



The Expectation Trap and the Redemption of Value: Unraveling the Paradox of Rural Tourism Satisfaction— Evidence from Xitou Village

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ABSTRACT: Under the policy dividends of rural revitalization, rural tourism has flourished, yet a pervasive paradox persists: tourists arrive with high expectations but leave with disappointment. At the heart of this paradox lies a counterintuitive finding—the higher the tourist expectations, the lower the satisfaction. Using Xitou Village in Guangzhou as a case study, this research constructs an “Expectation-Quality-Value-Satisfaction” logic chain based on the ACSI framework. Analysis of 266 valid questionnaires through SEM reveals a striking “Expectation Paradox”: tourist expectations exert a significant negative direct effect on satisfaction ($\beta=-0.109$, $p<0.05$). However, perceived value plays a critical suppressor role—it not only directly enhances satisfaction ($\beta=0.512$, $p<0.001$) but also suppresses the negative impact of expectations, transforming high expectations into high satisfaction. Furthermore, perceived quality serves as the foundation of value creation ($\beta=0.418$, $p<0.001$), while perceived value partially mediates the relationship between quality and satisfaction (indirect effect =0.209, $p<0.001$). Rather than simply catering to elevated expectations, rural destinations should establish a tripartite mechanism of “expectation management-quality enhancement-value creation”—guiding expectations to avoid “expectation bubbles”, solidifying quality to anchor value, and ultimately achieving a virtuous cycle of “high expectations-high satisfaction” through experience that exceeds expectations. This study offers a novel theoretical perspective for understanding the internal mechanisms of rural tourism satisfaction and provides practical insights for the sustainable development of similar destinations.

KEYWORDS: Rural Tourism; Tourist Perception; Tourist Satisfaction; Expectation Paradox; Suppression Effect; ACSI Model

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I. INTRODUCTION

1.1 The "Expectation Trap" in Rural Tourism

The ongoing advancement of the rural revitalization strategy provides robust policy support for rural tourism development. Policy documents such as the Rural Revitalization Promotion Law and the 14th Five-Year Plan for Tourism Development explicitly propose supporting and regulating rural tourism, promoting the deep integration of rural culture and tourism [1][2]. Against this backdrop, rural tourism has gained broad prospects for development. However, behind the policy dividends lurks a troubling paradox: many rural destinations attract tourists through glamorous social media marketing, only to see them depart with disappointment due to inadequate infrastructure, uneven service quality, and homogeneous products[3]. This expectation-disappointment gap is becoming a core bottleneck constraining the sustainable development of rural tourism.

Xitou Village in Guangzhou epitomizes this dilemma. Renowned for its exceptional natural resources and distinctive ancient settlement culture, Xitou Village stands as a quintessential example of rural tourism in Guangdong Province [4][5][6]. Yet alongside the surge in tourist numbers, the village faces common challenges: insufficient public facilities, subpar service levels, and a lack of distinctive product offerings. More puzzling is the phenomenon that many tourists arrive with high expectations but leave with low satisfaction—

why does the anticipation of poetry and distant fields so often transform into the reality of frustration? What psychological mechanisms underlie this paradox?

1.2 Theoretical Gap

Customer satisfaction research originated with Cardozo's pioneering work in the 1960s, subsequently spawning various models including SERVQUAL, SCSB, ACSI, and ECSI [7]. The American Customer Satisfaction Index (ACSI) model, proposed by Fornell and colleagues in 1989, has gained widespread adoption due to its systematic structure comprising six latent variables: customer expectations, perceived quality, perceived value, customer satisfaction, customer complaints, and customer loyalty [8].

However, applying the ACSI model to tourism faces a critical challenge: the non-standardizable nature of tourism experiences. Unlike tangible products, the core selling point of rural tourism is rurality—a highly subjective, context-dependent perceptual experience [9][10][11]. Existing studies often mechanically transplant the ACSI model to tourism contexts, overlooking the unique characteristics of expectation formation in rural settings: tourists frequently develop filtered expectations through social media and word-of-mouth, while rural destinations' actual supply capacity struggles to match these amplified expectations. Consequently, simply verifying the positive “expectation → satisfaction” relationship is insufficient to explain real-world dilemmas; there is an urgent need to reveal the “black box mechanisms” between expectations and satisfaction.

1.3 Research Positioning

The core objective of this study is not to validate the applicability of the ACSI model in Xitou Village, but to answer a more theoretically profound question: In the context of rural tourism, how do tourist expectations become alienated into obstacles for satisfaction? And how does perceived value serve as the antidote to this predicament?

Specifically, this study constructs a theoretical framework centered on the “Expectation Paradox”: based on the ACSI model, it strips away the two output variables of customer complaints and customer loyalty, focusing on the core logic chain of “expectations-quality-value-satisfaction”; it introduces the suppression effect analysis framework to reveal how perceived value transforms the negative potential energy of expectations into the positive kinetic energy of satisfaction. This framework not only enriches theoretical research on rural tourism satisfaction but also provides precise targeting for the management practices of Xitou Village and similar destinations.

II. THEORETICAL FRAMEWORK AND HYPOTHESES

2.1 Core Conceptual Definitions

Tourist Perception: This study defines tourist perception as the subjective cognition, emotional experience, and comprehensive evaluation formed by tourists regarding tourism services, environmental atmosphere, and cultural elements during their travel experiences [12][13]. In the context of Xitou Village, tourist perception encompasses not only sensory experiences of ancient architecture and pastoral landscapes but also emotional resonance with rural authenticity.

Perceived Quality: Refers to tourists' subjective quality evaluations of various dimensions of rural tourism services (catering, accommodation, transportation, environment, activities, etc.) [14]. Unlike standardized scenic areas, the core of rural perceived quality lies in rustic characteristics rather than luxury facilities—a bowl of authentic bamboo rice may create higher quality perception than a five-star hotel buffet.

Perceived Value: Represents tourists' comprehensive judgment of value for money, reflecting the utility evaluation after weighing inputs (time, money, effort) against gains (experiences, memories, emotions) [15][16]. In rural tourism, perceived value often transcends economic calculation, ascending to the emotional value of nostalgia compensation.

Tourist Satisfaction: Based on expectation-disconfirmation theory, refers to the psychological state of pleasure or disappointment produced when tourists compare actual experiences with prior expectations [17][18]. The core concern of this study is: When expectations are amplified by social media filters, how does this comparison mechanism malfunction?

2.2 theoretical model

The theoretical model of this study unfolds around a clear narrative logic: Expectations are a double-edged sword—they can indirectly promote satisfaction by enhancing perceived value (the “hope effect”), while simultaneously directly damaging satisfaction by amplifying the expectation gap (the “disappointment effect”). Perceived value is the switch that determines which blade cuts deeper (Figure 1).

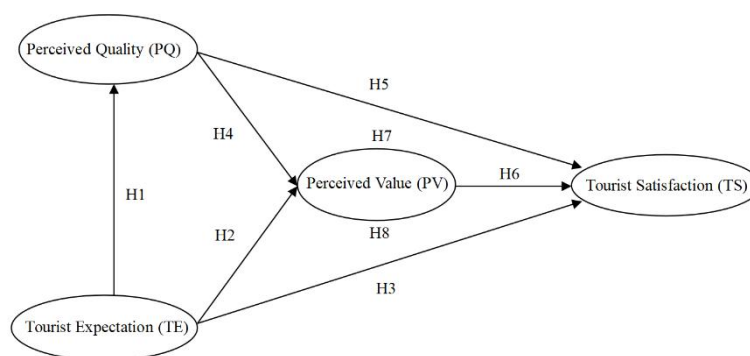


Figure 1. Theoretical Model: Expectation Paradox and Value Suppression Effect

2.3 Hypothesis Derivation

H1: Tourist expectations have a significant positive impact on perceived quality

Why do expectations affect quality perception? Psychology's confirmation bias tells us that people tend to interpret information in ways consistent with prior beliefs. When tourists hold high expectations for Xitou Village, they are more likely to focus on the historical charm of ancient buildings rather than their dilapidated appearance, and more likely to interpret simple homestays as returning to authenticity rather than inadequate facilities. Research by Sangiae Lee et al. [19] confirms that tourist expectations significantly positively influence perceived quality. Li Ling's study in the context of cultural-tourism integration also validates this path [20].

H2: Tourist expectations have a significant positive impact on perceived value

Why can expectations enhance value perception? Expectations are essentially a form of psychological prepayment—the attention, imagination, and anticipation invested by tourists beforehand are converted into emotional discounts during the tourism experience. Nguyen Thi Kim Thanh et al. [21] found a significant positive correlation between tourist expectations and perceived value; Li Zishuai et al. [15] further noted the consistency between expected value and perceived value: the higher the expectations of a scenic area, the higher the overall evaluation and perceived value.

H3: Tourist expectations have a significant negative impact on tourist satisfaction—the "Expectation Paradox"

Why do expectations damage satisfaction? This is the core hypothesis of this study and the most dramatically tense element. According to expectation-disconfirmation theory [22], satisfaction depends on the gap between actual experience and prior expectations. When Xitou Village overemphasizes most beautiful village and paradise on earth in marketing, tourists' expectation benchmarks are substantially raised. The inherent shortcomings of rural destinations in infrastructure and service standardization make actual experiences difficult to match these amplified expectations, resulting in an expectation gap. While Xue Hongjian et al. [22] validated the positive impact of expectations on satisfaction in traditional scenic areas, in the special context of rural tourism—where expectations are easily amplified but supply is difficult to standardize—the negative effect of expectations may dominate. This study hypothesizes that in the context of Xitou Village, tourist expectations have a negative impact on satisfaction.

H4: Perceived quality has a significant positive impact on perceived value

Why is quality the foundation of value? Perceived value is not built on air but emerges from concrete quality experiences. When tourists taste authentic farm dishes, stay in clean homestays, and participate in interesting agricultural activities, these high-quality concrete experiences converge into an overall cognition of value for money. Research by Jiang Tao and Liu Rui [14] confirms that perceived quality positively influences perceived value.

H5: Perceived quality has a significant positive impact on tourist satisfaction

Why does quality directly determine satisfaction? Even without considering expectation gaps, high-quality objective experiences themselves bring pleasure. Liu E et al. [23], through constructing a tourist satisfaction evaluation model, confirmed that improvements in perceived quality directly lead to increased satisfaction. In Xitou Village, clear streams, well-preserved ancient buildings, and hospitable villagers—these quality elements constitute the basic plate of satisfaction.

H6: Perceived value has a significant positive impact on tourist satisfaction

Why is value perception the amplifier of satisfaction? The same objective experience, if perceived by tourists as great value for money, will significantly enhance satisfaction levels. Ren Lina [16], based on web text analysis, confirmed that tourist perceived value has a positive impact on satisfaction. In rural tourism, this value

perception often manifests as the economic value of getting a big experience for small money and the emotional value of escaping the city and returning to the countryside.

H7: Perceived value mediates the relationship between perceived quality and tourist satisfaction—the Value Transmission Mechanism

Why must quality be transformed through value to maximize satisfaction? High-quality experiences, if not perceived as valuable by tourists, will have diminished contribution to satisfaction. Research by Lian Yi and Wang Xia [24] shows that perceived quality influences satisfaction by affecting perceived value. This study hypothesizes that service quality in Xitou Village needs to be transformed through tourists' value for money cognitive conversion to ultimately translate into satisfaction evaluations.

H8: Perceived value exerts a suppression effect between tourist expectations and tourist satisfaction—the Value Redemption Mechanism

Why can value suppress the negative effect of expectations? This is the most theoretically innovative hypothesis of this study. Traditional mediation analysis assumes significant total effects, but Wen Zhonglin and Ye Baojuan [25] point out that when direct and indirect effects have opposite signs, a suppression effect may exist. This study speculates that while tourist expectations directly damage satisfaction (negative direct effect), expectations can indirectly promote satisfaction by enhancing perceived value (positive indirect effect). When this positive indirect effect is strong enough, perceived value acts like a shock absorber, suppressing the negative impact of expectations and potentially even reversing the overall relationship to positive. This "value redemption" mechanism is precisely the key to resolving the expectation trap.

III. RESEARCH DESIGN

3.1 Questionnaire Design

The questionnaire comprises two sections. The first section collects tourist demographic characteristics (gender, age, education, annual income, occupation) for sample analysis. The second section measures four core variables using a 7-point Likert scale (1 = strongly disagree, 7 = strongly agree).

Tourist Expectations (TE) measures tourists' pre-trip anticipation of Xitou Village's tourism activities, ancient settlement charm, and overall experience. Three items focus on imagination rather than reality: TE1: Before my trip, I had high expectations for the rural tourism activities in Xitou Village; TE2: Before my trip, I had high expectations for the unique charm of Xitou Village's ancient settlement; TE3: Before my trip, I had high expectations for the overall experience of rural tourism in Xitou Village.

Perceived Quality (PQ) covers core touchpoints of rural tourism, with 11 items: rustic culinary features (PQ1), rustic accommodation charm (PQ2), rustic architectural style (PQ3), ecological environment (PQ4), transportation convenience (PQ5), infrastructure (PQ6), price reasonableness (PQ7), entertainment diversity (PQ8), service staff friendliness (PQ9), high accommodation and catering standards (PQ10), and service efficiency (PQ11). This dimension reflects the dual characteristics of rusticity and fundamentality in rural tourism.

Perceived Value (PV) measures tourists' subjective evaluation of the input-output ratio: PV1: The time, money, and effort invested in traveling here are well worth it; PV2: I think this trip was highly rewarding; PV3: I think this trip was worth it. Three items capture value perception from economic rationality, emotional gain, and comprehensive evaluation.

Tourist Satisfaction (TS) is designed based on the expectation-disconfirmation paradigm: TS1: Compared to my expectations, this trip met my expectations; TS2: Compared to other trips, this one is better; TS3: I am generally satisfied with this trip. TS1 directly measures expectation fulfillment and is the key item for testing the Expectation Paradox.

3.2 Data Collection

Questionnaires were distributed through both online and offline channels: online through mainstream social platforms and relevant communities; offline at key attractions within Xitou Village Scenic Area, with particular coverage of groups less familiar with online surveys (e.g., elderly tourists, group tourists) to ensure comprehensiveness and representativeness. After excluding invalid questionnaires (completion time under 60 seconds or highly consistent responses across all scale items), 266 valid questionnaires were obtained, achieving a 96% response rate. The sample size exceeded ten times the number of scale items, and the distribution of variables such as gender, age, and education aligned with actual tourist demographics, demonstrating strong representativeness.

IV. RESULTS

4.1 Reliability and Validity Testing

Cronbach's α coefficients for all variables exceeded 0.9, suitable for factor analysis. Composite reliability (CR) exceeded 0.8 for all variables, indicating good internal consistency. Average variance extracted (AVE) exceeded 0.5 for all variables, indicating good convergent validity (Table 1).

Table 1. Reliability and Convergent Validity Test Results

Variable	Items	Cronbach's α	CR	AVE
PQ	11	0.947	0.943	0.605
TS	3	0.879	0.798	0.568
PV	3	0.862	0.867	0.685
TE	3	0.783	0.869	0.688

The AVE method was used to further analyze discriminant validity. Results showed all correlation coefficients were less than the square root of AVE (Table 2), indicating that while correlations exist between variables, they maintain distinctiveness, demonstrating good discriminant validity.

Table 2. Discriminant Validity Test

Variable	PQ	TS	PV	TE
PQ	0.778			
TS	0.691	0.754		
PV	0.432	0.688	0.828	
TE	0.057	0.058	0.273	0.829

Note: Diagonal elements are the square roots of AVE; off-diagonal elements are Pearson correlation coefficients.

4.2 Model Fit Testing

Model fit indices were calculated using AMOS: $\chi^2/df = 1.847$, SRMR = 0.038, RMSEA = 0.057, GFI = 0.944, AGFI = 0.923, CFI = 0.990, TLI = 0.987. All indices met required standards, indicating good fit between data and model, allowing for hypothesis testing (Table 3).

Table 3. Model Fit Indices Test Results

Fit Indices	χ^2/df	SRMR	RMSEA	GFI	AGFI	IFI	CFI	TLI
Reference Value	<3.000	<0.080	<0.080	>0.800	>0.800	>0.900	>0.900	>0.900
Inspection Value	1.847	0.038	0.057	0.899	0.871	0.961	0.960	0.954

4.3 Hypothesis Testing

Structural equation modeling path analysis results (Table 4) reveal a compelling plot twist.

Table 4. Model Path Test Results

Hypothesis	Path	Unstd Coefficient	Std Coefficient	Std Error	Z- value	P-value	Result
H1	TE→PQ	0.095	0.057	0.119	0.799	0.424	Not Supported
H2	TE→PV	0.343	0.249	0.095	3.621	***	Supported
H3	TE→TS	-0.17	-0.109	0.082	-2.065	0.039	Supported (Negative)
H4	PQ→PV	0.342	0.418	0.052	6.522	***	Supported
H5	PQ→TS	0.443	0.476	0.053	8.345	***	Supported
H6	PV→TS	0.582	0.512	0.07	8.29	***	Supported

Note: *** denotes significance at $p < 0.001$.

The “Expectation Paradox” is confirmed-expectations directly damage satisfaction. The results for H3 are alarming: the standardized path coefficient from tourist expectations to satisfaction is -0.109 ($p < 0.05$), meaning higher expectations lead to lower satisfaction. This finding contradicts the conclusions of Xue Hongjian et al. [22] in traditional scenic areas but perfectly illustrates the real-world dilemma facing Xitou Village: social media marketing amplifies tourists' poetry and distant fields imagination, while the actual supply capacity of rural destinations struggles to match these filtered expectations, ultimately leading to an expectation gap and satisfaction decline.

The “hope effect” and “disappointment effect” coexist—expectations indirectly promote satisfaction through value. H2 shows that expectations significantly positively influence perceived value ($\beta=0.249, p<0.001$), indicating that high-expectation tourists are indeed more likely to perceive value. However, H1 was not supported ($\beta=0.057, p=0.424$), suggesting that expectations do not significantly affect quality perception—meaning tourists' filters mainly operate on value judgment rather than objective quality cognition.

Quality is the cornerstone of value, and value is the engine of satisfaction. H4, H5, and H6 were all supported: perceived quality positively influences perceived value ($\beta=0.418, p<0.001$), positively influences satisfaction ($\beta=0.476, p<0.001$); perceived value positively influences satisfaction ($\beta=0.512, p<0.001$). This chain confirms the applicability of the classic “quality→value→satisfaction” logic in rural tourism contexts.

4.4 Mediation and Suppression Effects

The Bootstrap method in AMOS was used to calculate bias-corrected 95% confidence intervals (CI); if the CI does not include 0, the effect is significant.

4.4.1 The Mediating Role of Perceived Value(H7)

Results (Table 5) reveal a partial mediation effect: the indirect effect of perceived value between perceived quality and satisfaction is 0.209 ($p<0.001$), and the direct effect is 0.491 ($p<0.001$), both significant with CIs not including 0. This indicates that perceived quality not only directly enhances satisfaction but also indirectly promotes satisfaction through the cognitive transformation of value for money. H7 is supported.

Table 5. Mediation Effect Test

Path	Points estimate	Product of coefficients		Bootstrapping,3000 times,95% CI			
		SE	Z-value	Bias-corrected		Percentile	
				Lower	Upper	Lower	Upper
PQ→PV→TS	0.209	0.043	4.866	0.138***	0.315***	0.13***	0.295***
PQ→TS	0.491	0.059	8.322	0.384***	0.61***	0.386***	0.615***
PQ→TS	0.701	0.066	10.621	0.577***	0.836***	0.576***	0.835***

Note: *** Denotes significance at the $p<0.001$ level.

4.4.2 The Suppression Effect of Perceived Value(H8)

The total effect is not significant. The total effect of tourist expectations on satisfaction is 0.089 ($p=0.718$), with the confidence interval including 0 (Table 6). If looking only at the total effect, one would draw the erroneous conclusion that “expectations have no effect on satisfaction”—this is precisely the trap of traditional mediation analysis.

The direct effect is negative, and the indirect effect is positive. The direct effect is -0.221 ($p<0.05$), indicating that expectations directly damage satisfaction; the indirect effect is 0.310 ($p<0.001$) (Table 6), indicating that expectations indirectly promote satisfaction by enhancing perceived value.

The suppression effect is established. According to the criteria of Wen Zhonglin and Ye Baojuan [32]: when both direct and indirect effects are significant and have opposite signs, a suppression effect exists. In this study, the indirect effect of perceived value (positive) suppresses the direct negative effect of expectations, rendering the total effect masked and seemingly insignificant. This means: without the redemption of perceived value, the negative impact of expectations on satisfaction would be even more severe; it is precisely the positive transmission of perceived value that transforms the expectation trap into an expectation dividend.

H8, while not supported in the traditional mediation sense, reveals a suppression effect of greater theoretical depth and represents the core innovation of this study.

Table 6. Mediation Effect Test

Path	Points estimate	Product of coefficients		Bootstrapping,4000 times,95% CI			
		SE	Z-value	Bias-corrected		Percentile	
				Lower	Upper	Lower	Upper
TE→PV→TS	0.31	0.104	2.981	0.14***	0.555***	0.312***	0.539***
TE→TS	-0.221	0.113	-1.956	-0.445**	-0.001**	-0.447**	-0.002**

TE→TS	0.089	0.124	0.718	-0.139	0.359	-0.145	0.349
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Note: ** Denotes significance at the $p < 0.05$ level; *** Denotes significance at the $p < 0.001$ level.

V. CONCLUSION

5.1 Theoretical Contributions

The “Expectation Paradox” is discovered, which is a special effect in rural tourism contexts. This study is among the first to confirm the direct negative impact of tourist expectations on satisfaction in rural tourism contexts, challenging the universal applicability of the positive “expectation → satisfaction” relationship in the traditional ACSI model. This finding reveals the vulnerability of rural tourism: due to low supply standardization and strong marketing filter effects, rural destinations are more prone to falling into the expectation trap.

The “Value Redemption” mechanism is revealed, which is the theoretical value of suppression effects. This study introduces suppression effect analysis into tourism satisfaction research, discovering that perceived value is not merely a mediator but a shock absorber and transformer. This finding transcends the simple mediation vs. moderation debate, offering a new theoretical perspective for understanding the complex relationship between expectations and satisfaction: value creation is not the icing on the cake of satisfaction but the timely help that resolves expectation risks.

A tripartite theoretical framework is constructed. The expectation management-quality enhancement-value creation framework proposed in this study elevates the ACSI model from a verification tool to an explanatory framework, providing a more contextually adaptive theoretical paradigm for rural tourism satisfaction research.

5.2 Managerial Implications

5.2.1 Expectation Management

The study finds that tourist expectations directly damage satisfaction in Xitou Village, rooted in the gap between marketing promises and experiential reality. Scenic area managers should:

(1) Reshape communication narratives: Reduce empty labels such as most beautiful village and paradise on earth, and instead highlight verifiable features such as ancient settlement architecture and local cuisine. Use short videos and live streaming to showcase the real Xitou Village—including its rustic charm and its shortcomings.

(2) Establish dynamic communication mechanisms: Regularly update promotional content, provide tourist guides in advance with practical information such as transportation conditions and visitor capacity limits, eliminate exaggerated claims, and help tourists form reasonable expectations.

5.2.2 Quality Foundation

Perceived quality is the cornerstone of value creation. Xitou Village should enhance both hardware and software:

(1) Hardware upgrades: Optimize natural landscapes and public facilities, improve transportation connections, add accessible facilities, repair walking trails, and construct eco-friendly parking lots.

(2) Software enhancement: Develop service staff training manuals, conduct quarterly evaluations, and introduce third-party food hygiene supervision; explore local culture, organize distinctive themed events, and provide traditional handicraft experiences to create "multi-sensory, immersive" rustic experiences.

5.2.3 Value Creation

Perceived value is the key to resolving the expectation trap. Xitou Village should innovate value creation strategies:

(1) Product value-added: Develop differentiated products such as eco-agriculture experiences and distinctive cultural activities; provide personalized services such as customized itineraries and specialty dining; add participatory activities such as DIY workshops and handicraft-making to extend tourist stays.

(2) Pricing strategies: Implement reasonable pricing to ensure price-value alignment; use package deals and promotional activities to enhance value for money perception.

(3) Surprise design: For high-expectation tourists, design experience beyond expectations—such as hidden viewing routes, villager home dinner invitations, and handmade souvenir gifts—to enhance evaluations through positive emotional experiences, ensuring that high-expectation tourists still achieve high satisfaction.

5.2.4 Establishing Feedback Loops

Establish diverse feedback channels including on-site suggestion boxes, online review platforms, and regular satisfaction surveys to promptly collect and analyze tourist feedback. Use this feedback as the basis for

improving scenic area management and services. Through continuous iteration and optimization, build a closed-loop management system of “expectation management → experience delivery → value perception → satisfaction feedback → improvement enhancement” to steadily enhance overall satisfaction and lay a solid foundation for the sustainable development of rural tourism in Xitou Village.

5.3 Research Limitations and Prospects

Sample limitations: The geographical scope and age distribution of this study's sample are relatively limited. Future research could expand the study scope and sample types to further validate the universality of the model.

Variable limitations: The study focused solely on core variables without considering external factors such as seasonality and consumer attitudes. Future research could expand the variable range and incorporate multiple factors to develop a more comprehensive analytical model.

Methodological limitations: Questionnaire data contains subjective response biases, and the study relies primarily on quantitative analysis without sufficiently exploring tourists' deeper experiences. Future research could combine qualitative methods and multi-source data to enhance the practical application value of findings.

Xitou Village's story reveals that the most dangerous enemy of rural tourism is not low quality, but expectations amplified by social media filters; and the most powerful weapon is not luxury facilities, but the humble sense of value that makes tourists feel this bowl of bamboo rice was worth every anticipation.

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