

Does the Perceived Value of a National Park Increases Visitor Satisfaction and Loyalty?

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Abstract : This study focused on tourist subjects who have experience visiting national parks in Korea. The reason for selecting national parks as the subject of this study was that many Koreans visit national parks on weekends, and their visits continue even as changes are made to the parks. The purpose of this study was to evaluate what type of value perceived by tourists who visit national parks positively influences their satisfaction. Concurrently, the relationship between satisfaction and future behavioral intention was also examined. The understanding and analysis of this relationship is very important for the success of destination tourism development. This analysis can contribute to the creation of a marketing strategy that will induce tourists to stay longer, revisit, and recommend a national park to others. If national park administrators fully utilize the study results, they will be able to increase the number of visitors to their national parks. Furthermore, the results of this study will contribute to the development of Korean national parks as a tourist destination.

Keywords : national park, visitor satisfaction, loyalty, tourism management

Conference Title : ICMTM 2014 : International Conference on Marketing and Tourism Management

Conference Location : Osaka, Japan

Conference Dates : October 12-13, 2014