



Turistlerin Kırsal Turizm Memnuniyet Düzeyini Etkileyen Faktörlerin Analizi[&]

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ÖZ

Bu çalışmanın amacı kırsal turizm faaliyetlerinde bulunan turistlerin memnuniyet düzeyinin belirlenmesidir. Çalışma Ankara ili Nallıhan ilçesinde yapılmıştır. Örnek hacmi ana kitle oranlarına dayalı basit tesadüfi olasılık örnekleme ile 258 olarak tespit edilmiştir. Çoklu doğrusal regresyon analizinde bağımsız değişken olarak kullanılan ekonomik, sosyal ve çevresel değişkenlerine faktör analizi yapılmıştır. Çalışmada turistlerin memnuniyet düzeyini etkileyen faktörleri tespit etmek için çoklu doğrusal regresyon analizi yapılmıştır. Çoklu doğrusal regresyon analizi sonucuna göre, kültürel değerler, ekonomik faktörler ve çevresel faktörler ile turistlerin memnuniyet düzeyi arasında, %1 önem düzeyinde pozitif yönde anlamlı bir ilişki tespit edilmiştir. Turistlerin ödeme konusundaki memnuniyeti tatmin edici düzeyde olsa da standartlara uygunluğun sağlanması ve ilgili birimler tarafından denetimlerin yapılması sağlanmalıdır. Kırsal alanların gelecek nesillere aktarılması için turistlerin çevre sorunları konusunda bilinç düzeyleri artırılmalı ve bu yönde afişler, broşürler hazırlanmalıdır. Yöre halkı ve esnaflara Nallıhan turistik alanları ile ilgili toplantılar yapılarak farkındalıkları sağlanmalıdır. Nallıhan ilçesi işletmelerine sosyal medya eğitimleri verilerek sosyal medyanın tanıtım ve pazarlama açısından aktif olarak kullanılmasına teşvik edilmelidir.

Anahtar kelimeler: Kırsal turizm, memnuniyet düzeyi, regresyon analizi, turist

Determining The Satisfaction Level of Tourists in Rural Tourism Activities

ABSTRACT

This study aims to determine the satisfaction level of tourists in rural tourism activities. The study was conducted in Nallıhan district of Ankara province. The sample size was determined as 258 by simple random probability sampling based on main population rates. Factor analysis was performed on economic, social, and environmental variables used as independent variables in multiple linear regression analysis. Multiple linear regression analysis was performed to determine the factors affecting the satisfaction level of tourists in the study. According to the result of multiple linear regression analysis, a positive significant relationship was determined at a 1% significance level between cultural values, economic factors, and environmental factors and the satisfaction level of tourists. Although the satisfaction of tourists regarding payment is at a satisfactory level, compliance with the standards should be ensured and inspections should be carried out by the relevant units. To transfer rural areas to future generations, the awareness level of tourists about environmental problems should be increased and posters and brochures should be prepared in this direction. Meetings should be held with the local people and tradesmen about Nallıhan tourist areas and their awareness should be raised. Social media training should be provided to Nallıhan district businesses and they should be encouraged to use social media actively in terms of promotion and marketing.

Key words: Rural tourism, satisfaction level, regression analysis, tourist

INTRODUCTION

Since the 1970s to the present day, tourism activities in rural areas have increased remarkably in all developed countries worldwide. This has played a key role in the development of rural areas in economically and socially depressed countries (Perales, 2002; Blaine et al., 1993; Dernoï, 1991). Rural tourism has a different structure across countries and continents and is largely a local phenomenon (Gartner, 2004; Sharpley & Roberts, 2004). Rural tourism provides development by combining economic, social and environmental factors of rural areas (Kızılođlu and Karakaya, 2019; Yang et al., 2021). Rural tourism has emerged as the second stage of development. The first stage of development is characterized by participation, product and business development. The second phase is anticipated to be the remaining questions about the place of development in policy, its integration in practice and its dynamic role in a restructuring country (Long and Lane, 2000). Increasingly, tourism-based farm diversification in rural areas is recognized as an engine of regeneration (Sharpley and Vass, 2006). In recent years, rural tourism has attracted increasing attention from researchers, driven by two factors. The first is the increasing demand for tourism to rural areas (Cavaco, 1995; Dernoï, 1983; Fleischer and Pizam, 1997; Hummelbrunner and Miglbauer, 1994; Lane, 1994). Second, rural tourism has become a topic on the political-economic agenda (Butler et al., 1997; Cavaco 1995; Fleischer and Pizam 1997; Gannon, 1994; Lane, 1994; Sørensen and Nilsson, 1999; Sharpley and Sharpley, 1997). The conversion of rural farms into tourism is not only seen as an effective tool for solving socio-economic problems in rural areas. It also enjoys government and state support (Hjalager, 1996). The development of rural tourism in villages encourages rapid economic growth. The rural tourism sector is supported in developing countries. For example, in the report published by the Ministry of Trade in Turkey, subheadings were determined under the title of Financing Support Opportunities for the Green Deal for the creation of alternative income sources in rural areas. The best example of alternative income sources in rural areas is rural tourism. In addition, in the same report, Small and Medium Enterprises Development and Support Administration (KOSGEB) is included under the Single Market Program as a component for supporting enterprises especially SMEs in the 2021-2027 period. The Single Market Program COSME Component aims to facilitate enterprises' access to markets, encourage entrepreneurship and the acquisition of entrepreneurial skills, ensure the modernization of the industry, and address global and social challenges. Thus, the competitiveness and sustainability of enterprises, including the tourism sector, will be increased (Anonymous, 2024b). There are rural tourism projects granted by Agriculture and Rural Development Support Institution (TKDK). When the scope of Rural Tourism and Recreation Activities Projects is examined, there are back-to-nature activities that appeal to different areas of interest such as farm tourism, accommodation facilities made of natural wood or natural stone materials, tour trails, and sections for spending time with farm animals (TKDK, 2024). In particular, it creates more job opportunities and improves the quality of life of rural residents (Carius and Job, 2019; Higgins-Desbiolles et al., 2019). However, it also has disadvantages such as ecological damage, depletion of local resources and deterioration of infrastructure (Gao and Zhang, 2021; Liu et al., 2018; Torres and Momsen, 2005). For this reason, importance is being taken for rural tourism in the world and Turkey. Turkey's Climate Change Adaptation Strategy and Action Plan (2011-2023) focuses on water resources management, agriculture, and food security, ecosystem services, biodiversity and forestry, natural disaster risk management, and public health sectors; the document in question, which is being updated, aims to increase the number of sectors by including the titles of energy, transportation and communication, industry, city, social development, tourism and cultural heritage (Anonymous, 2024a). While rural tourism activities are very important for countries, the satisfaction of tourists who demand rural tourism is also extremely important for rural tourism development. Some rural tourism studies focus on the impact of excessive tourism activities on the local ecological environment and the dissatisfaction of local people (Diaz-Parra and Jover, 2021; Fletcher, 2019; Liu et al., 2019). Tourism can also be considered as a socio-psychological experience (Castano, 2005; Ross ve Iso-Ahola, 1991; Rubio, 2003; Wacker, 1996). Socio-demographic characteristics affect tourists' behavior. At the same time, tourists' subjective experiences emerge strongly to explain this complex process. In this context, motivation and satisfaction are the two main determinants of individual behavior in tourism (Devesa et al., 2010). Some studies have shown that the emotions that consumers experience affect their satisfaction (Dube & Menon, 2000; Han & Back, 2008; Hosany & Gilbert, 2010; Mano & Oliver, 1993; Kastenholz et al., 2018; Şendikici and karakaya 2021). In this study, it was aimed to determine the satisfaction level of tourists engaged in rural tourism activities.

MATERIALS AND METHODS

The number of questionnaires used in the study was determined by simple random probability sampling based on the proportions of the main population (Newbold, 1995). The total number of people in the sampling frame was 5,564 tourists visiting Nallıhan district of Ankara province.

$$n = \frac{Np(1-p)}{(N-1)\sigma_{px}^2 + p(1-p)}$$

In the formula

n: Sample volume, N: Total number of people in the sampling frame, p: Number of tourists in the rural tourism region (based on 50% assumption), σ_{px}^2 : Variance of the ratio (table value 1.65 with 90% confidence interval and 5% margin of error to reach the maximum sample volume).

Since the tourist characteristics of Nallıhan district, which constitutes the main population, were not known at the beginning, $p=0.5$ was taken as $p=0.5$ to maximize the sample volume. The sample volume was calculated as 258 with a 90% confidence interval, 5% margin of error and $p=q=0.5$ to reach the maximum sample volume. Tourists with a monthly income of 0-452.49 \$ constitute the first group, tourists with a monthly income of 452.50-754.15 \$ constitute the second group, and tourists with a monthly income of 754.16+ \$ constitute the third group. In the study, the dollar exchange rate was taken as 26.52 according to July 2023, when the study was conducted. Through the questionnaires, the socio-economic and demographic characteristics of tourists, their attitudes and behaviors towards rural tourism, the mass media used by tourists, the satisfaction of tourists and the factors affecting their satisfaction were determined. Tourists' satisfaction with rural tourism centers, the environmental, social and economic impacts of rural tourism and the mass media used by tourists are given on a 5-point Likert scale. Likert scale is one of the attitude measurement methods and is included in the group of scales. The basic approach to using the Likert scale is to give people judgments about the subject under study and to rate the focus on these judgments (Likert, 1932). The relationship between tourists' satisfaction level and expectations, membership status of environmental organizations, and mass media used was analyzed with chi-square in the SPSS-24 program. The essence of the chi-square test is to examine whether a sample with a volume of n represents the main mass or which distribution it comes from. The chi-square independence test is used to investigate whether two or more variables are independent of each other. In other words, the chi-square goodness-of-fit test is performed to determine whether the observed frequencies comply with a certain hypothesis or a theoretical distribution (Karagöz, 2016). The formula for the chi-square analysis is given below.

$$X^2 = \sum \sum \frac{(o_{ij} - e_{ij})^2}{e_{ij}} \quad e_{ij} = \frac{n_i \cdot n_j}{N}$$

Multiple linear regression analysis was used to determine the factors affecting the level of satisfaction. In the multiple linear regression model, regression models based on the Least Squares (LS) method, which minimizes the sum of error squares, were used. SPSS-24 statistical package program was used to solve the model (Kalaycı, 2005; Anonymous, 2006; Topçu 2008). Factor analysis was performed on 24 economic, social, and environmental variables, which are independent variables used in multiple linear regression analysis. Factor analysis is a multivariate analysis method that reveals the dependency structure between variables. In the first stage of factor analysis, correlation analysis is performed on the variables to be analyzed. Apart from the correlation coefficients, two test statistics are calculated to show whether the data is suitable for factor analysis. The first of these statistics, the Kaiser-Meyer-Olkin Measure of Sampling Adequacy, is the statistic that expresses what percentage of the total variability (variance) in the variables is due to common shared variability or, in other words, common factors (Hair et al., 2006). The formula for multiple linear regression analysis is given below.

$$Y_i = \beta_0 + \beta_1 X_{1i} + \beta_2 X_{2i} + \beta_3 X_{3i} + \dots + \beta_n X_{ni} + U_i$$

Dependent variable, Y: Satisfaction level of tourists

While creating the dependent variable, the Likert average of 27 factors affecting the satisfaction level of tourists was determined. These factors are given in Table 1.

Independent variables are X1: Age, X2: Education, X3: Occupation, X4: Monthly income, X5: Membership to any environmental organization, X6: Frequency of listening to radio, X7: Frequency of watching television, X8: Frequency of using the Internet, X9: Frequency of using social media, X10: Cultural values, X11: Location choice in rural areas, X12: Economic factors, X13: Environmental factors.

RESULTS AND DISCUSSION

Conceptually, rural tourism can be considered as rural tourism that adopts the rural environment as the center of the product offered. Rural tourism should be located in rural areas, have the unique characteristics of

the rural world, consist of small-scale enterprises, be conducted in open areas and be sustainable (Loureiro and González, 2008). In order to ensure the sustainability of rural tourism, it is very important that tourists intend to visit again and recommend their visits to others (Phillips et al., 2013). Tourists' characteristics are also very important for the sustainability of rural tourism (Cuccia and Cellini, 2007). In particular, in addition to the natural, economic and socio-cultural environment, the age, gender and educational status of tourists are factors that affect the sustainable development of tourism (Muresan et al., 2016). When the socio-demographic characteristics of tourists were analyzed in the study, 37.60 of the tourists were female and 62.40 of them were male. Accordingly, it is seen that men visit the rural tourism center more than women. The age of women was found to be 44.24 and 43.98 for men. Considering the average age, it is observed that middle-aged tourists visit the rural tourism center more.

Looking at the educational status of the tourists coming to the rural tourism center, it was calculated that 3.49% were primary school graduates, 5.81% were secondary school graduates, 22.48% were high school graduates, 54.56% were university graduates and 13.95% were master's/doctoral graduates. According to the research, the average number of family members of visitors to the tourism center is 3.45 people. A family consists of a maximum of 8 and a minimum of 1 person. When those who visited the rural tourism center were asked, it was revealed that the majority of them had social security. The number of those who do not have any social security was determined as 11. When the social security of the tourists was analyzed, it was found that 13.57% of them had Bağ-Kur, 62.02% had SSI, 20.16% had other and 4.26% had none. The average monthly income of those who visited the rural tourism center was found to be 21,613.59 TL. In a similar study, it was found that age, occupation, gender and income affect rural tourism (Pesonen et al., 2011). Tourist satisfaction is an important issue in the field of consumer and market research. Tourist satisfaction is the behavior that arises from the loyalty of tourists, which is the positive evaluation of a product or service after purchasing it, and then recommending it to others or having it done (Tang et al., 2022). When the satisfaction levels of tourists with the destination center were evaluated, it was determined that all income groups were undecided about transportation to the center, accommodation, social facilities and the number of tours.

Table 1. Variables affecting tourists' satisfaction

Satisfaction Status	1	2	3	Average
New types of tourism such as cultural tourism and congress tourism should be created	4.14	4.43	4.49	4.39
Emphasis should be given to afforestation and greening of the environment	4.2	4.33	4.52	4.38
Develop plans and projects to extend the tourism season to the whole year	4.36	4.31	4.39	4.35
More effective promotion and marketing should be done	4.16	4.32	4.44	4.33
Renovation and restoration should be emphasized	4.13	4.26	4.49	4.32
I myself have a high sensitivity towards local people	3.99	4.36	4.33	4.27
The people I come with have a high sensitivity towards local people	4.07	4.33	4.28	4.26
Existing facilities should be improved and service quality should be increased	4.07	4.18	4.43	4.26
The people I come with are sensitive to the environment	4.02	4.34	4.26	4.24
I am environmentally conscious myself	4.04	4.29	4.28	4.23
Raise tourism awareness among local people	4.16	4.15	4.34	4.23
Individuals engaged in rural tourism use social media for advertising purposes	3.84	4.03	4.14	4.03
Attitudes and behaviors of local product sellers are good	3.98	3.91	4.07	3.99
Ensure sustainability while using tourism areas	3.89	3.85	4.09	3.95
Attitudes and behavior of local people are good	3.59	3.84	3.91	3.81
Souvenir sales areas are good	3.8	3.61	3.85	3.74
Food safety of local products is good	3.68	3.64	3.72	3.68
Sale of local products is sufficient	3.54	3.88	3.55	3.67
Attitudes and behaviors of the organization organizing the trip	3.66	3.6	3.69	3.65
Attitudes and behavior of the staff at the facilities are good	3.61	3.64	3.64	3.63
Good environmental quality	3.3	3.64	3.71	3.59
Prices of local products are good	3.57	3.67	3.32	3.51
Physical facilities and availability of facilities	3.27	3.49	3.52	3.45
The number of tours is sufficient	3.34	3.19	3.1	3.19
The number of social facilities is sufficient	3.18	2.95	2.92	2.95
Number of accommodation facilities is sufficient	3.18	2.91	2.83	2.9
Easy transportation to Nallıhan	2.91	3.15	2.52	2.85

(5: Strongly Agree, 4: Agree, 3: Undecided, 2: Disagree, 1: Strongly Disagree)

It is seen that tourists with a monthly income between 0-12,000 TL are undecided about the environmental quality, while the other two income groups are satisfied with the environmental quality. Tourists' opinions about local people are important. Local people are the main representatives of rural tourism centers. It is seen that all income groups are satisfied with the attitudes and behaviors of the local people, the staff in the facilities, the organization organizing the trip and the local product sellers. The satisfaction of tourists with the services provided and the acceptance of local people positively affect local tourism activities. According to income groups, all tourists are satisfied with the attitudes of themselves and their companions towards the environment and local people. The rural tourism center offers tourists the best regional products. According to the monthly income group, when tourists were asked about the sale of local products, food safety of local products and souvenir areas, they stated that they were satisfied. On the other hand, tourists were asked about the importance of renovation and restoration of the tourism region, more effective promotion and marketing, the creation of new types of tourism such as cultural and congress tourism, the development of projects to spread tourism throughout the year and increasing the tourism awareness of local people. It is seen that all income groups are satisfied with these factors. In a similar study, it was determined that visitors' satisfaction indirectly affects their value perception and revisit intentions (Philips et al., 2013).

Tourism is one of the most productive economic branches that can successfully compete with other agricultural branches and trade products (Žilinskas and Petravičienė, 2007). Table 2 shows the economic interest levels of tourists in rural tourism.

Table2. Tourists' interest levels in rural tourism in economic terms

Economic Factors	1	2	3	Average	Ki-kare (p)*
Other income-generating business lines other than rural agriculture should be supported	4.25	4.56	4.51	4.47	0.000
Rural tourism and women's handcrafted products should be better utilized	4.16	4.52	4.53	4.45	0.000
Rural tourism should provide income for women	4.27	4.6	4.4	4.45	0.000
Rural tourism contributes to the development of farmers by creating demand for local agricultural products	4.21	4.45	4.55	4.44	0.000
Rural areas should be supported for capital investment	4.11	4.45	4.5	4.4	0.000
Rural tourism contributes to the income of rural individuals	4.04	4.28	4.37	4.26	0.000
I would like to make a large part of tourism expenditures in rural areas	3.36	3.37	3.4	3.38	0.053

(5: Strongly Agree, 4: Agree, 3: Undecided, 2: Disagree, 1: Strongly Disagree)

*The satisfaction level of the tourists and their level of interest in rural tourism in economic terms were analyzed with chi-square.

According to the table, it is determined that they agree with the support of other income-generating business lines other than rural agriculture. This is followed by the indicators that rural tourism and women's handicraft products should be better evaluated and rural tourism should provide income to women. In this context, it was determined that they agreed with the item "I would like to make a large part of tourism expenditures in rural areas". When the level of economic interest of tourists in rural tourism was analyzed according to monthly income, it was determined that all three income groups were undecided about the idea that they would like to make a large part of their tourism expenditures in rural areas. A significant relationship was found between tourists' satisfaction level and their level of economic interest in rural tourism.

Table 3. Tourists' social interest levels in rural tourism

Social Factors	1	2	3	Average	Ki-kare (p)*
Respect for the values of local people	4.32	4.59	4.56	4.52	0.000
Preservation of local culture and traditions is important	4.27	4.58	4.52	4.49	0.000
The rules set in the rural tourism center must be followed	4.27	4.55	4.53	4.48	0.000
I like getting to know new cultures	4.3	4.57	4.48	4.47	0.000
Protect the values of local people through rural tourism	4.23	4.55	4.51	4.46	0.000
Social media should be used by individuals engaged in rural tourism	4.27	4.33	4.59	4.42	0.000
Rural tourism provides self-confidence to rural individuals	4.18	2.29	4.5	4.35	0.000
I would like my family and relatives to integrate with local people	4	4.24	4.39	4.25	0.000
I enjoy spending time with the locals	3.96	4.26	4.3	4.21	0.000

(5: Strongly Agree, 4: Agree, 3: Undecided, 2: Disagree, 1: Strongly Disagree)

*The satisfaction level of tourists and their level of social interest in rural tourism were analyzed with chi-square.

Tourists' level of social interest in rural tourism activities is given in Table 3. It has been determined that tourists strongly agree with respecting the value judgments of local people. When the social interest levels of tourists in rural tourism were analyzed according to monthly income, it was determined that all three income groups agreed that they wanted to spend time with the local people and that their families and relatives mingled with the local people. A significant relationship was found between the satisfaction level of tourists and their level of social interest in rural tourism.

Ecological benefits of rural tourism include environmental protection (protection of natural areas); improvement of infrastructure, landscape protection (Barkauskas et al., 2015). Table 4 shows the level of interest of tourists in rural tourism in terms of environment.

Table 4. Tourists' interest levels in rural tourism in terms of environment

Environmental Factors	1	2	3	Average	Ki-kare (p)*
Care should be taken to protect agricultural land	4.29	4.69	4.72	4.61	0.000
Overdevelopment in rural tourism should not be allowed	4.3	4.65	4.72	4.6	0.000
Facilities should be created without disturbing the rural structure	4.36	4.62	4.67	4.58	0.000
Awareness should be raised on environmental issues	4.25	4.7	4.63	4.57	0.000
Protected areas should be excluded from development	4.32	4.6	4.58	4.53	0.000
Tourism facilities in rural areas should be built in a planned manner	4.21	4.51	4.64	4.5	0.000
There should be no establishment in forests	4.16	4.46	4.53	4.42	0.000
I can work as a volunteer to improve environmental quality in rural areas	4	4.1	4.31	4.16	0.027
I can provide financial support to improve the quality of the rural environment	3.84	3.88	4.12	3.97	0.028

(5: Strongly Agree, 4: Agree, 3: Undecided, 2: Disagree, 1: Strongly Disagree)

*The satisfaction level of tourists and their level of interest in rural tourism in environmental terms were analyzed with chi-square.

It shows that the perception that non-agricultural use of agricultural lands is wrong is very important for tourists visiting rural tourism centers. When the tourists' level of environmental interest in rural tourism was analyzed according to monthly income, it was determined that all three income groups agreed with the view that

I can work voluntarily to improve the quality of the environment in rural areas and I can provide financial support to improve the quality of the environment in rural areas. A significant relationship was found between the satisfaction level of tourists and their level of interest in rural tourism in the environmental sense.

Table 5. The situation of tourists using mass media

Utilization of mass communication	1	2	3	Average	Ki-kare (p)*
How often do you read articles or watch programs about rural tourism on the internet?	3.46	3.6	3.83	3.66	0.081
How often do you watch programs about rural tourism on television?	3.57	3.56	3.58	3.57	0.029
How often do you listen to the radio?	3.36	2.85	3.36	3.16	0.003
How often do you read newspapers?	2.91	2.53	2.64	2.66	0.028
How often do you use social media?	2.27	2.28	1.98	2.16	0.046
How often do you watch television?	2.04	2.18	2.09	2.11	-
How often do you use the internet?	2.34	2.06	1.91	2.06	-

(5: Everyday, 4: A few days a week, 3: A few days a month, 2: A few days a year, 1: Never)

* The level of satisfaction and expectations of tourists and their utilization of mass communication were analyzed with chi-square.

Table 5 shows the utilization of mass communication according to the monthly income level of tourists. The frequency of newspaper reading of tourists visiting Nallıhan was determined as once a week. Today, with the widespread use of other media tools, the rate of newspaper reading is gradually decreasing (Von Krogh and Andersson, 2016). Regarding the frequency of listening to the radio, it was determined that it was listened to once a week. Television is the most widely used mass media (Bhat, 2022). It was determined that tourists watch television several times a week. In the study, when the frequency of watching programs related to rural tourism on television and the internet was examined, it was determined that the least watched programs were a few times a month. The frequency of internet and social media use by tourists in the rural tourism region was determined as the most used mass media tools with a few times a week after the frequency of television viewing. Looking at the utilization of mass communication according to the monthly income level of tourists, it was determined that the frequency of reading newspapers and listening to radio was once a week for all three income groups. A significant relationship was found between the level of satisfaction and expectations of tourists and their utilization of mass media.

In the study, multiple linear regression analysis was conducted to determine the factors affecting the satisfaction level of tourists. Factor analysis was performed on 24 economic, social and environmental variables used as independent variables in multiple linear regression analysis. The factor analysis explained 76.121% of the factors (Table 6).

Table 6 shows the naming of the factors used in the factor analysis according to the factor loadings. In the factor analysis with 24 variables, 4 factors were obtained. These variables are cultural values, rural location, economic factors and environmental factors. KMO value greater than 0.50 and a significant Bartlett test result are considered sufficient to perform factor analysis (Tabachnick and Fidel, 2007). KMO coefficients below 0.5 are called "unacceptable", 0.5-0.6 "weak", 0.6-0.7 "medium", 0.7-0.8 "good", 0.8-0.9 "very good" and KMO coefficients above 0.9 are called "excellent" (Sharma, 1995). Factor loadings of 0.5 or above are a criterion indicating that variables are significantly related to factors (Comrey and Lee 1992; Field 2009; Hair et al., 2010; Tabachnick et al., 2013). The factor loadings of the factors obtained as a result of factor analysis in the study are above 0.5.

Table 6. Naming the factors used in factor analysis according to their factor loadings

		Factor Loadings	Mean	Variance Ratios	Cronbach's Alpha Coefficients
Cultural Values	The rules set in the rural tourism center must be followed	0.781	4.4806	26.063	.957
	Protect the values of local people through rural tourism	0.78	4.4612		
	Respect for the values of local people	0.775	4.5194		
	I would like my family and relatives to integrate with local people	0.716	4.2481		
	Preservation of local culture and traditions is important	0.702	4.4845		
	I like to learn about new cultures	0.684	4.4729		
	Rural tourism provides self-confidence to rural individuals	0.67	4.3527		
	Social media should be used by individuals engaged in rural tourism	0.664	4.4225		
	I enjoy spending time with the locals	0.655	4.2132		
	Facilities should be created without disturbing the rural structure	0.815	4.5814		
Site selection in rural areas	Protected areas should be excluded from facilities	0.81	4.5310	19.808	.937
	Overdevelopment in rural tourism should not be allowed	0.808	4.6008		
	There should be no establishment in forests	0.782	4.4225		
	Care should be taken to protect agricultural land	0.718	4.6124		
	Tourism facilities in rural areas should be built in a planned manner	0.544	4.4961		
	Other income-generating business lines other than rural agriculture should be supported	0.802	4.4729		
	Rural tourism contributes to the income of rural individuals	0.755	4.2636		
	Rural tourism contributes to the development of farmers by creating demand for local agricultural products	0.75	4.4419		
	Rural areas should be supported for capital investment	0.739	4.3953		
	Rural tourism and women's handcrafted products should be better utilized	0.723	4.4457		
Economic Factors	Rural tourism should provide income for women	0.642	4.4457	19.634	.925
	I can provide financial support to improve the quality of the rural environment	0.803	3.9651		
	I can work as a volunteer to improve environmental quality in rural areas	0.751	4.1589		
	I would like to make a large part of tourism expenditures in rural areas	0.71	3.3798		
Environmental Factors				10.616	.782
	Cumulative Total Value			76.121	
	Kaiser-Meyer-Olkin Sampling Adequacy				0.931
	Bartlett's Test of Sphericity	Ki Kare Değeri			6421.172
		S. Değeri			276
		p			.000

The analysis of the factors affecting the satisfaction level of tourists is given in Table 7. The satisfaction level of tourists was taken as the dependent variable. The 27 variables that make up the satisfaction level of tourists were measured with Likert scale and the Likert average of 27 variables was used as the dependent variable.

Table 7. Analysis of factors affecting the satisfaction level of tourists

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3.768	.250		15.099	.000
Age	-.003	.003	-.050	-.840	.402
Education	.052	.042	.077	1.237	.217
Profession	-.018	.020	-.051	-.864	.388
Monthly Income	1.789E-6	.000	.034	.548	.584
Membership in any environmental organization (Institution, Association, Foundation, etc.)	-.083	.077	-.062	-1.084	.279
Frequency of radio listening	-.017	.026	-.038	-.658	.511
Frequency of television viewing	-.035	.027	-.082	-1.306	.193
Frequency of internet use	.026	.032	.064	.810	.419
Frequency of social media use	.065	.031	.158	2.094	.037*
Cultural Values	.151	.034	.246	4.413	.000**
Site selection in rural areas	.042	.035	.069	1.227	.221
Economic Factors	.206	.035	.335	5.863	.000**
Environmental Factors	.136	.035	.222	3.924	.000**
R ² : 28.50 F: 7.481 Durbin Watson: 1.990 Sig: .000					

*p<0,05, **p<0,00

$$SLT_1 = 3.768 + -0.003A_1 + 0.052E_2 + -0.018O_3 + 1.789M_4 + -0.083MEO_5 + -0.017R_6 + -0.035T_7 + 0.026I_8 + 0.065SM_9 + 0.151CV_{10} + 0.042SRA_{11} + 0.206EF_{12} + 0.136ENF_{13}$$

According to the result of multiple linear regression analysis, 4 factors were found to be statistically significant in the analysis of the factors affecting the level of tourists' benefit and satisfaction from rural tourism ($p < 0.00$, $p < 0.05$). The explanation rate of the dependent variable of the independent variables is 28.50%. A positive significant relationship was found between cultural values, economic factors, and environmental factors and the level of satisfaction of tourists at a significance level of 1% (Haldar, 2007; Demirović et al., 2019) In their studies, they drew attention to the fact that handicrafts and cultural values attract attention and also emphasized that factors such as landscape, farm life, and architectural structure affect the satisfaction levels of tourists (Park and Yoon, 2009; Demirović et al., 2019; Dong et al., 2013; Leco et al., 2013; Carneiro et al., 2018; Poruțiu et al., 2021).

A positive significant relationship was found between the frequency of social media use and the satisfaction level of tourists at the 5% significance level. Communication and social ties with local people help visitors interact and integrate with local communities (Wu et al., 2017; Demirović et al., 2019). Determining the satisfaction levels of tourists in rural tourism is important for the sustainability of tourism studies (Devesa et al., 2010). The relationship between motivation and satisfaction has been determined in many studies (Ibrahim and Gill, 2005; Laguna and Palacios, 2009; Oliver, 1980; Severt et al., 2007).

CONCLUSION AND RECOMMENDATIONS

Considering the opinions, satisfaction levels and expectations of tourists, boutique hotels, inns, restaurants, cafes, boats and small business owners should offer the best service at an affordable price. Although the satisfaction of tourists regarding payment is at a satisfactory level, it is necessary to ensure compliance with the standards and to carry out inspections by the relevant units. Rural tourism is one of the alternative tourism types. Rural tourism has attracted a lot of attention recently. In order for rural tourism to develop and reach wider masses, general awareness should be raised through necessary promotion and information. Limited job opportunities and low female employment in rural areas have a negative impact on


development. Turning rural tourism into a profession supports the reduction of unemployment and increases women's employment. This development should be supported by the opening of vocational training centers for women in the region. In particular, trainings should be provided to women by Non-Governmental Organizations (NGOs). Increasing the advertising and branding activities of the rural tourism center and promoting the region is important for marketing. With the increase in these activities, the number of tourists coming to the region will also increase. Both regional and national mass media should be utilized for the advertisements of Nallıhan district. Tourists coming to rural areas for tourism purposes should also be informed about rural tourism. In particular, tourists should be more careful and conscious about environmental problems in order to transfer rural areas to future generations. Posters and brochures should be prepared in this direction. The lack of a strong website can be considered as an important disadvantage of Nallıhan advertising. A website is an effective communication and marketing tool for a destination. In addition to the website, effective use of social media and taking and sharing professional photos specific to the region are also important for the promotion of the region. Social media trainings should be provided to the businesses in Nallıhan district and social media should be actively used in terms of promotion and marketing. It is understood that the people are friendly and hospitable to visitors to the region. However, it is seen that the local people of Nallıhan do not have enough information about their own touristic places. For this reason, a travel program should be organized for local people and tradesmen to increase the tourism awareness of the people living in the region. In addition, the level of awareness should be increased by organizing meetings for local people and tradesmen about Nallıhan tourist areas. Needlepoint making and use is quite common in Nallıhan, which is on the historical Silk Road. Silk needle embroidery provides serious women employment in the district. Based on this, it may be useful to open handicraft departments in the district and give certificates. In addition, branding and product diversification should be ensured in needle embroidery. For those who want to become entrepreneurs, information should be provided about the support and grants of development organizations and awareness should be raised on project preparation. The development of silkworms and products in Nallıhan is very important for tourism. Cooperatives should be established for silkworm farming and products and production should be carried out. The difficult transportation of Nallıhan district causes the region to be less visited. Focusing on solving the transportation problem will enable the region to receive more tourists. In solving the transportation problem, highways should be arranged and ring buses should be increased. Rural tourism has an important place in Nallıhan district. There are sufficient cultural, natural and human resources for rural tourism. Effective use of these resources can increase rural tourism income in Nallıhan district, which is based on agriculture, and create an important alternative source of income.


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