

The Affect of Select Properties of Camping Site on Customers' Satisfaction, Loyalty and Community Attachment

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Abstract

This study aims to investigate the effect of selection attributes of urban camping site on visitors' satisfaction, campground loyalty, and regional attachment. To accomplish this, it carried out questionnaire survey targeting visitors in 5 urban camping sites in Seoul and Gyeonggido as a population, and then sampled by using convenient sampling method. For this, a total of 257 copies of questionnaire survey were distributed, yet 30 copies of them were excluded because they were incomplete or unreliable, and 227 copies of it were used for data analysis. For data analysis, descriptive statistical analysis and correlation by variable were analyzed by using SPSS 20.0 and Amos 20.0 version program, and Cronbach's α test was conducted to measure credibility. Further, to verify construct validity of relevant variable, exploratory factor analysis and confirmatory factor analysis were conducted, and relationship between relevant variables were investigated through simple regression analysis and multiple regression analysis. The 3 following results obtained are summarized as follows: first, all selection attributes of urban camping sites affected visitors' satisfaction, and partly affected campground loyalty, and regional attachment, second, visitors' satisfaction of urban camping sites partly affected regional attachment, campground loyalty and regional attachment affected all factors, and third, visitors' satisfaction affected campground loyalty.

Keywords: Campground Loyalty, Knowledge Management, Organizational Citizenship Behavior, Organizational Trust, Regional Attachment, Selection Attributes Visitors' Satisfaction, Urban Camping Site

1. Introduction

Ever since the autonomous local government system was launched, the head of the local government exerted efforts for economic development and resident convenience for their region. They aim to promote improvement in life quality for local residents, prevent local residents from leaving, lead the influx of people from other regions, and promote solidarity and integration with neighboring regions, and also aim to enhance local residents' pride

and attachment. To achieve this, each of the local governments shows a keen interest in diverse convenient facilities, leisure and sports space in the level of welfare, and cultural environment, and makes approaches at different levels such as expansion and improvement in all kinds of facilities and regional attraction.

Notably, existing cultural activity such as leisure and recreation mainly focusing on individuals and societies has changed to leisure activity of family- or friendship-centered group (e.g. neighbors, friends, colleagues, etc.),

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which has led to rapid growth in camping as eco-friendly experiential activity, and accordingly has added to such a phenomenon. The camping market at home and abroad has grown around from 70 billion KW in 2008 to 400 billion KW in 2014, which has raised such change and expectation¹, and such growth in camping industry served as a factor that causes the local governments to take initiative in creating camping sites and attracting campers^{2,3}. Together with this, modern people's busy city life has brought out a phenomenon that reinforces attractive attributes of camping such as nature experience, improved interpersonal relationship with partners, and emotional stability.

The thing is consistent growth in camping and expansion in leisure activity. Noticeably, for camping sites offered by the local governments to settle as not only a place not turned away from consumers and a leisure space enough for them but also a place that they can revisit, a prerequisite is access to camping sites' own attractive selection attributes⁴. Further, beyond consumers' satisfaction on relevant camping sites, designed should be attractive factors that can enhance attachment and reciprocal attitude towards a relevant local government and region. Hence, this research aimed to investigate the relationship between major attributes of camping sites, a space for nature-friendly experiential activity, and visitors' satisfaction and loyalty to space and an extent of attachment to visiting area, confirm what major attributes of camping sites are as a spatial component of leisure activity that can enhance and increase recognition and image on the region for the expected effect of the research, and further contemplate the role of camping sites that can develop regional society.

- Selection properties of urban camp sites will have effect on visitors' loyalty and local attachment.
- Urban campsite visitor's satisfaction and loyalty will affect local attachment.
- Urban campsite visitor's satisfaction will affect camp site loyalty.

2. Research Methods

2.1 Subjects

To achieve research purpose in this research, it selected visitors who used camping sites located in Seoul and Gyeonggi-do as a population, and then sampled a total of 227 visitors by using convenience sampling method.

2.2 Procedures

The self-administration method was utilized to get responses by getting cooperation after explaining the contents and purpose of the questionnaire to survey respondents, and the survey operator collected the questionnaires by visiting them again after a certain period of time. After excluding those questionnaires with double entry or incomplete responses among the collected questionnaires, relevant data from 227 responses was used for data analysis.

2.3 Measurement Tool

This study utilized questionnaires as the measurement tool in order to identify the effect of select properties of camping site on customers' satisfaction, loyalty and community attachment. The criterion of the questions used in this study was composed of the 5 points scale (from "least likely" to "most likely").

2.3.1 Questionnaire for 'Select Properties of Camping Site'

The selection properties for camp sites was taken then edited/ reinforced from the research about auto camp site selection properties by^{5,6} to fit the situation of this study. Specifically, the by combining the concept of selection properties with urban camp sites a 13 question survey was made including experience, convenience, service, and affordability. The internal reliability of the questions was .705-.793.

2.3.2 Questionnaire for 'Customers' Satisfaction'

Visitor satisfaction is defined as the emotional state after perception of satisfaction of use of the campsite including cost, human services, rest, and leisure facilities. Based on the studies by^{6,7} the definition was edited/ reinforced for the purpose of this study. The internal reliability of the assessment tool is .717.

2.3.3 Questionnaire for 'Loyalty of Camping Site'

Camp site loyalty describes a visitor developing attachment to the camp site and it means that a customer shows attitude and behavioral responses of preference for a certain time⁸. In this study it is a measurement of the scale of preference, merit, revisit intentions, and cost of use by the consumer visiting the camp site. Using the survey used in the study by⁹ a 4 question survey was created. The internal reliability of the assessment tool is .856

2.3.4 Questionnaire 'Community Attachment of Camping Site'

This study utilized the questions used by Sang Gyu Park¹⁰ for Local tourist. More concretely, in this study it is a measurement of the scale of Community attachment. So the questionnaire was composed 3 categories, there were life attachment, on residential attachment, social attachment. And Cronbach's α value for each factor was .740 to .829.

2.4 Validity and Reliability of Measurement Tool

In the result of the confirmatory factor analysis to test the validity of the assessment tools, the standardized regression weights (SRW) of the latent variables about the observed variables of the factors were selection properties .589-.817 and local attachment .601-.784, which showed relative influence. Also in the results of verifying the suitability about the assessment model of the scale, it was shown that selection property showed unsuitable with the result of $\chi^2=109.985$ (df=60, p=.001), but it was confirmed that the other suitability index was SRMR=.057, CFI=.930, TLI=.946, RMSEA=.061, which were recommended levels. In addition, in the results of the suitability verification the value was $\chi^2=115.755$ (df=51, p=.001), and it was above the sample scope and using the other suitability index SRMR=.050, CFI=.918, TLI=.937, RMSEA=.075, it was confirmed that the suitability index value was higher than recommended levels.

Next, while the result of the confirmatory factor analysis to test the validity of the factors regarding visitor satisfaction and camp site loyalty, it was found that visitor satisfaction was unsuitable at $\chi^2=12.351$ (df=2, p=.002),

however it was shown that SRMR=.052, CFI=.830, TLI=.943. Also, although campsite loyalty was shown unsuitable at $\chi^2=42.596$ (df=5, p=.000), it was shown that SRMR=.045, CFI=.869, TLI=.934, which meant that the suitability level was not optimal but within recommended levels.

2.5 Study Procedure and Data Processing

To achieve the goal of this study a researcher and 2 assistant researchers visited urban camp sites located in Seoul and Gyeonggi province to conduct the survey by explaining the contents and purpose of the study to the subjects and after receiving agreement for cooperation the survey was conducted using the self-administration method. After excluding double fill and same question answered data, using Windows statistics package programs SPSS 20.0 version and AMOS 20.0 version, frequency analysis and confirmatory factor analysis for validity and reliability about the factors was done and Cronbach's alpha value was calculated to identify demographic characteristics. Also for hypothesis testing, correlation analysis, simple regression analysis and multiple regressions analysis was done.

3. Study Results

3.1 Correlation Analysis

It was shown in the correlation between factors, as shown in Table 1, excluding a few factors (life attachment, experience, convenience, social attachment, loyalty, and affordability) camp site selection properties, visitor satisfaction, visitor attachment, and local attachment showed

Table 1. Correlation analysis

Variable	Mean(SD)	1	2	3	4	5	6	7	8	9
Experience	3.47(.84)	1								
Convenience	3.58(.78)	.154*	1							
Service	3.34(.71)	.157*	.334**	1						
Affordability	3.31(.80)	.189**	.252**	.500**	1					
Visitor' satisfaction	3.63(.53)	.308**	.458**	.388**	.392**	1				
Loyalty	3.55(.72)	.213**	.362**	.357**	.326**	.458**	1			
Life attachment	3.51(.69)	.125	.031	.132*	.167*	.108	.276**	1		
Residential attachment	3.53(.66)	.147*	.154*	.212**	.246**	.255**	.346**	.553**	1	
Social attachment	3.18(.87)	.151*	.061	.178**	.091	.126	.183**	.439**	.343**	1

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

that there was correlation between most factors ($p < .001$). Also the maximum value of correlation coefficient was shown as .553, which meant there were no problems with multicollinearity.

3.2 Effects of Urban Camp Site Selection Properties on Visitor Satisfaction, Camp Site Loyalty, and Local Attachment

3.2.1 Effects of Urban Camp Site Selection Properties on Visitor Satisfaction

As seen in Table 2 it was shown that all factors of selection properties had statistical significant effect ($F=29.384$, $p < .001$) and that it explained 34.5% ($R^2=.345$) of total variance. Specifically it was shown that effect on visitor satisfaction was in the order of convenience ($\beta=.342$), affordability ($\beta=.213$), experience ($\beta=.175$), and service ($\beta=.132$).

Table 2. Effects of urban camp site selection properties on visitor satisfaction

	B	Standard Deviation	β	T
Constant	1.541	.198		7.782***
Experience	.128	.036	.197	3.541***
Convenience	.227	.040	.328	5.641***
Service	.115	.050	.149	2.300*
Affordability	.135	.043	.197	3.108**

*** $p < .001$, ** $p < .01$, * $p < .05$ $F=29.384$ *** $R=.588$ $R^2=.346$

3.2.2 Effects of Urban Camp Site Selection Properties on Campsite Loyalty

As seen in Table 3 selection properties had partial effect ($F=16.407$, $p < .001$) on campsite loyalty. The total variance explained was 22.8% ($R^2=.228$). It was shown that

Table 3. Effects of urban camp site selection properties on campsite loyalty

	B	Standard Deviation	β	t
Constant	1.304	.287		4.545***
Experience	.102	.052	.118	1.956
Convenience	.227	.058	.246	3.887***
Service	.185	.072	.180	2.559*
Affordability	.139	.063	.152	2.206*

*** $p < .001$, ** $p < .01$, * $p < .05$ $F=16.407$ *** $R=.478$ $R^2=.228$

effect on campsite loyalty was in the order of convenience ($\beta=.265$), affordability ($\beta=.169$), experience ($\beta=.153$), and service ($\beta=.140$).

3.2.3 Effects of Urban Camp Site Selection Properties on Local Attachment

As seen in Table 4, it was shown that selection properties do not have a statistically significant effect in life attachment. Also, as seen in Table 4, it was shown that selection properties ($\beta=.180$) had partial effect ($F=5.084$, $p < .001$) on residential attachment and the total variance explained was 8.4% ($R^2=.084$). Lastly, as seen in Table 4, it was shown that selection properties do not have a statistically significant effect in social attachment.

3.2.4 Effects of Satisfaction and Loyalty on Local Attachment

As seen in Table 5, it was shown that campsite loyalty ($\beta=.276$) had effect ($F=18.526$, $p < .001$) on life attachment and the total variance explained was 7.6% ($R^2=.076$). Also, as seen in Table 5, it was shown that satisfaction ($\beta=.255$)

Table 4. Effects of urban camp site selection properties on local attachment

	Life attachment			Residential attachment			Social attachment		
	B(S.E)	β	t	B(S.E)	β	t	B(S.E)	β	t
Constant	2.769(.307)		8.313***	2.344(.284)		7.651***	2.118(.385)		5.506***
Experience	.080(.056)	.097	1.438	.072(.052)	.091	1.382	.135(.070)	.129	1.918
Convenience	-.034(.062)	-.038	-.543	.056(.058)	.067	.971	-.013(.078)	-.012	-.166
Service	.066(.077)	.067	.850	.087(.071)	.093	1.215	.210(.097)	.169	2.164
Affordability	.109(.067)	.125	1.630	.136(.062)	.165	2.195*	-.017(.084)	-.015	-.200
	F=2.357 R=.202 R²=.041			F=5.084*** R=.290 R²=.084			F=2.761* R=.218 R²=.047		

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

Table 5. Effects of Satisfaction and Loyalty on local attachment

	Life attachment			Residential attachment			Social attachment		
	B(S.E)	β	t	B(S.E)	β	t	B(S.E)	β	t
Constant	3.006(.311)		9.672***	2.415(.286)		8.435***	2.447(.391)		6.265***
Visitor' satisfaction	.138(.085)	.108	1.638	.308(.078)	.255	3.953***	.203(.106)	.126	1.908
	F=2.672 R=.108 R²=.012			F=15.626*** R=.255 R²=.065			F=8.937*** R=.195 R²=.016		
Constant	2.570(.222)		11.555***	2.420(.206)		11.769***	2.397(.286)		8.367***
Campsite Loyalty	.264(.061)	.276	1.630	.314(.057)	.346	5.529***	.221(.079)	.183	2.797**
	F=18.526*** R=.276 R²=.076			F=30.566*** R=.346 R²=.120			F=7.822*** R=.183 R²=.037		

***p<.001, **p<.010, *p<.05

had effect ($F=15.626$, $p<.001$) on residential attachment and the total variance explained was 6.5% ($R^2=.065$). Campsite loyalty ($\beta=.346$) had effect ($F=30.566$, $p<.001$) on residential attachment and the total variance explained was 12% ($R^2=.120$). Lastly, as seen in Table 5, it was shown that campsite loyalty ($\beta=.183$) had effect ($F=7.822$, $p<.05$) on social attachment and the total variance explained was 3.4% ($R^2=.034$).

3.2.5 Effects of Visitor Satisfaction on Campsite Loyalty

As seen in Table 6, it was shown that visitor satisfaction ($\beta=.458$) had effect ($F=59.840$, $p<.001$) on campsite loyalty and the total variance explained was 21% ($R^2=.210$).

Table 6. Effects of visitor Satisfaction on campsite Loyalty

	B	Standard Deviation	β	t
Constant	1.332	.290		4.591***
Customers' satisfaction	.612	.079	.458	7.736***

***p<.001, **p<.01, *p<.05 $F=59.840$ *** $R=.458$, $R^2=.210$

4. Study Discussion

First, selection properties experience, service, and affordability had statistically significant effect on visitor satisfaction.¹² supported this result emphasizing that essential facilities element in the relation between selection properties and user satisfaction such as convenience and comfort of facilities such as bathrooms and showers⁶ also supported this study with the report of significant effect on visitor satisfaction by experience and service.

Especially, it is predicted that various activity programs and physical experiences like theme parks would promote visitors that visit the urban campsites. When looking at the selection properties regarding tourist attractions and location, one must consider well that natural and man-made properties coexist and that harmony of these two promotes visitors¹³. Second, selection properties of urban campsites had effect on campsite loyalty. Specifically it was found that excluding experience selection properties, the more awareness of convenience, service, and affordability was present, the campsite loyalty was higher. Generally, loyalty is an important factor that promotes such things as attitude of showing consistent interest in certain products and services, recommending service and transaction with the company to other people, and regular purchases¹⁴. Regarding selection properties and loyalty, supported the results of this study reporting that various programs and service selection properties of local festivals had effect on loyalty¹⁵. Also (9) supported the results of this study reporting that local municipality tourist attraction selection properties, based on visitor satisfaction, had effect on loyalty. In addition, can be interpreted in the same context, reporting that selection properties of tourism products had effect on human environment and cost impact¹⁶. Therefore, there is a need to approach, in marketing context, urban camp sites as a space where one can escape the everyday; a place where a city resident can comfortably and easily visit. Third, selection properties of urban campsites had partial effect on the visitors' local attachment. Specifically, affordability selection property was found to have effect on residential attachment. In research, the meaning of region has important social meaning such as geographical area, social interaction, and communal bonds¹⁷. Thus it means that it is achieved through one or more communal solidarity by

social interaction. Also, the attachment in addition to local attachment can be defined as social network, attachment to place, and the state of place dependence¹⁸. Thus it can be understood that the meaning of positive effect of affordability selection property on residential attachment of local attachment is that the general cost satisfaction by urban campsite user leads to uniqueness and pride of the place they live, and positivity, in the sense that it creates unity. Fourth, while satisfaction of urban camp site users had positive effect on local attachment, it was found that camp site loyalty had positive effect on life, residential, and social attachment. This signifies that rather than the visitors of the campsite being affected directly, their interest and attachment towards the area will increase with satisfaction with things such as municipalities and cities, symbols and facilities that represent the city, and products and services like festivals^{19,20}. In this reason, local attachment can be interpreted in the same context as²¹ report that as water sports event in the region opens, one can expect pride and sociocultural effect on the regional society. Especially, it can be derived that through this kind of facilities, products and services one can promote differentiated local attachment. Therefore various selection properties of a campsite which is a space for leisure and outdoor activities can be important factors in customer acquisition and retention. Furthermore, it should be mentioned that it can contribute to the area's balanced regional development by increasing pride in the local residents and promoting balanced development. Finally, it was found that visitor satisfaction had positive effect on campsite loyalty. Satisfaction is a post attitude concept that is mainly dealt with in behavioral studies which is an important standard in assessing services. Services are provided in various forms and the assessments that analyze these lead to outcome variables by customer loyalty²². Camping and²³ supported the results of this study by reporting that visitor satisfaction had positive effect on loyal attitude such as word of mouth and intentions of returning. Therefore there needs to be multi-dimensional exploration about satisfaction factors of urban campsite visitors and rather than ending with satisfaction, it is determined that there needs to be establishment of customer acquisition strategies considering loyal attitude and behavioral factors created after satisfaction. A conclusion section is not required. Although a conclusion may review the main points of the paper, do not replicate the abstract as the conclusion. A conclusion

might elaborate on the importance of the work or suggest applications and extensions.

5. Conclusion

This study identifies the relationship between visitor satisfaction, campsite loyalty, and local attachment in urban camp sites and the following results were derived.

First, experience, convenience, service, and affordability selection properties had effect on visitor satisfaction, and convenience, service, and affordability selection properties had effect on campsite loyalty. In modern society, improvement of quality of life is everyone's main interest and another interest is in how to spend their free time. In this way, enjoying leisure through low cost and facilities in proximity such as urban camp sites built in the area they live is a very attractive. Especially, busy life and desire to escape the city life has made a social phenomenon called camping boom. Therefore there needs to be effort in exploring marketing factors that can induce continuous enjoyment of leisure, campsite visits, and loyal behavior, and methods to combine this to the field by carefully studying the campsite visitors' selection factors based on this study results.

Second, the affordability selection property of urban campsites had effect on residential attachment to the area. As explained above, visitors of the urban campsite represent possessing a type of specialness about their living area such as pride, dependence. This is significant in regards to the improvement of quality of life in local municipalities and balanced growth, and local municipalities that are the operating entity of campsites need a multi-faceted approach to promote local attraction by visitors.

Third, visitor satisfaction had effects on local residential attachment and loyalty had effect on the area's life, residential, and social attachment. Considering that most visitors of urban camp sites are families or close groups, there needs to be effort in creating positive emotions where the group can, be not just satisfied with but also to prefer the campsite, feel special, and become loyal.

6. References

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