Recognition and Intent-to-Participate of Rural Migrants on Urban and Rural Exchange Business in Namhae County, South Korea

Myeong Sik Park¹, Inhea Kim², Keun Young Huh^{3*}, and Hai Dang Bui⁴

¹Ph.D. Candidate in Urban System Engineering, Gyeongsang National University, Jinju 52828, Korea

²Lecturer, Dept. of Horticulture, Gyeongsang National University, Jinju 52828, Korea

³Professor, Dept. of Landscape Architecture, Gyeongsang National University, Jinju 52828, Korea

⁴Professor, University of Social Science and Humanities, Vietnam National University of Ho Chi Minh City, Vietnam

ABSTRACT

Background and objective: Rural migrants are an important human resource in urban and rural exchange (URE) business, therefore it is necessary to enhance their awareness and intent-to-participate. This study was to analyze the rural migrants' recognition and intent-to-participate of URE business and to propose the enhancement of them both.

Methods: The questionnaire was designed to analyze the socio-demographic background, motivations, satisfaction with settlement, intent-to-persist, and intent-to-participate of URE business including tourism. The data of 144 respondents was subject to the statistical analysis.

Results: The motives of migration were to enjoy leisure life after retirement, increased tiredness of city life, health problems, etc. The satisfaction with settlement was 3.67 at 5-point Likert scale. The intent-to-recommend and intent-to-publicize were 3.40 and 3.46, respectively. The intent-to-participate was 3.45, which was affected by the necessity of URE business and the support of central/local governments, and also showed a significant correlation with the satisfaction with settlement, intent-to-recommend, intent-to-publicize, tourism resources for green tourism or rural tourism, driving a car in Namhae county, and the service and price of meals. They thought the missions that the Namhae county office must focus on were to establish an internal/external public relations systems, establish a support system of central/local governments, and foster/support local leaders.

Conclusion: It is necessary to improve the satisfaction with settlement and intent-to-persist, expand exchanges with local people, improve internal/external public relations systems, foster/support leaders, improve transportation in the county, enhance the service and price of meals, and develop/operate URE programs including tourism.

Keywords: green tourism, intent-to-persist, rural tourism, satisfaction with settlement

Introduction

Urban and rural exchange (URE) is an interaction and exchange of people, products, culture, and services between cities and rural areas, and tends to emphasize continuous interactions and close relationships (Jang, 2013). According to Article 2 (Definitions) of the Promotion of Mutual Exchange between Cities and Agricultural or Fishing Villages Act established in 2007 in Korea, the term “mutual

exchanges between cities and rural communities” is defined as human exchanges between cities and rural communities and the exchange, trade, and provision of commodities, such as agricultural, fishery, or forestry products, services for experience and recreation, information, or culture through a community experiential and recreational business in agricultural and fishing villages or tourist farm business. The term “community experiential and recreational business in an agricultural or fishing village” means a business

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First author: Myeong Sik Park, smfsgo@naver.com, <https://orcid.org/0000-0001-7545-5606>

***Corresponding author:** Keun Young Huh, sumoto@gnu.ac.kr, <https://orcid.org/0000-0002-3105-8745>

run by a community council or a fishing village fraternity to provide city dwellers with experiential and recreational programs and spaces and sell local agricultural, fishery, or forestry products or provide them with lodgings, food, or other services by utilizing the natural environment, traditional culture, or natural resources of the community. This suggests that URE includes community-based green tourism or rural tourism. Here rural tourism includes various experiential elements such as nature, farming, and rural culture (Yu et al., 2013). The purpose of URE is aimed at revitalizing rural areas and a large portion of it is linked to tourism, which provides recreation and leisure. Han (2005) stated that the type of URE most preferred by urban residents is the exchange of recreation and leisure, rather than exchange of materials or human resources. Chancellor et al. (2011) mentioned that tourism has increasingly become a preferred option for rural economic development and that the purpose of tourism is to improve community viability and residents' quality of life.

In order to revitalize URE, it is necessary to enhance the awareness of urban and rural residents, nurture competent leaders in rural areas who can manage URE business, and build a partnership. Given that most rural societies in current times comprise an intricate mix of long-term residents, seasonal-home owners and migrants, and each with their distinct set of life stories and value preferences with regard to their place of dwelling (Saxena, 2014), they need to be understood separately. Amidst the aging in population and the decrease in number of farm households in rural areas of the domestic, the number of rural migrants is increasing every year due to the retirement of baby boomers in line with the economic crisis during the late 2000s, the urban residents' aspiration of rural life, and the government's policies supporting rural migration (Ma et al., 2015). Rural migrants can be a major human resource for URE business. Jang (2013) mentioned it was desirable that recent studies in terms of policies were conducted in accordance with the concept of URE in a broad sense including green tourism and rural tourism, but pointed out that the scopes were mostly nationwide, which means that studies on regional units where UREs were actually taking place had not been conducted. Thus, this study suggests ways to enhance rural migrants' recognition and

intent-to-participate of URE business, focusing on Namhae county, South Korea.

Research Methods

Site and subjects

The site is Namhae county (Namhae-gun) in South Gyeongsang province (Gyeongsangnam-do) known to be rich in natural and cultural resources (Kweon and Lee, 2016). The Namhae county office is currently operating a rural migration support center and implementing various URE projects. Namhae county is located in a set of islands in the south coast of Korea and is connected to the mainland via the Namhaedaegyo bridge. The area of the county is 357.62 km², with a population of approximately 43,000 as of December 2020. Since the public-selected local autonomy was implemented in 1995, it has continuously realized the value of green growth and promotes 'ecological and cultural tourism' that utilizes the well-preserved natural environment and the local culture of Namhae county as a project that can revitalize the local economy (Kim, 2010). This can be a part of URE, which places importance on the participation of local residents and features the exchanges between city and local residents with their participation in cultural events. Recently, various efforts are being made to preserve ecological and cultural landscape resources. The subjects of this study are rural migrants in Namhae county. In general, rural migrants have both urban and rural characteristics as well as economic power, high level of education, various experiences and abilities. They empirically understand the needs of urban residents for recreation and have the intent to provide recreation in rural areas. In other words, they may have the characteristics of both the consumer and supplier of recreation. Thus, it is necessary to analyze the recognition and attitudes of rural migrants as major human resources for URE business by separating them from long-term residents (Saxena, 2014).

Questionnaire design

As shown in Table 1, the questionnaire was designed to analyze the socio-demographic background of rural mi-

Table 1. Scheme of questionnaire design to rural migrants on Urban–Rural Exchange (URE) Business in Namhae county, South Korea

	Category	No. of questions	Reference
Socio-demographic background	Gender, age, income, education, previous occupation, previous residential district, born and raised in	7	Lee et al., 2019; Ma et al., 2015
Motives and behaviors to migrate to rural areas	Motives, type of return, reason for choosing Namhae county, current residence	4	Han, 2005; Lee et al., 2019
Satisfaction with settlement and intent-to-persist	Satisfaction, reason for satisfaction or dissatisfaction	18	Choi et al., 2014; Han, 2005; Lee et al., 2004; Whang, 2006
	Intent to move to another rural area, intent to go back to the city, intent to recommend, intent to publicize		
Recognition and intent-to-participate of URE business including local tourism	Major attractive destinations and images of Namhae county	50	Han, 2005; Kweon and Lee, 2016; Lee et al., 2004; Lee et al., 2019; Yu et al., 2013
	Assessment of tourism resources, accessibility, facilities, sanitation and cleanliness, public relation and information, hospitality, service and price, and URE programs		
	Intent-to-participate, awareness, necessity, assessment of the support of government and local government		
	Information sources, experience of participation, importance-performance, missions of the Namhae county office		

grants, motives and behaviors of migration, satisfaction with settlement and intent-to-persist, and recognition and intent-to-participate in URE business including local tourism (Choi et al., 2014; Han, 2005; Lee et al., 2004; Lee et al., 2019; Kweon and Lee, 2016; Ma et al., 2015; Whang, 2006; Yu et al., 2013). The socio-demographic background included 7 items on gender, age, income, education, previous occupation, previous residential district, and born and raised in. The motives and behaviors of migration included 4 items on motives, types, reasons for choosing Namhae county, and current residence. These items were designed on a nominal scale. The satisfaction with settlement and intent-to-persist included 18 items on satisfaction, reasons for satisfaction or dissatisfaction, intent to move to another rural area or go back to the city, and intent to recommend and publicize the migration to Namhae county. The recognition of local tourism included 2 items on major attractive destinations recommended by rural migrants and the image rural migrants have about Namhae county, and 22 items on the assessment of tourism resources, accessibility, facilities, sanitation/cleanliness, public relations/information, hospitality, and service/price. The recognition and intent-to-participate of URE business included 10 items on the

assessment of major URE programs, 4 items on intent-to-participate, awareness, necessity and assessment of the support from the central/local government, and 12 items on information sources, experience of participation, importance, and performance and missions of Namhae county office. The scale of the items on satisfaction, intention and evaluation was set to a 5-point Likert scale (1 = strongly disagree to 5 = strongly agree), and the scale of the rest were set to a nominal scale. Items on major attractive destinations recommended by rural migrants and the image rural migrants have about Namhae county were open-ended questions, with the former listed up to nine and the latter up to three.

Survey and analysis

The questionnaire-based survey was conducted from October 2019 to January 2020 in the form of a self-report questionnaire. 144 copies excluding those with inadequate responses were used in the analysis. The collected data was analyzed using the IBM SPSS Statistics 24. Frequency analysis was conducted on variables related to socio-demographic background and the motives and behaviors to mi-

Table 2. Reliability and item-total statistics of 4 items related to intent-to-persist of the settlement in Namhae county

Item	Scale mean if item deleted	Scale variance if item deleted	Corrected item-total correlation	Cronbach's Alpha if item deleted	Cronbach's Alpha (Number of items = 4)
Intent to move to another rural area	9.85	6.291	.671	.827	.854
Intent to go back to the city	9.97	6.223	.694	.816	
Intent to recommend	9.59	6.915	.699	.815	
Intent to publicize	9.52	6.684	.733	.800	

grate to rural areas in order to understand the characteristics of rural migrants. Descriptive analysis was first conducted on variables related to satisfaction with settlement and intent-to-persist, after which correlation analysis was conducted on all the variables focused on satisfaction with settlement and intent-to-persist. Here, the intent-to-persist is a variable obtained by transforming four variables shown in Table 1 and 2 into a single variable: the values of two variables, the intent to move to another rural area and the intent to go back to the city, were transformed as in Equation 1 to be positive consistent with intent-to-persist in settlement; the Cronbach's Alpha was .854 in the reliability analysis on the two transformed variables and the two other variables; as shown in Table 2, this was higher than the values when certain variables were excluded; in the factor analysis for dimension reduction, the four variables were transformed into a new variable through regression analysis.

$$Y = 1 + (5 - X) \quad [\text{Equation 1}]$$

Y : intent-to-persist in settlement

X : intent to move to another rural area or intent to go back to the city

In the assessment of tourism resources, frequency analysis was conducted on two variables of major attractive destinations recommended by rural migrants and the images rural migrants had about Namhae county after classifying destinations or images selected more than two times according to their characteristics, and the others were descriptively analyzed. Descriptive analysis and correlation analysis were conducted on variables related to recognition and intent-to-participate of URE business. To determine the vari-

ables that have correlation with intent-to-participate, correlation analysis was conducted on variables related to it, such as satisfaction with settlement, intent-to-persist, and tourism assessment. Frequency analysis was conducted on information source and experience of participation, IPA analysis on the anticipated effects (importance) and performance of URE business (Kim and Huh, 2019; Martilla and James, 1977). To assess the importance and priorities of missions on which Namhae county office must concentrate, post-hoc analysis of one-way ANOVA was conducted using Tukey's range test with 95% of confidence.

Results and Discussion

Socio-demographic background, motives and behaviors

By gender, 46.9% of the respondents were men and 53.1% were women (Table 3). 31.9% were in their 40s and 31.3% were in their 50s, showing that most were in their 40s-50s. This was similar to the age groups that visited local festivals (Kim and Jeong, 2006; Lee et al., 2019). Most of the respondents had an income of 2-3 million or 1-2 million KRW (both 32.6%), followed by 3-4 million KRW (13.9%). 60.4% were university graduates, and 9% completed graduate education. For previous occupation, most of them were self-employed at 31.9%, and 16.3% were professionals and 10.6% were office workers. The previous residential district of most respondents was Gyeongsang province (63.0%), followed by Seoul and Gyeonggi province (27.5%). 58.5% were born and raised in urban areas, followed by 22.5% born and raised in rural

Table 3. Socio-demographic background of rural migrants responded

	Variable	Frequency	Percent (%)
Gender	Male	67	46.9
	Female	76	53.1
	Total	143	100.0
Age	20s	3	2.1
	30s	15	10.4
	40s	46	31.9
	50s	45	31.3
	More than 60	35	24.3
	Total	144	100.0
Income (KRW)	0~1 million	15	10.4
	1~2 million	47	32.6
	2~3 million	47	32.6
	3~4 million	20	13.9
	4~5 million	8	5.6
	More than 5 million	7	4.9
	Total	144	100.0
Education	Elementary school	1	0.7
	Middle school	6	4.2
	High school	37	25.7
	University	87	60.4
	Graduate school	13	9.0
	Total	144	100.0
Previous occupation	Student	2	1.4
	Office worker	15	10.6
	Production worker	27	19.1
	Self-employed	45	31.9
	Public official	6	4.3
	Professional	23	16.3
	Housewife	17	12.1
	Farmer	2	1.4
	Others	4	2.8
	Total	141	100.0
Previous residential district	Seoul and Gyeonggi province	38	27.5
	Gyeongsang province	87	63.0
	Jeolla province	4	2.9
	Chungcheong province	9	6.5
	Total	138	100.0
Born and raised in	Rural area	32	22.5
	Fishing Village	13	9.2
	Mountain village	14	9.9
	City	83	58.5
	Total	142	100.0

Note. Missing values within each variable were excluded for frequency analysis.

areas. As for motives to migrate to rural areas, the share of leisure life after retirement was the highest at 30.5%, followed by tired of city life (22.1%) and health reasons (19.1%) (Table 4). For the type of migration, conjugal migrations was the highest at 31.2%, followed by family migrations (27.7%) and household head first and then family (21.3%). As a result, most were conjugal or family migrations (80.2%). The reason for choosing Namhae county was because of the natural environment (34.4%), because they like the sea (21.1%), and because of acquaintances (15.6%). This indicates that natural environment and interpersonal relationships are important factors for choosing a rural area to migrate to. For the current residence in Namhae county, most were living in Namhae town (23.6%), followed by Sangju-myeon township (16.7%) and Samdong-myeon township (14.6%). This shows that most rural migrants live in the central area of Namhae county or in the areas with excellent landscape. The characteristics of rural migrants in Namhae county were similar to or the same as the results by Ma et al. (2015). However, the distinctive features were that there were relatively many rural migrants born and raised in urban areas, and that they chose Namhae county because of the healthy and beautiful natural environment rather than financial reasons.

Satisfaction with settlement and intent-to-persist

Satisfaction with settlement was 3.67, which was close to being satisfied (Table 5). Regarding the reasons for satisfaction, beautiful natural environment and healthy natural environment were at 3.99 and 3.94 respectively, which was close to approve, while the others were close to neutral or below neutral. In particular, low living costs and various income sources were low at 2.58 and 2.52, respectively. Similarly, Choi et al. (2014) revealed that the satisfaction with settlement of rural migrants nationwide slightly exceeds neutral at 3.24, the satisfaction with natural environment was the highest at 3.83, and the satisfaction with convenience of living facilities was the lowest at 2.61. Regarding the reason for dissatisfaction, poor income sources and medical facilities / services were relatively high at 3.32 and 3.30 respectively, administrative services and

Table 4. Motives and behavior of migration to Namhae county

	Variable	Frequency	Percent (%)
Motives of migration	Tired of city life	29	22.1
	Leisure life after retirement	40	30.5
	Health reasons	25	19.1
	New jobs	12	9.2
	Business linked to agriculture or fishery	12	9.2
	Business linked to tourism	13	9.9
	Total	131	100.0
Type of migration	Family migration	39	27.7
	Household head first and then family	30	21.3
	Migrating alone	12	8.5
	Migrating with acquaintances	7	5.0
	Conjugal migration	44	31.2
	Others	9	6.4
	Total	141	100.0
Reason for choosing Namhae county	Homecoming	19	14.8
	Acquaintances	20	15.6
	The sea is good.	27	21.1
	Natural environment	44	34.4
	Job	6	4.7
	Affordable real estates	2	1.6
	Administrative and financial support	5	3.9
	Living conditions such as education and culture	5	3.9
	Total	128	100.0
Current residence in Namhae county	Gohyeon-myeon township	5	3.5
	Nam-myeon township	13	9.0
	Namhae-eup town	34	23.6
	Mijo-myeon township	13	9.0
	Samdong-myeon township	21	14.6
	Sangju-myeon township	24	16.7
	Seo-myeon township	7	4.9
	Seolcheon-myeon township	6	4.2
	Leedong-myeon township	8	5.6
	Changseon-myeon township	13	9.0
	Total	144	100.0

Note. Missing values within each variable were excluded for frequency analysis.

living conditions such as education and culture were at 3.25 and 3.24 respectively, which were above neutral, and friction with local people was neutral at 3.07. For the intent-to-persist, intent to move to another rural area and intent to go back to the city were below neutral at 2.87 and

2.99 respectively, and intent-to-recommend and intent-to-publicize were above neutral at 3.40 and 3.46, respectively.

As previously mentioned, four variables related to intent-to-persist were transformed into a single variable (Equation 1 and Table 2). Only variables of satisfaction

Table 5. Satisfaction and intent-to-persist of rural migrants settled in Namhae county

	Variable	N	Mean
Satisfaction with the settlement		142	3.67
Reason for satisfaction	Hospitality of local people	130	3.15
	Administrative services	130	2.93
	Medical facilities and services	130	2.70
	Living conditions such as education and culture	130	2.98
	Beautiful natural environment	130	3.99
	Healthy natural environment	130	3.94
	Low living cost	130	2.58
	Various income sources	129	2.52
Reason for dissatisfaction	Friction with local people	130	3.07
	Administrative services	130	3.25
	Medical facilities and services	130	3.30
	Living conditions such as education and culture	130	3.24
	Poor income sources	129	3.32
Intent-to-persist	Intent to move to another rural area	137	2.87
	Intent to go back to the city	136	2.99
	Intent to recommend	139	3.40
	Intent to publicize	138	3.46

Note. Missing values within each variable were excluded for descriptive analysis.

Table 6. Correlation matrix of intent-to-persist and satisfaction of rural migrants settled in Namhae county

	IPE	SWS	SHL	SAS	SBN	SHN	DFL	DAS
IPE	1	.575**	.362**	.350**	.225**	.266**	-.299**	-.191*
SWS	.575**	1	.363**	.289**	.044	.195*	-.263**	-.110
SHL	.362**	.363**	1	.402**	.276**	.274**	-.514**	-.148
SAS	.350**	.289**	.402**	1	.041	.169	.003	-.253**
SBN	.225**	.044	.276**	.041	1	.572**	-.158	.041
SHN	.266**	.195*	.274**	.169	.572**	1	-.224*	-.068
DFL	-.299**	-.263**	-.514**	.003	-.158	-.224*	1	.267**
DAS	-.191*	-.110	-.148	-.253**	.041	-.068	.267**	1

Note. IPE: intent-to-persist; SWS: satisfaction with settlement; SHL: satisfaction with hospitality of local people; SAS: satisfaction with administrative services; SBN: satisfaction with beautiful natural environment; SHN: satisfaction with healthy natural environment; DFL: dissatisfaction with friction with local people; DAS: dissatisfaction with administrative services.

**, * significant at $p < .01$, $p < .05$.

that were correlated with intent-to-persist were selected and presented in Table 6. Intent-to-persist (IPE) showed a highly significant positive correlation ($p < .01$) with satisfaction with settlement (SWS). This is consistent with Lee et al. (2004) and Whang (2006), and supports that higher satisfaction with settlement leads to higher intent-to-persist. Intent-to-persist showed a highly significant positive corre-

lation ($p < .01$) with hospitality of local people (SHL), administrative services (SAS), beautiful natural environment (SBN), and healthy natural environment (SHN) in the reason for satisfaction. In the reason for dissatisfaction, it showed a highly significant or significant negative correlation ($p < .01$ or $p < .05$) with friction with local people (DFL) and administrative services (DAS). Satisfaction with

settlement showed a highly significant or significant positive correlation ($p < .01$ or $p < .05$) with SHL, SAS, and SHN, while it showed a highly significant negative correlation ($p < .01$) with DFL. As a result, intent-to-persist and satisfaction with settlement were both affected by natural resources, relationships with local people, and administrative services (Choi et al., 2014; Whang, 2006), whereas they were not affected by medical facilities and services, living conditions such as education and culture, living costs, and income sources. This seems to be in line with the motives to migrate to rural areas and the main reasons for choosing Namhae county (Table 4), such as healthy lifestyle in rural areas, natural environment and interpersonal relationships.

Recognition and intent-to-participate of URE business, including tourism

Most rural migrants were in their 40s-50s, born and raised in urban areas, and have moved to Namhae county for leisure, health or natural environment of the county. They may have characteristics of both consumer and supplier in tourism businesses of the county. Thus, analyzing how rural migrants assess tourism in Namhae county will help find ways to revitalize URE business. It is important to analyze the attraction factors of tourist sites in order to understand the characteristics of the destinations that

both attract and satisfy tourists (Medina-Munoz and Medina-Munoz, 2014). The major destinations recommended by rural migrants are categorized into 3 types as shown in Table 7. Terrestrial nature includes 4 destinations, marine nature includes 9 destinations, and culture/recreation includes 18 destinations. Namhae county is composed of islands and thus there are more marine nature resources listed than terrestrial nature resources, but more distinctive culture/recreation resources of the region are listed with a relatively higher frequency. This suggests that local culture is an important resource for developing community-based tourism (Giampiccoli and Kalis, 2012). ‘German village’ showed the highest frequency (65), followed by ‘Geumsan mountain & Boriam temple (59)’, ‘Daranginon in Gacheon village (47)’, ‘Sangju beach (27)’, and ‘Gardening art village (19)’. German village is a village in Mulgeon-ri village, Samdong-myeon township. In 2001, Namhae county invested over 3 billion KRW to prepare approximately 30,000 pyeong (24.5 acres) of land, which was parceled out for Koreans living in Germany, who had been sent to Germany in the 1960s as nurses or mine workers, to resettle back in South Korea. The returnees imported materials from Germany and built traditional German-style houses, and currently this village serves as an important tourist spot that attracts many visitors. The fact that Namhae county designated German village as one of the most beautiful places of the county in the policy making process and

Table 7. Namhae county’s major attractive destinations recommended by rural migrants

Category	No.	Destination
Terrestrial nature	4	Geumsan mountain & Boriam temple (59)*, Namhae cypress natural recreation forest (10), Mangunsan mountain (4), Barae road (3)
Marine nature	10	Sanju beach (27), Mijo harbor (10), Mudflat experience (5), Coastal Roads (5), Jukbangnyeom (4), Songjeong beach (3), Munhang fishing village (3), Sachon beach (2), Anchovy festival (2), Noryang maritime scenic area (2)
Culture & recreation	18	German village (65), Daranginon in Gacheon-ri village (47), Gardening art village ‘house N garden’ (19), American village (8), Windbreak Forest of Mulgeon-ri village (7), General Lee, Sun-sin memorial park (7), Sheep ranch (7), Hwabangsa Temple (5), Wind Trace Art Museum (5), Seomi garden (5), Daeguksanseong Fortress (4), Dumo village (4), Namhae market (4), Butterfly Eco-Park (4), Gaengbeon naru (3), Sangju Middle School (2), Hyangchon-ri village (2), Farmfra village (2)

Note. *Numbers in parentheses indicate the frequency of the respondents. Daranginon: It is the name given to the terraced rice fields created on a mountain slope to cultivate rice. Jukbangnyeom: At Jijok Strait, the seawater flows at the relatively rapid speed of 13-15 km per hour; Anchovies are the most common catch in this part of the sea; Local fishermen use a traditional method of catching fish called jukbangnyeom, which consists in setting up a bamboo screen trap on a beach to catch fish at low tide. Windbreak Forest of Mulgeon-ri village: It is a forest about 1,500m long and approximately 30m wide along the coast; it was made by villagers about 300 years ago.

solved the problems in the policy implementation process by financial support and reinforcement of self-government capabilities is a good example of rural tourism (Kim, 2010). Daranginon in Gacheon village is terraced rice paddy field with layers created on a mountain slope of Gacheon village in Nam-myeon township (Kweon and Lee, 2016). Gardening art village is adjacent to German village in Samdong-myeon township, and is a village with beautiful houses and gardens led and created by horticulture experts with the support of the Namhae county office. As a result, this suggests that terrestrial and marine natural resources themselves are also important, but cultural and recreational resources that are created based on such beautiful landscapes or healthy natural environments can be more frequently recognized as major destinations to visit. This is an important matter to consider in URE business that encompasses green tourism and rural tourism in the broad sense. Kim (2003) claimed that green tourism appears in the form of comprehensive implementation linked to local resources, and the implementation strategies are affected by four factors such as human resources, economic, cultural and natural resources, user behavior, and facilities.

The images rural migrants have about Namhae county were categorized into 4 types as shown in Table 8. Natural environment features included 8 images, local places included 11 images, local products included 4 images, and local people included 1 image. ‘Sea’ showed the highest frequency (40), followed by ‘Geumsan mountain & Boriam temple (27)’, ‘Nature and landscape (19)’, ‘German village (16)’, and ‘Treasure island (11)’. The results indicate that

‘Geumsan mountain & Boriam temple (27)’ and ‘German village (16)’ were not only the most important destinations to visit, but also the important images that represent Namhae county. Phillips et al. (2013) stated that destination image affects visitors’ perception of value, satisfaction, intent-to-revisit and intent-to-recommend, and a positive image is important in attracting re-visitors. As a result, the image of Namhae county showed to be linked to the dominant landscape features based on the islands and the county’s distinctive places. Since the relationship with local people turned out to be a factor that affects satisfaction with settlement and intent-to-persist, the fact that unkindness of local people is selected as the image of Namhae county three times must be an important part to be considered for the revitalization of URE business including tourism.

In the assessment of tourism, rural migrants evaluated the tourism resources as excellent overall (Table 9): landscape of terrestrial nature and marine scenery were excellent at 4.04 and 4.01, respectively, and unique scenery of the villages and recreation area were close to excellent at 3.87 and 3.70, respectively. Accessibility was rated below neutral: driving a car in Namhae county was at 2.69 and getting to Namhae county from the outside was at 2.92. Facilities were rated at neutral: accommodation facilities were the highest at 3.17 among the items of facilities, and specialty/souvenir stores were the lowest at 2.80. Sanitation/cleanliness and public relations/information were rated at neutral. The service of guides and the kindness of local people were at 3.07 and 2.95, respectively. Among the items of service and price, meals were the lowest at 2.68,

Table 8. Rural migrants’ images of Namhae county

Category	No.	Destination
Natural environmental feature	8	Sea (40)*, Nature and landscape (19), Treasure island (11), Clear air (8), Warm weather (4), Mountain (4), Island (2), Fishing (2)
Local place	11	Geumsan mountain & Boriam temple (27), German village (16), Daranginon in Gacheon village (6), Sangju Beach (5), Recreation and tourism (5), Namhae bridge (5), Namhae cypress natural recreation forest (4), Gardening art village ‘house N garden’ (2), Butterfly Eco-park (2), Barae road (2), Mijo-myeon township (2)
Local product	4	Garlic (7), Spinach (7), Citron (6), Anchovy (3)
Local people	1	Unkindness (3)

Note. * Numbers in parentheses indicate the frequency of the respondents to the open-ended questions. They were able to respond up to nine destinations and up to three images. All of the destinations and the images were arranged in descending order of frequency.

Table 9. Assessment of rural migrants on tourism resources, accessibility, facilities, sanitation and cleanliness, public relation and information, and service and price in Namhae county

	Variable	N	Mean
Tourism resources	Landscape of terrestrial nature	142	4.04
	Marine scenery	143	4.01
	Unique scenery of the villages (Mulgun-ri village, etc.)	143	3.87
	Recreation area (resorts & hotels, golf clubs, beaches, etc.)	142	3.70
Accessibility	Getting to Namhae county from the outside	143	2.92
	Driving a car in Namhae county	143	2.69
	Parking lots and condition around tourist attractions	143	3.02
Facilities	Accommodation facilities	143	3.17
	Convenience facilities such as kiosks, restaurants, public parking lots, etc.	143	3.06
	Resting facilities such as rest areas, observatory, park, etc.	143	3.03
	Specialty and/or souvenir stores	143	2.80
Sanitation and cleanliness	Toilets, drinking water fountains, etc.	143	3.15
	Trash bin and waste management	143	3.09
	Overall sanitation and cleanliness of Namhae county	143	3.13
Public relation and information	Prior to the visit, public relation/information of Namhae county through the Internet, etc.	142	3.15
	Tourist information system, such as site maps, information facilities, etc.	142	3.11
Hospitality	Service and kindness of guides	142	3.07
	kindness of local people	141	2.95
service and price	Accommodation	142	3.17
	Meals	141	2.68
	URE programs	140	2.89
	Specialties and souvenirs	141	2.69

Note. Missing values within each variable were excluded for descriptive analysis.

followed by specialties and souvenirs and URE programs at 2.69 and 2.89, respectively, and accommodations were above neutral at 3.17. Overall, rural migrants recognized that the tourism resources of Namhae county were excellent, but the quality of facilities, services, etc. were below average. Kweon and Lee (2016) mentioned in the study on Daranginon in Gacheon village that while coastal scenery, accessibility, and kindness were their strengths, convenience facilities, visitation costs, meal and beverage prices, purchase of local specialties, hands-on education programs, and various feasts and events were less satisfying. Schmidt et al. (2016) stated that collective action is essential for the development of sustainable rural tourism, in which individual or small businesses work together to improve their environments, form associations, syndicates and non-governmental organizations, and achieve common goals. As rural tourism-related businesses are interconnected and

interdependent within the region, actions by individuals or small businesses to satisfy the tourists independently or exclusively may rather threaten the sustainability of rural tourism in the long run.

In order for UREs to revitalize the economy in rural areas, direct trade of agricultural products and various rural experience tours with local features are needed (Kang and Jeong, 2013). In the evaluation of URE programs operated in rural experience villages implementing UREs, all programs except for livestock experience were rated at 3.50 or higher (Table 10). Natural ecology experiences, visit to cultural sites, fishery experiences, experience of local festivals, special products, etc., and farming experience were particularly highly evaluated, which were linked to the local features of Namhae county. However, the overall quality of URE programs and the expertise in operation were rated the lowest at 3.34. This had a very significant correla-

Table 10. Evaluation of urban–rural exchange programs in Namhae county

Variable	N	Mean
Mudflat experience (picking up short-necked clams, etc.)	139	3.53
Farming experience (picking spinach, etc.)	139	3.58
Livestock experience (Lamb ranch, etc.)	140	3.47
Wooden crafts experience (making houses in German villages, etc.)	140	3.51
Natural ecology experience (mudflat crab ecology experience, etc.)	137	3.61
Exploring historical sites (Exploring fortress ‘Daeguksanseong’, etc.)	140	3.53
Fishery experience (fishing experience, etc.)	140	3.59
Experience of local festivals, special products, etc. (Anchovy festivals, etc.)	139	3.58
Visit to cultural sites (German village, horticultural arts village, etc.)	137	3.60
Overall quality of URE programs and expertise in operation	138	3.34

Note. Missing values within each variable were excluded for descriptive analysis.

tion (Pearson correlation = .235, significance = .006) with the results of assessments that showed the quality of service and price of URE programs as less than neutral (Table 9), and indicated that rural migrants recognized the natural and cultural resources for URE businesses were excellent, but the development and operation of URE programs were below neutral. With regard to this, Kim (2001) stated that firstly an interpretation system must be established to efficiently operate experience programs. Kim (2001) also mentioned that an interpretation system must be established first to efficiently operate experience programs, and there is a need for well-organized legal and institutional strategies to develop experience programs capable of displaying the features of local resources, train/reeducate interpreters, and establish / supply information for interpretation.

In order to improve rural migrants’ awareness and intent-to-participate in URE business, it is necessary to specifically analyze their recognition, behaviors, and intent-to-participate of URE business. Intent-to-participate was at 3.45, which was between neutral and willing. Ma et al. (2015) said rural migrants had a desire to contribute to agricultural and regional development, but they seemed

Table 11. Intent-to-participate, awareness, necessity and assessment of rural migrants on URE business in Namhae county

Variable	N	Mean
Intent-to-participate	143	3.45
Awareness	143	3.20
Necessity	143	3.69
Assessment of the support from government or local government	142	3.51

Note. Missing values within each variable were excluded for descriptive analysis.

to have a passive attitude toward URE business. Since URE is comprised of various activities to utilize rural spaces such as the natural environment, settlement spaces, and agricultural spaces, local residents must make voluntary efforts from multiple angles to revitalize their communities (Kang and Jeong, 2013), for which it is necessary to enhance their awareness of URE (Jang, 2013). Awareness was neutral at 3.20, and necessity was between neutral and necessary at 3.69, closer to necessary (Table 11). Assessment of the support from central/local government was between neutral and good at 3.51, closer to good. Jang (2013) mentioned that residents’ awareness of URE must be enhanced by setting up programs to foster URE experts, reinforcing expert consulting, and benchmarking best practices. In the correlation analysis with intent-to-participate (IPS), awareness (AWB) did not show a correlation, whereas necessity (NEB) and assessment of the support from central/local government (ASG) showed a very significant positive correlation ($p < .01$) (Table 12). This indicates that intent-to-participate is affected by the recognition of necessity and the support of central/local government.

Correlation analysis was conducted on variables related to intent-to-participate, satisfaction with settlement and intent-to-persist. Only the key variables with a significant correlation were selected and presented in Table 13. Intent-to-participate (IPA) showed a very significant positive correlation ($p < .01$) with satisfaction with settlement (SWS). Among 4 variables related to intent-to-persist, intent-to-recommend (IRE) and intent-to-publicize (IPU) showed a significant positive correlation ($p < .05$) with IPA. This indicates that it is necessary to consider the increase of both satisfaction with settlement and intent-to-persist in or-

Table 12. Correlation matrix of intent-to-participate, awareness, necessity, and assessment of migrants on URE business in Namhae county

	IPU	AWB	NEB	ASG
IPU	1	.158	.374**	.239**
AWB	.158	1	.160	.282**
NEB	.374**	.160	1	.316**
ASG	.239**	.282**	.316**	1

Note. IPS: intent-to-participation; AWB: awareness of urban-rural exchange business; NEB: necessity of urban-rural exchange business; ASG: assessment of the support of government or local government for urban-rural exchange business.

**, * significant at $p < .01$, $p < .05$.

Table 13. Correlation matrix of intent-to-participate, awareness, necessity, and assessment of migrants on URE business in Namhae county

	IPA	SWS	IRE	IPU
IPA	1	.271**	.208*	.191*
SWS	.271**	1	.493**	.485**
IRE	.208*	.493**	1	.752**
IPU	.191*	.485**	.752**	1

Note. IPA: intent-to-participation; SWS: satisfaction with settlement; IRE: intent-to-recommend; IPU: intent-to-publicize.

**, * significant at $p < .01$, $p < .05$.

der to enhance intent-to-participate.

In the correlation analysis of intent-to-participate and variables related to assessment of tourism resources, facilities, services, etc., variables correlated with intent-to-participate were 4 variables included in tourism resources, driving a car in Namhae county, and the service and price of meals (Table 14). Assessment of the landscape of terrestrial nature (ALA) and recreation area (ARE) showed a very significant positive correlation ($p < .01$) with IPA, while the rest showed a significant positive correlation ($p < .05$). Among the variables, the effective ways to enhance the intent-to-participate may be improving the resort area, the accessibility such as shuttle bus service, and the service and price of restaurants to satisfy visitors. With regard to this, as mentioned by Yu et al. (2013), it is necessary to secure unique and reasonably-priced accommodations, improve the service of restaurants, and present local cuisine. Indigenous food, artworks and handicrafts are attractions that show the local culture, and especially the unique local

Table 14. Correlation matrix of intent-to-participate and different variables of tourism resources, facilities, and services in Namhae county

	IPA	ALA	AMA	AUN	ARE	ADR	AME
IPA	1	.218**	.199*	.205*	.293**	.164*	.166*
ALA	.218**	1	.649**	.619**	.254**	.041	.006
AMA	.199*	.649**	1	.395**	.195*	.029	.015
AUN	.205*	.619**	.395**	1	.396**	.119	.155
ARE	.293**	.254**	.195*	.396**	1	.144	.255**
ADR	.164*	.041	.029	.119	.144	1	.285**
AME	.166*	.006	.015	.155	.255**	.285**	1

Note. IPA: intent-to-participation; ALA: assessment of the landscape of terrestrial nature; AMA: assessment of the marine scenery; AUN: assessment of the unique scenery of the villages; ARE: assessment of the recreation area; ADR: assessment of driving a car in Namhae county; AME: assessment of the service and price of meals.

**, * significant at $p < .01$, $p < .05$.

cuisine has the potential to provide visitors with the joy of traveling away from everyday routines and facilitate a number of community benefits (Bessiere and Tibere, 2013; Giampiccoli and Kalis, 2012).

Information source and experience of participation were analyzed to seek for ways to enhance rural migrants' awareness and intent-to-participate in URE business. As for the information source in URE exchange projects, people around (family / friends / colleagues, etc.) were the highest at 33.9%, followed by the internet at 20.5% (Table 15). This indicates that the relationship with the local people is important for rural migrants, and at the same time, the hospitality of the local people is required. As for experience of participation, currently participating was very low at 9.1%, and no experience (none) was very high at 61.5%. As a result, 38.5% of rural migrants had experience of participation. In the question of intent-to-participate in URE business, 55.3% responded willing or very willing, and the average value was 3.45 in 5-point of Likert scale (Table 11). Considering these results, the Namhae county office must come up with ways to increase opportunities for experience of participation. Park and Kim (2010) stated that rural tourism must be connected as a collective action of the entire village, so it is necessary to develop experience products and routes linked to local features in which all members can participate. Through the medium of URE,

Table 15. Information source and experience of participation in URE businesses

	Variable	Frequency	Percent (%)
Information source	Internet (Homepage, etc.)	23	20.5
	Social media (Facebook, Twitter, etc.)	14	12.5
	TV/radio	11	9.8
	Newspaper/magazine	13	11.6
	Banner/advertising tower	1	0.9
	People around (family/friend/colleague, etc.)	38	33.9
	Municipal office	10	8.9
	Others	2	1.8
	Total	112	100.0
Experience of participation	Currently participating	13	9.1
	Participated in the past	42	29.4
	None	88	61.5
	Total	143	100.0

Note. Missing values within each variable were excluded for frequency analysis.

new information is shared, and in the process of sharing culture, the local people can develop a positive perception of the region, which can be the driving force to voluntarily revitalize the region (Kang and Jeong, 2013).

The goals of URE business are to build infrastructures in rural areas, improve cultural life, revitalize the region, create jobs, and generate income (Bessiere and Tibere, 2013; Chancellor et al., 2011; Jang, 2013; Ma et al., 2015). Importance-performance analysis (IPA) was conducted on the expected effects of rural migrants and the benefits achieved so far for these goals (Fig. 1). A total of three variables were located in quadrant 1, where both importance and performance were high: ‘getting more income from increased visitors (2)’, ‘enhancing cultural life (3)’, and ‘local revitalization (4)’. A total of two variables, ‘infrastructure construction (1)’ and ‘job creation (5)’, were located in quadrant 3, where both importance and performance are low. According to the results of Martilla and James (1977), ‘getting more income from increased visitors (2)’, ‘enhancing cultural life (3)’, and ‘local revitalization (4)’ were included to the area of ‘keep up the good work’ (quadrant 1), and thus the performance needs to be kept at the same level. On the other hand, ‘infrastructure construction (1)’ and ‘job creation (5)’ can be interpreted as ‘low priority’. This implies that rural migrants perceive the region is being continuously revitalized, are demanding the

Fig. 1. IPA of migrants on URE in Namhae county : 1 = infrastructure construction, 2 = getting more income from increased visitors, 3 = Enhancing cultural life, 4 = local revitalization, 5 = job creation.

enhancement of cultural life, and are expecting more income generation from increased visitors rather than job creation.

In order to revitalize URE business, the missions that the Namhae county office must focus on were establishing internal and external public relation system with the highest score (3.87), followed by establishing the support system of the central/local government (3.75), and training and supporting local leaders (3.73) (Table 16). Training experts on URE and improving the expertise of the department

Table 16. Missions of Namhae county office to focus on to revitalize URE business

Variable	N	Mean	Standard Error
Improve the expertise of the department	142	3.51 b ^z	0.07
Train experts on urban-rural exchanges	142	3.67 ab	0.08
Train and Support local leaders	142	3.73 ab	0.07
Establish support system of government or local government	142	3.75 ab	0.08
Establish internal and external public relation system	142	3.87 a	0.07

^zMeans followed by different letters within columns are significantly different at $p = .05$ by Tukey's range test.

Note. Missing values within each variable were excluded for descriptive analysis.

were both higher than 3.50. In the assessment of the importance or priority of the missions, there was a statistically significant difference between establishing internal and external public relation system and improving the expertise of the department ($p < .05$). The results suggest rural migrants recognized that the support of the Namhae county office is needed to revitalize URE business, and that the Namhae county office must focus more on establishing internal/external public relation system, establishing support system of the central/local government, and training/supporting local leaders than improving the expertise of the department.

Conclusion

URE business aims to revitalize rural areas and a large portion of it is linked to tourism, mainly green tourism and rural tourism. As a major human resource for revitalizing URE business, it is necessary to enhance the rural migrants' recognition and intent-to-participate. With focus on Namhae county, rich in natural and cultural resources, this study analyzed the rural migrants' recognition and intent-to-participate of URE business and suggested ways for enhancement.

Most were in their 40s and 50s and had no experience of living in rural areas. Their motives to migrate to rural areas were to enjoy leisure life after retirement, increased tiredness of city life, health reasons, etc. In choosing the place for migration, natural environment and interpersonal relationships were more important than economic factors. Satisfaction with settlement level was close to satisfied, and both intent-to-recommend and intent-to-publicize were

between neutral and willing. Intent-to-persist and satisfaction with settlement were affected by natural resources, relationships with local people and administrative services, but were not affected by living costs or income sources. The important attractive destinations recommended by the rural migrants were more in the category of culture & recreation resources than that of natural resources. Their images of Namhae county were linked to the landscape features based on the islands and the county's distinctive places. They recognized that tourism resources were excellent, but the facilities and services to support them were below neutral. Similarly, it was recognized that while natural and cultural resources of URE programs were excellent, the operation of the programs was below neutral. Intent-to-participate was between neutral and willing, affected by the recognition of necessity and support of the central/local government, as well as by satisfaction with settlement, intent to recommend and publicize, tourism resources, driving a car in Namhae county, and the service and price of meals. Major information sources were people around and the internet. There were fewer participation opportunities compared to the relatively high level of intent-to-participate. They recognized the region was getting vitalized, demanded the enhancement of cultural life, and expected to earn more income from increased visitors rather than job creation. The missions on which the Namhae county office must focus were establishing internal/external public relation systems, establishing support systems of the central/local government, and training/supporting local leaders rather than improving the expertise of the department.

In order to enhance rural migrants' recognition and intent-to-participate of URE business, it is necessary to increase satisfaction with settlement and intent-to-persist by

improving relationships between migrants and local people, and administrative services. Next, it is necessary to expand the interpersonal exchanges between migrants and local people, to expand the major information sources of URE business, to establish internal/external public relation systems, to train and support local leaders, to reinforce transportation within the county, to improve the service and price of meals, to develop rural tourism and URE programs, and to improve the operation of URE programs. In this regard, additional research needs to be conducted in the future.

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