibility. Empathy showed significant correlations with all performance dimensions. The correlation between empathy and operation process was particularly strong ($r_s = 0.856^{**}$, $p = 0.000$), as were the correlations with professional competence of service staff ($r_s = 0.808^{**}$, $p = 0.000$) and completeness of service facilities ($r_s = 0.674^{**}$, $p = 0.000$). This highlights the significant impact of personalized attention and care from service providers on achieving high performance standards. Zhang et al. (2019) emphasized the importance of empathy in service delivery, finding that empathy

significantly enhances service performance and customer satisfaction.

Furthermore, Lo et al. (2019) identified empathy as crucial for improving customer experience and fostering positive emotional connections, which significantly influence performance outcomes. Empathy in service involves understanding and addressing the unique needs and concerns of each tourist, fostering a sense of being valued and cared for, thereby enhancing their overall experience and satisfaction. Overall, service quality showed significant correlations with all performance dimensions. The correlation between overall service quality and operation process was strong ($r_s = 0.727^{**}$, $p = 0.000$), as were the correlations with professional competence of service staff ($r_s = 0.700^{**}$, $p = 0.000$) and completeness of service facilities ($r_s = 0.717^{**}$, $p = 0.000$). This indicates that comprehensive service quality is critical for the overall performance in rural tourism. Chi et al. (2020) support this view, emphasizing the overall impact of service quality on performance outcomes in the tourism environment. Additionally, Perić et al. (2020) found similar results, highlighting that high overall service quality can significantly enhance operational efficiency, improve staff performance, and maintain well-functioning facilities, collectively contributing to an excellent tourist experience.

Table 5

Relationship between Service Quality and Tourist Satisfaction

	<i>r_s</i>	<i>p-value</i>	Interpretation
RELIABILITY			
Destination Quality	0.093	0.063	Not Significant
Experience Participation	0.047	0.354	Not Significant
Unforgettable Tourism Experience	0.012	0.817	Not Significant
Tourist Satisfaction OVERALL	0.070	0.162	Not Significant
TANGIBILITY			
Destination Quality	.468**	0.000	Significant
Experience Participation	.352**	0.000	Significant
Unforgettable Tourism Experience	.445**	0.000	Significant
Tourist Satisfaction OVERALL	.429**	0.000	Significant
RESPONSIVENESS			
Destination Quality	.417**	0.000	Significant
Experience Participation	.685**	0.000	Significant
Unforgettable Tourism Experience	.640**	0.000	Significant
Tourist Satisfaction OVERALL	.579**	0.000	Significant
ASSURANCE			
Destination Quality	0.084	0.095	Not Significant
Experience Participation	0.053	0.288	Not Significant
Unforgettable Tourism Experience	0.017	0.737	Not Significant
Tourist Satisfaction OVERALL	0.050	0.322	Not Significant
EMPATHY			
Destination Quality	.549**	0.000	Significant
Experience Participation	.648**	0.000	Significant
Unforgettable Tourism Experience	.504**	0.000	Significant
Tourist Satisfaction OVERALL	.612**	0.000	Significant
SERVICE QUALITY OVERALL			
Destination Quality	.594**	0.000	Significant
Experience Participation	.633**	0.000	Significant
Unforgettable Tourism Experience	.572**	0.000	Significant
Tourist Satisfaction OVERALL	.619**	0.000	Significant

***. Correlation is significant at the 0.01 level (2-tailed)*

Table 5 presents the analysis of the relationship between rural tourism service quality variables and tourist satisfaction. The key dimensions of service quality assessed include reliability, tangibility, responsiveness, assurance, and empathy. These were analyzed in relation to tourist satisfaction variables such as destination quality, experience participation, and memorable tourist experiences. For the reliability dimension, no significant relationship was found with any tourist satisfaction variables, as all p-values were greater than 0.05. For instance, reliability did not show a significant correlation with destination quality ($r_s = 0.093$, $p = 0.063$) or experience participation ($r_s = 0.047$, $p = 0.354$), indicating that reliability does not have a significant impact on these

satisfaction indicators. This finding is consistent with the research by Marković et al.,(2020), which suggests that in the context of rural tourism, reliability may not directly influence tourist satisfaction outcomes.

In contrast, tangibility showed significant correlations with all tourist satisfaction dimensions. The correlation between tangibility and destination quality was strong and significant ($r_s = 0.468^{**}$, $p = 0.000$), as was the correlation with experience participation ($r_s = 0.352^{**}$, $p = 0.000$) and memorable tourist experiences ($r_s = 0.445^{**}$, $p = 0.000$). This indicates that higher evaluations of tangibility (such as physical facilities and equipment) are associated with higher levels of tourist satisfaction in these areas. Studies by Perić et al. (2020) and Chi et al. (2020) support this view, emphasizing the importance of tangibility in enhancing overall tourist satisfaction and loyalty. Tangible aspects of service, including the quality and upkeep of facilities, play a critical role in forming positive perceptions and satisfaction among tourists. The well-maintained physical environment not only meets but often exceeds tourist expectations, contributing significantly to their overall satisfaction.

Responsiveness also demonstrated strong correlations with tourist satisfaction dimensions. For example, the relationship between responsiveness and destination quality was highly significant ($r_s = 0.417^{**}$, $p = 0.000$), as was the correlation with experience participation ($r_s = 0.685^{**}$, $p = 0.000$) and memorable tourist experiences ($r_s = 0.640^{**}$, $p = 0.000$). This underscores the importance of timely and helpful responses from staff in enhancing tourist satisfaction and creating memorable experiences. Research by Xu et al. (2022) aligns with these findings, indicating that responsiveness is a crucial factor in the service industry that significantly impacts tourist satisfaction outcomes. Additionally, Perić et al. (2020) found that responsiveness greatly improves customer satisfaction in the tourism sector, ensuring that tourists' needs are effectively met. Responsive service helps in addressing issues promptly, which not only resolves potential dissatisfaction but also leaves a positive impression on tourists, encouraging repeat visits and positive word-of-mouth. For the assurance dimension, there was no significant relationship with any tourist satisfaction indicators, with all p-values exceeding 0.05. This suggests that in this context, the confidence inspired by service providers does not significantly impact destination quality, experience participation, or memorable tourist experiences. This is consistent with the findings of Salleh et al. (2019), which indicate that assurance may not always translate into perceived satisfaction in rural tourism. Assurance involves the ability of service providers to convey trust and confidence, which, while important, may not be a primary driver of satisfaction compared to more tangible or directly experiential factors like responsiveness and tangibility.

Empathy showed significant correlations with all tourist satisfaction dimensions. The correlation between empathy and destination quality was particularly strong ($r_s = 0.549^{**}$, $p = 0.000$), as were the correlations with experience participation ($r_s = 0.648^{**}$, $p = 0.000$) and memorable tourist experiences ($r_s = 0.504^{**}$, $p = 0.000$). This highlights the significant impact of personalized attention and care from service providers on achieving high levels of tourist satisfaction. The importance of empathy in service delivery is emphasized in Zhang et al. (2019), who found that empathy significantly enhances service performance and customer satisfaction. Furthermore, Perić et al. (2020) identified empathy as crucial for improving customer experience and fostering positive emotional connections, which significantly influence satisfaction outcomes. Empathy in service involves understanding and addressing the unique needs and concerns of each tourist, which fosters a sense of being valued and cared for, thereby enhancing their overall experience and satisfaction.

Overall, service quality showed significant correlations with all tourist satisfaction dimensions. The correlation between overall service quality and destination quality was strong ($r_s = 0.594^{**}$, $p = 0.000$), as were the correlations with experience participation ($r_s = 0.633^{**}$, $p = 0.000$) and memorable tourist experiences ($r_s = 0.572^{**}$, $p = 0.000$). This indicates that comprehensive service quality is critical for the overall tourist satisfaction in rural tourism. Chi et al. (2020) support this view, emphasizing the overall impact of service quality on satisfaction outcomes in the tourism environment. Additionally, Perić et al. (2020) found similar results, highlighting that high overall service quality can significantly enhance tourist satisfaction, loyalty, and positive word-of-mouth. High service quality, when consistently delivered across all dimensions, ensures a seamless and satisfying experience for tourists, which is fundamental for the success and sustainability of rural

tourism destinations.

Table 6
Relationship between Performance and Tourist Satisfaction

	<i>r_s</i>	<i>p-value</i>	Interpretation
Operation Process			
Destination Quality	.596**	0.000	Significant
Experience Participation	.587**	0.000	Significant
Unforgettable Tourism Experience	.377**	0.000	Significant
Tourist Satisfaction OVERALL	.531**	0.000	Significant
Professional Ability of Service Personnel			
Destination Quality	.628**	0.000	Significant
Experience Participation	.512**	0.000	Significant
Unforgettable Tourism Experience	.589**	0.000	Significant
Tourist Satisfaction OVERALL	.596**	0.000	Significant
Degree of Perfection of Service Facilities			
Destination Quality	.576**	0.000	Significant
Experience Participation	.680**	0.000	Significant
Unforgettable Tourism Experience	.565**	0.000	Significant
Tourist Satisfaction OVERALL	.647**	0.000	Significant
Performance OVERALL			
Destination Quality	.660**	0.000	Significant
Experience Participation	.636**	0.000	Significant
Unforgettable Tourism Experience	.492**	0.000	Significant
Tourist Satisfaction OVERALL	.640**	0.000	Significant

***. Correlation is significant at the 0.01 level (2-tailed)*

Table 6 presents the analysis of the relationship between tourism performance variables and tourist satisfaction among rural tourism villages. The key performance variables assessed include the operation process, professional ability of service personnel, and the degree of perfection of service facilities, analyzed in relation to tourist satisfaction variables such as destination quality, experience participation, and unforgettable tourism experience.

The Operation Process exhibited significant relationships with all dimensions of tourist satisfaction. For instance, the operation process showed a strong and significant correlation with Destination Quality ($r_s = 0.596^{**}$, $p = 0.000$), Experience Participation ($r_s = 0.587^{**}$, $p = 0.000$), and Unforgettable Tourism Experience ($r_s = 0.377^{**}$, $p = 0.000$). Additionally, overall tourist satisfaction was significantly correlated with the Operation Process ($r_s = 0.531^{**}$, $p = 0.000$). This suggests that efficient operation processes are crucial for enhancing overall tourist satisfaction. According to Chen et. al.(2023), optimizing the operation process can significantly boost tourist satisfaction and loyalty. Similarly, the Professional Ability Of Service Personnel also demonstrated significant relationships with all dimensions of tourist satisfaction.

Specifically, the professional ability of service personnel showed a strong and significant correlation with Destination Quality ($r_s = 0.628^{**}$, $p = 0.000$), Experience Participation ($r_s = 0.512^{**}$, $p = 0.000$), and Unforgettable Tourism Experience ($r_s = 0.589^{**}$, $p = 0.000$). Furthermore, overall tourist satisfaction was significantly correlated with the Professional Ability Of Service Personnel ($r_s = 0.596^{**}$, $p = 0.000$). This highlights the importance of knowledgeable and skilled service personnel in enhancing tourist satisfaction. Gajić et al. (2020) pointed out that the Professional Ability Of Service Personnel not only directly impacts the tourist experience but also indirectly boosts tourist satisfaction by improving service quality.

The Degree Of Perfection Of Service Facilities also showed significant correlations with all dimensions of tourist satisfaction. For example, the Degree Of Perfection Of Service Facilities had strong and significant correlations with Destination Quality ($r_s = 0.576^{**}$, $p = 0.000$), Experience Participation ($r_s = 0.680^{**}$, $p = 0.000$), and Unforgettable Tourism Experience ($r_s = 0.565^{**}$, $p = 0.000$). Additionally, overall tourist satisfaction was significantly correlated with the Degree Of Perfection Of Service Facilities ($r_s = 0.647^{**}$, $p = 0.000$). This indicates that high-quality service facilities are essential for enhancing tourist satisfaction. Lo et al. (2019) found that the quality of facilities directly influences tourist satisfaction and their intention to revisit. Overall Performance showed significant correlations with all dimensions of tourist satisfaction. There were strong and

significant correlations between overall Performance and Destination Quality ($r_s = 0.660^{**}$, $p = 0.000$), Experience Participation ($r_s = 0.636^{**}$, $p = 0.000$), Unforgettable Tourism Experience ($r_s = 0.492^{**}$, $p = 0.000$), and overall tourist satisfaction ($r_s = 0.640^{**}$, $p = 0.000$). This suggests that comprehensive high performance is crucial for enhancing overall tourist satisfaction. Tang et al. (2022) supported this view, emphasizing the role of high performance in boosting tourist satisfaction and loyalty. In summary, the findings from Table 6 indicate that all performance variables—Operation Process, Professional Ability Of Service Personnel, and Degree Of Perfection Of Service Facilities—are significantly correlated with various dimensions of tourist satisfaction. Efficient operation processes, knowledgeable and skilled service personnel, and high-quality service facilities are all crucial factors that contribute to enhancing tourist satisfaction. These findings underscore the importance of maintaining high standards in all aspects of tourism performance to achieve high levels of tourist satisfaction.

Table 7*Predictor of Tourist Satisfaction*

Independent Variable	Variable/ Predictor	Unstandardized Coefficients B	t	Sig.	Interpretation
(Constant)		0.134	0.626	0.532	
Sex		0.028	1.633	0.103	Not Significant
Age		0.005	0.716	0.475	Not Significant
Civil Status		0.013	0.768	0.443	Not Significant
Education level		0.000	-0.033	0.974	Not Significant
Occupation		0.003	0.580	0.562	Not Significant
Reliability		0.045	1.741	0.083	Not Significant
Tangibility		0.072	2.137	0.033	Significant
Responsiveness		0.211	5.650	0.000	Significant
Assurance		0.053	2.109	0.036	Significant
Empathy		0.146	2.804	0.005	Significant
Operation Process		-0.641	-8.070	0.000	Significant
Degree of Perfection of Service Facilities		0.078	1.224	0.222	Not Significant
Dimensions of Performance		0.971	7.554	0.000	Significant

Table 7 presents the results of a multiple regression analysis identifying the predictors of tourist satisfaction among rural tourism villages. In this analysis, the dependent variable is tourist satisfaction, while the independent variables include respondents' socioeconomic attributes, service quality dimensions, and performance dimensions.

Sex ($B = 0.028$, $t = 1.633$, $p = 0.103$), Age ($B = 0.005$, $t = 0.716$, $p = 0.475$), Civil Status ($B = 0.013$, $t = 0.768$, $p = 0.443$), Education Level ($B = 0.000$, $t = -0.033$, $p = 0.974$), and Occupation ($B = 0.003$, $t = 0.580$, $p = 0.562$) are all not significant predictors of tourist satisfaction. These findings suggest that demographic characteristics do not play a substantial role in determining tourist satisfaction within this model. Reliability ($B = 0.045$, $t = 1.741$, $p = 0.083$) is not a significant predictor, suggesting that reliability alone does not significantly predict tourist satisfaction in this model. Tangibility ($B = 0.072$, $t = 2.137$, $p = 0.033$) is a significant predictor of tourist satisfaction, highlighting the importance of physical aspects of service such as facilities, equipment, and staff appearance.

High-quality tangible elements like well-maintained infrastructure, comfortable accommodations, and appealing aesthetics can significantly enhance tourists' experiences. For instance, the presence of clean and modern facilities can make tourists feel more comfortable and satisfied. Responsiveness ($B = 0.211$, $t = 5.650$, $p = 0.000$) is highly significant, indicating that the promptness and helpfulness of service staff are strong predictors of tourist satisfaction. This underscores the critical importance of responsiveness in shaping tourists' perceptions and satisfaction levels. For example, timely responses to inquiries, efficient handling of complaints, and proactive service significantly enhance satisfaction. Research by Vojtko et al. (2022) and Shrestha et al. (2022) supports the notion that responsive service significantly enhances tourist satisfaction and loyalty. Assurance ($B = 0.053$, $t = 2.109$, $p = 0.036$) is also a significant predictor, highlighting that the confidence and trustworthiness

conveyed by service providers significantly affect tourist satisfaction. Assurance reduces perceived risk and enhances trust. For instance, clear communication, professional conduct, and adherence to safety standards are crucial. Ensuring tourists feel secure and confident in their choice of destination can significantly boost satisfaction. Studies by Song et al. (2019) emphasize the role of assurance in increasing tourist satisfaction and reducing perceived risks. Empathy ($B = 0.146$, $t = 2.804$, $p = 0.005$) is another significant predictor, demonstrating that personalized attention and care from service providers significantly enhance tourist satisfaction.

Empathy involves understanding and addressing individual needs and concerns. For instance, offering customized services, showing genuine care, and being sensitive to cultural differences enhance the tourist experience. Perles-Ribes et al. (2021) highlight that empathetic service that caters to individual needs can greatly enhance the tourist experience. Operation Process ($B = -0.641$, $t = -8.070$, $p = 0.000$) is a significant predictor but negatively related to tourist satisfaction. This negative coefficient suggests that inefficiencies or issues in the operation process can significantly detract from tourist satisfaction. Effective operation management is essential to avoid negative impacts on customer experiences. For example, long wait times, poor scheduling, and unorganized services can lead to dissatisfaction. Degree Of Perfection of Service Facilities ($B = 0.078$, $t = 1.224$, $p = 0.222$) is not a significant predictor, indicating that the perfection of service facilities alone does not significantly predict tourist satisfaction. This suggests that while facilities are important, other factors might overshadow their impact (Shrestha et al., 2022). Dimensions of Performance ($B = 0.971$, $t = 7.554$, $p = 0.000$) is a highly significant predictor, suggesting that overall performance dimensions, encompassing various aspects of service delivery, significantly influence tourist satisfaction. This includes aspects like service quality, efficiency, and overall operational excellence. High performance in these areas ensures that tourists' expectations are met or exceeded, leading to higher satisfaction levels.

The significant predictors of tourist satisfaction identified in this model are tangibility, responsiveness, assurance, empathy, operation process, and overall performance dimensions. These results underscore the importance of service quality and operational performance in predicting tourist satisfaction, whereas demographic variables appear to have a negligible impact. The negative relationship with the operation process highlights areas where improvements can be made to enhance overall satisfaction. These insights can guide managers in prioritizing service quality improvements to foster higher levels of tourist satisfaction

ENHANCED TOURIST SATISFACTION FRAMEWORK

The "Enhanced Tourist Satisfaction Framework among Rural Tourism Villages" as depicted in the diagram integrates three critical dimensions: Service Quality, Performance, and Tourist Satisfaction. This framework is designed to provide a comprehensive understanding of how different facets of tourism operations interact to enhance overall tourist satisfaction, particularly in rural tourism settings. Service Quality is the foundation of this framework and encompasses several key dimensions that are essential for delivering a high-quality tourism experience.

Tangibility focuses on the physical aspects of the service, such as the quality and maintenance of facilities and equipment. Tangible elements include clean and comfortable lodgings, well-maintained recreational facilities, and visually appealing environments. High tangibility standards can significantly enhance the perceived value of the tourist experience.

Responsiveness is the ability of service providers to promptly and effectively address tourist needs and concerns. This includes timely responses to inquiries, quick resolution of problems, and proactive service adjustments. Responsiveness enhances the tourist's sense of being valued and cared for.

Assurance involves the knowledge and courtesy of employees and their ability to convey trust and confidence. Assurance is critical in rural tourism where tourists often rely on local guides and staff for safety and information. Well-trained and knowledgeable staff can greatly enhance the tourist's sense of security and

satisfaction.

Empathy is providing personalized attention and understanding tourist needs on an individual level. Empathy involves listening to tourists, providing customized experiences, and showing genuine concern for their well-being. Empathy can transform a good tourist experience into an unforgettable one. Performance, as the second dimension, focuses on the operational aspects of delivering tourism services effectively and efficiently.

Operation Process refers to the efficiency and smoothness of the service delivery process. Effective operational processes minimize waiting times, reduce service bottlenecks, and ensure a seamless tourist experience. Efficient operations are fundamental in maintaining high service standards and tourist satisfaction.

Destination Performance encompasses the overall quality and appeal of the destination, including its attractions, facilities, and the ability to meet or exceed tourist expectations. This includes the natural beauty, cultural richness, and the quality of experiences offered at the destination. High-performance destinations contribute significantly to positive tourist experiences and satisfaction. Tourist Satisfaction is the ultimate goal of the framework and is influenced by the aforementioned dimensions of Service Quality and Performance.

Destination Quality is the overall appeal and quality of the destination, including its natural beauty, cultural richness, and the quality of its attractions. A high-quality destination that meets or exceeds tourist expectations can significantly enhance satisfaction.

Experience Participation refers to the level of engagement and involvement tourists have with the activities and experiences offered. High levels of participation and engagement can lead to memorable and satisfying experiences. This includes interactive activities, educational tours, and immersive cultural experiences.

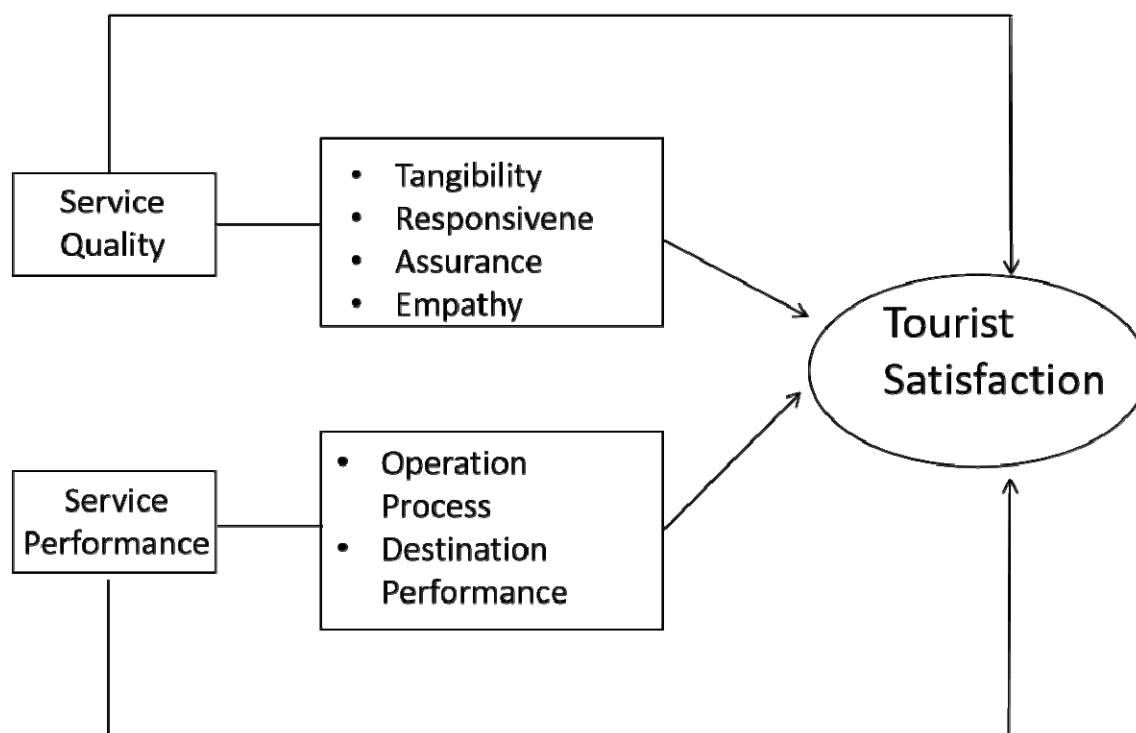
Unforgettable Tourism Experience involves creating unique, memorable, and positive experiences that tourists will cherish and share. This involves providing exceptional service, unique attractions, and creating moments that stand out in the minds of tourists. Memorable experiences lead to positive word-of-mouth and repeat visits. The framework illustrates how high Service Quality leads to enhanced Performance, which in turn boosts Tourist Satisfaction. The feedback loop indicates that satisfied tourists often provide positive feedback and recommendations, which help tourism providers identify areas for improvement and further enhance Service Quality and Performance. Service Quality improvements such as enhanced tangibility, increased responsiveness, higher assurance, and greater empathy lead to more efficient and effective Performance. This improved performance, characterized by smooth operation processes and high-quality destination offerings, directly enhances Tourist Satisfaction. When tourists are satisfied, they are more likely to rate the destination highly in terms of quality, participate actively in experiences, and leave with unforgettable memories. This framework not only emphasizes the importance of each dimension but also highlights their interconnectedness. Improvements in Service Quality and Performance create a virtuous cycle of increasing Tourist Satisfaction, leading to sustainable growth and development of rural tourism destinations. By focusing on these three dimensions, tourism providers can create a holistic and integrated approach to enhancing the overall tourist experience.

4. Conclusions and recommendations

The emphasis on tangible aspects of service quality, coupled with personalized care and safety assurances, suggests that rural tourism villages should prioritize infrastructure development and staff training to meet visitor expectations. Efficient operational processes and clear communication emerge as critical factors in enhancing the overall tourist experience. This finding emphasizes the importance of streamlined management practices and effective signage in rural tourism settings. The high satisfaction levels related to destination quality and experiential aspects indicate that rural tourism's success hinges on preserving natural beauty, cultural heritage, and providing engaging activities. This suggests a need for sustainable tourism practices that balance development with conservation. Key satisfaction drivers identified include physical facilities, prompt service, safety measures, and personalized attention. This insight calls for a holistic approach to service quality

enhancement, focusing on both tangible and intangible aspects of the tourist experience. The study proposes a framework to enhance tourist satisfaction in rural tourism. This framework consists of three main components: Service Quality, Service Performance, and Tourist Satisfaction. Service Quality encompasses tangibility, responsiveness, assurance, and empathy. Service Performance includes operation process and destination performance. These elements collectively contribute to Tourist Satisfaction, which is measured through destination quality, experience participation, and unforgettable tourism experiences. The framework illustrates how improvements in Service Quality lead to enhanced Service Performance, which in turn boosts Tourist Satisfaction. This cyclical process creates a feedback loop, where satisfied tourists provide valuable insights for further improvements, thus continuously enhancing the overall tourism experience. To sustain and grow rural tourism in Jiangxi Province, stakeholders should focus on continuous improvement of service quality, particularly in areas of tangibility and responsiveness. Investing in staff development, maintaining high-quality facilities, and creating seamless operational processes are crucial strategies for fostering tourist satisfaction, encouraging repeat visits, and generating positive word-of-mouth.

FRAMEWORK TO ENHANCED TOURIST SATISFACTION



These findings have significant implications for policymakers, tourism operators, and local communities, suggesting the need for collaborative efforts to develop and maintain high-quality, sustainable rural tourism experiences that cater to diverse visitor needs while preserving the unique character of rural villages. Telecommunications operators may prioritize improving mobile network coverage and quality in rural tourism areas, based on the lower scores in this aspect of our findings. This will significantly enhance the overall visitor experience, allowing tourists to easily share experiences, access information, and stay connected. Tour operators may consider upgrading accommodations, restaurants, and recreational facilities to ensure they are well-maintained, clean, and visually appealing. This recommendation addresses feedback on facility quality in our study and aims to increase visitor comfort and satisfaction. Local governments may collaborate with tourism operators to implement efficient operational processes that minimize waiting times and eliminate bottlenecks. For example, technology can be utilized for smoother check-ins, bookings, and information dissemination. This will address issues related to service efficiency identified in our research.

Tourism management departments may develop training programs focused on customer service excellence, cultural sensitivity, and emergency response. Training content should be regularly updated to address emerging trends and expectations. This recommendation stems from feedback on staff professional competence in our study. Cultural and tourism bureaus may develop interactive activities that allow tourists to engage deeply with local culture and traditions, such as workshops, guided tours, and hands-on experiences. Create programs that immerse tourists in the local lifestyle, providing authentic and memorable experiences that highlight the unique aspects of Jiangxi Province. This addresses feedback on experience participation in our research. Tourism management agencies may implement a comprehensive feedback system, conducting regular surveys and monitoring social media feedback to identify areas for improvement and make data-driven decisions. Actively respond to reviews and feedback to enhance the destination's reputation. This recommendation is based on our findings regarding the importance of visitor feedback. For future researchers, the researcher recommends Exploring the potential role of digital technologies in enhancing rural tourism experiences; Conducting longitudinal studies to understand changes in visitor expectations and satisfaction over time; Comparing rural tourism development in Jiangxi Province with other provinces to identify best practices and opportunities for improvement.

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