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Moderating Effect of Demographic Variables by Analyzing the Motivation and Satisfaction of Visitors to the Former Presidential Vacation Villa: Case Study of Cheongnam-Dae, South Korea

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Abstract: This study aims to verify whether there is a difference in groups vis-à-vis gender and age in the relationship between the motivation and satisfaction of visiting the former presidential villa, Cheongnam-dae. Using structural equation models, we examined that Relaxation has a positive effect on satisfaction in all groups. However, the relationship between motivation and satisfaction, such as Convenience, Historicity, and Fellowship, reveals gender and age differences, while the relationship among three motivation factors differs by gender and age. Four motivational factors, i.e., Relaxation, Convenience, Historicity, and Satisfaction, significantly affected the youth ($n = 171$), while the three factors, i.e., Relaxation, Convenience, and Fellowship, significantly affected the elderly ($n = 143$). Our analysis encourages expanding ecotourism infrastructure to enhance the ecological value of Cheongnam-dae. It is also necessary to replenish related facilities and contents to enhance the effectiveness of ecological experiences and environmental education. Therefore, this work is significant as it contributes to the development of an analytic framework by discussing the difference between motivation and satisfaction.

Keywords: tourism motivation; tourism satisfaction; gender; age; presidential villa; structural equation modelling

1. Introduction

South Korean society, which has experienced steep economic growth, is showing great interest in the presidential residence and vacation villa, which, in turn, can rekindle feelings of nostalgia for Korea's previous presidents [1]. It can be interpreted that there is a great deal of interest in the nature of the residential environment of the past presidents who implemented national policies that led to the economic growth of Korean society. Moreover, the presidential villa, which has been open to the public for only a short period of time, has well-preserved ecological parks as well as well-maintained cultural facilities.

Cheongnam-dae, a former Korean presidential villa, is a very captivating target research site for tourism researchers. This is because it has a combination of natural resources and modern and contemporary historical resources that motivate tourists to visit. Although Cheongnam-dae has been developed and managed with the aim of satisfying tourism motivation and tourism needs, this development has also focused on expanding facilities to enhance the value of modern and contemporary historical resources related to the presidents.

Considering the sustainable development of Cheongnam-dae, its current status as highly regarded can persist into the future if development and maintenance are accomplished not only by a master plan based on the current demand of visitors but also by a new scheme that can satisfy anticipated future requirements, thus increasing tourists' satisfaction and attracting more visitors [2].

A tourist destination is an important part of a tourism area's lifecycle during its various stages. Research on the tourist destination is responsible for overcoming the stagnation that sets in when its lifecycle reaches the maturity stage [3]. Therefore, the enhancement of the main attraction of mature tourist destinations should be given due consideration. One way of achieving this enhancement may be to understand visitor motivations and to establish future marketing strategies for fulfilling the tourism needs of each market segment rather than simply relying on a homogeneous analysis of tourism demand markets [4].

According to previous studies, motivation is among the determinants when choosing a particular tourist destination, and it may be the basis of most consumption behaviors [5,6]. The study of motivation in this environment may contribute to the establishment of effective promotion strategies to meet group motivations through the segmentation of target markets [7–10]. In particular, the motivation–satisfaction relationship has been a popular topic of research interest for many scholars, especially as satisfaction has proved to positively influence tourists' post-purchase behaviors, such as recommendations and intentions to revisit [5,11–15].

However, it has been reported that in understanding the impact of the linear structure of the motivation–satisfaction relationship, there has been a lack of effort to wholly comprehend needs by dividing the demand market into subdivisions [16–20]. Understanding the demand market, which is determined by the personal characteristics of market segmentation, such as gender and age [21–23], has also been a major focus in tourism research [16,24–27]. For example, women have long exercised superior influence over men in the decision-making process for family travels with children [28]. Recent research suggests that women also play a greater role as the determinants of leisure and tourism activities in small groups of friends, families, etc. [25,29,30].

Cheongnam-dae is included in Korea's top 100 tourist attractions, and among the local residents, it has been highly favored as a tourist destination that combines the reminiscent historical characteristics of the presidential villa with modern and contemporary history as well as well-preserved natural resources [4,19]. However, new concerns regarding the sustainability of its current status have been raised among environmental experts and tourism researchers owing to its poor record of a stagnant number of visitors for many years and the skewness of the demand market toward older people in their 60s and above.

Thus, our study aims to determine the motivation for visiting Cheongnam-dae. Additionally, through our analysis, we establish the differences in the relationship between motivation and satisfaction based on gender and age.

Tourist destinations with complex characteristics can motivate visitors in various ways. The analysis of data in which gender and age are the regulatory variables in the motivation–satisfaction relationship could contribute to the establishment of marketing strategies based on consumer segmentation. It would also aid in the sustainable development of Cheongnam-dae by providing basic data for the development of programs and creation of convenience facilities for diversified demand markets, among other interventions. Prior research on the impact of the relationship between motivation and satisfaction has been limited to local festivals [31,32]. However, the present research is significant in that it targets a specific tourist attraction.

2. Conceptual Note

2.1. Tourist Motivation and Satisfaction

Some studies expound the notion of motivation as the psychological and biological needs as well as demands that lead to individual behaviors [33,34]. This topic has been extensively studied to explain why individuals engage in tourism activities as its usefulness is acknowledged as a major variable to explain why certain actions occur [34–37]. Motivation typically consists of four or five subfactors. This indicates that a variety of causes act in combination, rather than in isolation, for a particular activity [38].

Tourist motivation can be assumed to arise from a personal desire and impulse to satisfy tourist needs, which is important because it can explain why the benefits sought

by each visitor vary. Moreover, it helps us explain why a particular tourist destination is chosen, plays an important role in the decision-making process of tourism, and serves as an important indicator in strengthening the competitiveness of the location [4]. Understanding motivation is useful for tourist destination managers [39], and it should be the foundation of marketing strategies because it can facilitate the understanding of basic resources to satisfy tourists, maximize positive experiences, and minimize negative experiences [40].

However, satisfaction in the tourism sector is an evaluation of tourists' expectations and needs, which can be described as a "reaction to determine how much their needs have been fulfilled" [41,42] due to tourism activities. Satisfaction is felt after the tourism service experience, which is a positive result of consumers' evaluation of their behaviors after buying products and services being consistent with their pre-purchase expectations or exceeding their expectations [43].

Tourists who have satisfactorily experienced a particular tourist destination are likely to visit again or be positively inclined, whereas unsatisfied tourists may not only not visit again and also have a negative impact on the image of the tourist destination [44–47]. In other words, satisfaction is an important factor that affects the long-term relationship between tourists as consumers and suppliers [48–51]. In practical terms, enhancing tourist satisfaction is an efficient means of marketing or promoting tourist attractions, and it is also meaningful in that it can secure potential demand [52,53].

The relationship between motivation and satisfaction has primarily been discussed through various tourism perspectives and methodologies [31,32,54–57], and it has also contributed to an in-depth understanding of tourist behavior through analysis of the difference between motivation and satisfaction based on group characteristics [19,58–63].

2.2. The Moderating Effect of Gender and Age on the Relationship between Motivation and Satisfaction

Demographic characteristics, such as gender and age, are among the key factors that cause differences in people's behavior; thus, they are the most frequently used variables in the market segmentation stage to formulate marketing strategies [64,65]. Demographic characteristics are widely recognized as a means of deriving practical measures to increase the benefits of market providers as well as to facilitate access to relevant information [66,67].

Although the impact of gender can be considered in tourism research [18], a recent study suggests that women play a more significant role as the determiners of leisure and tourism activities for small groups of lovers and families [29,30]. Women's role as the determiners of specific plans to implement tourism activities is expanding [25]. In this regard, gender can have a significant impact on travel needs. Lifecycle travel patterns for men and women vary depending on the purpose of travel, with men more likely to undertake business and work-related travel, while women more often travel for relaxation [18]. Furthermore, gender has been shown to be significantly related to actual tourism behaviors, such as the intention to visit tourist destinations [68].

Other studies on differences in motivation based on the demographic characteristics of tourist behavior set age as the main variable [20,32,69–71]. For example, younger generations express that they are more likely to visit a tourist destination based on motivation to participate in dynamic and exchangeable activities, while the older generations have motivations related to relaxation [69,71].

However, some studies examine the topic from the perspective that there may not be demographic-based differences in motivation, tourism behavior, or satisfaction. One researcher [72] explains that a survey conducted with visitors to British coastal resorts shows little difference in leisure activities for young men and women. Other researchers [73] also contend that age does not affect tourism motivation. This is why continuous discussions are needed to generalize relevant findings aimed at comprehensively understanding tourism behavior and, ultimately, to elucidate the differences in motivation based on demographic characteristics.

3. Research Model, Hypotheses, and Methodology

3.1. Study Site

The study site—Cheongnam-dae—is a presidential villa located in Munui-Myeon (village), Cheongju-Si (city), Chungcheonbuk-do Province. It offers a beautiful view of Daecheong Lake, created upon the completion of Daecheong Dam (part of Daecheong Lake). The villa's main buildings for the Korean president and his/her family were completed in 1983, and six previous Korean presidents spent their vacations there over the course of 20 years, up to 2003. Before it was opened to public visitors, public accessibility of Cheongnam-dae, as a presidential facility, was strictly controlled. It was partially open as a tourist destination during the Rho Moo-hyun presidency (2003–2008) beginning on 18 April 2003. As most of the surrounding areas have been subject to various regulations for environmental protection (such as green belts), for example, water supply protection zones, they have been preserved for approximately 40 years.

Major facilities include presidential facilities (main building, pentagonal pavilion, heliport, fish farm, golf course, etc.), walking and rest facilities (sky garden, five courses and trails, observatory, etc.), and education and experience facilities (presidential memorial, presidential plaza, etc.; Figure 1, Table 1). Furthermore, the construction of the Provisional Government Archives has recently been promoted. Summarily, Cheongnam-dae can be described as a tourist destination that combines modern and contemporary historical resources based on the historical nature of the presidential villa and its characteristics as an ecological resort with a well-preserved natural environment.

Figure 1. Bird's-eye view of Cheongnam-dae. Note: http://www.jbnews.com/news/articleView.html?idxno=1278342, (accessed on 20 May 2021).

Table 1. Major facilities and programs of Cheongnam-dae.

Presidential Cultural Facilities

Table 1. *Cont.*

Presidential Cultural Facilities

Seasonal Festival

Ecological Education Program and Participants

Note: Cheongnam-dae homepage (https://chnam.chungbuk.go.kr, (accessed on 20 May 2021).

3.2. Data Collection and Analytic Design

The questionnaire consisted of a total of 45 survey items, including 27 items to measure motivation, 15 items to identify respondents' characteristics, and 3 items to determine satisfaction, as well as intentions to recommend and revisit. The survey items were derived from the first order based on the literature and existing related research and were finalized through a complementary discussion process by five tourism experts (Ph.D. or compatible). The motivation measurement question was confirmed by taking into account the modern and contemporary historical resources related to the location of Cheongnam-Dae as the former presidential villa. Daecheong Lake as a tourist destination was also considered a main aspect of visiting motivation for this presidential villa.

The motivation questionnaire included items on motivation for visiting historical and cultural heritage tourist destinations [74–78] as well as on motivation for visiting ecological destinations [79,80]. The survey was conducted for 12 days from 11–22 August 2017, with the aid of computer-assisted web interviewing using a private survey company with sufficient master samples of 428,000 people consisting of a similar proportion to the domestic census population.

Online surveys are advantageous because existing master samples can be used to find the desired subjects [81] and are suggested as an alternative to traditional survey

methods [82,83]. When conducting online surveys, control of unfaithful respondents is important. Therefore, we were able to gain reliability through an IP check, continuous identical response filtering, and a response time check with the system.

The survey was limited to only Koreans aged 15 years and above who had visited Cheongnam-dae within the past year, and we controlled for representation and bias through proportional distribution by gender, age, and region (resident registration demographics in July 2017). A total of 400 effective samples were used in the analysis. Data analysis was conducted using SPSS Statistics 23 and Amos 18.0 (IBM Corp., Armonk, NY, USA). Frequency analysis was conducted to identify the characteristics of the sample, and confirmative factor analysis and discriminant validity analysis were conducted to verify the reliability and validity of the derived factors. The impact relationship between motivation to visit and satisfaction in regard to Cheongnam-dae was evaluated using a structural equation model, and multi-group analysis was conducted sequentially to verify differences between gender and generation.

4. Results

4.1. Demographic Characteristics of the Respondents

Frequency analysis was conducted on respondents' gender, age, education level, residence, and companion types to determine the demographic characteristics of the sample (Table 2). Based on gender, men (51.5%) and women (48.5%) showed similar rates, age groups (35.8%), and family/relatives (61.0%).

Table 2. Characteristics of the respondents.

	Item	*n* (%)		Item	*n* (%)
Gender	Male	206 (51.5)		High school graduation or below	72 (18.0)
	Female	194 (48.5)	Education	College university attending	58 (14.5)
	Younger than 20 years old	32 (8.0)		College university graduate	210 (52.5)
	20 s	67 (16.8)		Graduate school or higher	60 (15.0)
Age	30 s	72 (18.0)		Family/relatives	244 (61.0)
	40 s	86 (21.5)		Friends/couple	90 (22.5)
	50 years old or older	143 (43.7)	Company	Co-worker	22 (5.5)
Marriage	Married	279 (69.8)		Cub/society	25 (6.3)
	Single	121 (30.3)			
Child -status	Yes	121 (43.4)		Other	19 (4.8)
	No	158 (56.6)			

4.2. Validity and Reliability of the Measurement Items

The first-order confirmative factor analysis removes two items (I visited to watch festivals and events: 0.268; I visited to socialize with my family and relatives: 0.247) that fall short of the factor load criterion of 0.5 and two items (I visited to observe plants and animals: 0.234; I visited because it was close to visit: 0.202) that have relatively low values of square correlation (SMC). The SMC values are used as a basis to determine the extent to which each measurement item accounts for the variable and are usually given as a baseline of 0.4 or higher.

A second confirmatory factor analysis shows that the fitted index of the measurement model is mostly acceptable $\chi^2/df = 2.157$ ($\chi^2 = 588.854$, df = 273), root mean squared residual (RMR) = 0.045, root mean square error of approximation (RMSEA) = 0.054, goodness of fit index (GFI) = 0.898, normed fit index (NFI) = 0.903, incremental fit index (IFI) = 0.945, Tucker–Lewis index (TLI) = 0.934, and comparative fit index (CFI) = 0.945 (see Table 3).

Table 3. Results of confirmatory factor analysis.

Item	Factor Loading	AVE	CR	Mean	
Relaxation					
For physical and mental relaxation	0.876			3.65	
For recreation	0.813			3.81	
For daily stress relief	0.885	0.677	0.925	3.65	3.71
To escape a repetitive life	0.758			3.68	
To enjoy unique scenery and nature	0.601			3.88	
To experience uncontaminated clean nature	0.601			3.60	
Convenience					
Parking and public transportation are convenient	0.689			2.94	
Easy to obtain relevant information	0.745	0.608	0.860	3.14	3.04
Area is well equipped with convenient facilities	0.863			2.89	
Because it is low cost	0.712			3.05	
Learningability					
For the natural and ecological education and experience of family and companions	0.706			3.22	
For my own natural, ecological, and research interests	0.874	0.630	0.871	2.95	3.12
For my own history, culture, and study	0.832			3.00	
For the history, culture, education, and experience of family and companions	0.711			3.26	
Novelty					
To satisfy curiosity regarding famous places	0.909			3.62	
Curiosity was created in Cheongnam-dae through various media	0.683	0.641	0.875	3.30	3.47
To satisfy curiosity regarding a new place	0.833			3.59	
Because I was curious after hearing about Cheongnam-dae	0.613			3.35	
Historicity					
To appreciate the previous presidents' exhibits	0.800			3.20	
To satisfy curiosity in regard to an individual presidents	0.700	0.578	0.804	3.11	3.28
Because of the special historical value of the president's villa	0.701			3.53	
Fellowship					
Visiting friends and colleagues for fellowship	0.734	0.641	0.780	3.05	2.90
Visiting for the fellowship of groups such as meetings and clubs	0.901			2.74	
Satisfaction					
Overall satisfaction with visiting Cheongnam-dae	0.833			3.52	
Would recommend for people near Cheongnam-dae	0.858	0.802	0.924	3.55	3.49
Would revisit Cheongnam-dae	0.793			3.40	

Additionally, the standard loadings ($\geq$0.5), conceptual reliability (C.R. $\geq$ 0.7), and average variance extraction index (AVE $\geq$ 0.5) of each measurement item were also above the standard values, indicating that concentrated validity was obtained. Six factors were extracted from the questionnaire: 'Relaxation' (six questions/average value = 3.71), 'Convenience' (five questions/average value = 3.04), 'Learning ability' (five questions/average value = 3.12), 'Novelty' (four questions/average value = 3.47), 'Historicity' (three questions/average value = 3.28), and 'Fellowship' (two questions/average value = 2.90)

Discriminant validity analysis is conducted to test whether the attributes are different for each factor by utilizing the correlation coefficients of the factor. The correlation coefficients between all factors were found to be within 0.85 of the recommended levels [84]. Moreover, the squared values of all correlation coefficients were smaller than the average variance extracted (AVE). Therefore, we determined that we had secured the discriminatory validity of all factors (see Table 4).

Table 4. Summary of discriminant analysis.

	Relaxation	Convenience	Learning Ability	Novelty	Historicity	Fellowship	Satisfaction	AVE
Relaxation	1							0.677
Convenience	0.345 (0.119)	1						0.608
Learning Ability	0.358 (0.128)	0.454 (0.206)	1					0.630
Novelty	0.496 (0.246)	0.374 (0.140)	0.408 (0.166)	1				0.641
Historicity	0.286 (0.082)	0.506 (0.256)	0.577 (0.333)	0.607 (0.368)	1			0.578
Fellowship	0.251 (0.063)	0.470 (0.221)	0.304 (0.092)	0.222 (0.049)	0.289 (0.084)	1		0.641
Satisfaction	0.532 (0.283)	0.546 (0.298)	0.339 (0.115)	0.362 (0.131)	0.441 (0.194)	0.171 (0.029)	1	0.802

Note: ( ) is the square of the correlation coefficient.

4.3. Influential Relationship between Motivation and Satisfaction

A structural equation model was used for the entire sample ($n = 400$) to verify the influencing relationship between the six motivational factors and satisfaction (Table 5). All of the fit indices, such as RMR, CFI, TLI, RMSEA, and NFI, had acceptable values, except χ^2/df. Consequently, the model's goodness of fit was determined to be acceptable. According to the analysis, the impact relationship between four motivational factors— Relaxation, Convenience, Historicity, and Fellowship—was significant, and Learning ability and Novelty did not significantly affect Satisfaction. As indicated by the analysis results, Relaxation, Convenience, Historicity, and Fellowship have a significant impact on Satisfaction. Relaxation and Convenience have a relatively high impact on Satisfaction (Table 5). Based on this, it can be inferred that the infrastructure created to enjoy the ecological resources of Cheongnam-dae meets the satisfaction of visitors. The results of existing studies support not only the natural environment but also the ease of use of facilities and information as well as accessibility in the ecological experience space [37], which explains an important factor behind the motivation to visit.

Table 5. Results of analysis of the relationship between motivation and satisfaction (full sample, $n = 400$).

Path	Standardized Coefficient	Standard Error	t	p
Relaxation → Satisfaction	0.470	0.072	60.558	0.000
Convenience → Satisfaction	0.339	0.057	50.963	0.000
Learning ability → Satisfaction	−0.052	0.049	−10.063	0.288
Novelty → Satisfaction	−0.104	0.070	−10.478	0.139
Historicity → Satisfaction	0.249	0.076	30.274	0.001
Fellowship → Satisfaction	−0.115	0.039	−20.961	0.003

Note: $\chi^2/df = 2.157$ ($\chi^2 = 588.854$, df = 273), RMR = 0.045, RMSEA = 0.054, GFI = 0.898, NFI = 0.903, IFI = 0.945, TLI = 0.934, CFI = 0.945.

4.4. Moderating Effects of Gender between Motivation and Satisfaction

To statistically verify that the influence of the relationship between motivation and satisfaction varies by gender, we conducted multi-group confirmatory factor analysis and multi-group path analysis by separating the entire sample into male ($n = 206$) and female ($n = 194$). The multigroup confirmatory factor analysis was intended to verify that the measurement scales in this study had measurement uniformity in both groups, which was

determined by comparing the difference value between non-constrained and constrained models (χ^2, df) with a chi-square distribution table. In the context of this study, this was a step to verify that each group divided into men and women as well as young and older people had the same understanding of the concept of composition in the survey, which is a pre-validation process for multi-group path analysis.

The results of the measurement homogeneity analysis show a difference between the non-constraint model and the constraint model, $\Delta\chi^2 = 12.796$ and $\Delta df = 19$, which are presented as $\Delta\chi^2 = 30.14$ when $p = 0.5$ and df = 19. The difference in χ^2 between the non-constrained and constrained models is not statistically significant because the values appear to be smaller than those presented in the χ^2 distribution table [85]. This means that there is no issue with the measurement tools with regard to measurement uniformity (Table 6).

Table 6. Measurement equivalence analysis result.

Model	χ^2	df	$\Delta\chi^2$	Fit Index
Unconstrained model *	1005.582	546	-	χ^2/df = 1.84, TLI = 0.908, CFI = 0.922, RMSEA = 0.046
Measurement weights model **	1018.378	565	$\Delta\chi^2$ (19) = 12.796 ***	χ^2/df = 1.80, TLI = 0.912, CFI = 0.924, RMSEA = 0.045

Note: * Unconstrained model: a model with no constraints. ** Measurement weights model: a model with the same constraints on group factor loadings. *** χ^2 distribution table ($p = 0.05$), χ^2 (19) = 30.14.

Multiple-group path analysis reveals the differences in the influence of relationships across multiple paths (Table 7). In the male group ($n = 206$), four motivational factors, Relaxation, Convenience, Historicity, and Fellowship, are shown to have a significant effect on Satisfaction, while in the female group ($n = 194$), only Relaxation showed a significant impact on Satisfaction.

Table 7. Multiple group path analysis results (male vs. female).

Path	Male			Female		
	Standardized Coefficient	t	p	Standardized Coefficient	t	p
Relaxation → Satisfaction	0.35	3.28	0.001	0.524	5.62	0.000
Convenience → Satisfaction	0.57	6.15	0.000	0.126	1.47	0.140
Learning ability → Satisfaction	−0.09	−1.01	0.310	−0.005	−0.09	0.927
Novelty → Satisfaction	−0.19	−1.87	0.060	0.032	0.35	0.724
Historicity → Satisfaction	0.38	3.29	0.000	0.171	10.50	0.133
Fellowship → Satisfaction	−0.21	−3.15	0.002	−0.43	−0.94	0.343

4.5. Moderating Effects of Age between Motivation and Satisfaction

The results of the measurement homogeneity analysis show a difference between the non-constraint model and the constraint model, $\Delta\chi^2 = 29.512$ and $\Delta df = 19$, which are presented as $\Delta\chi^2 = 30.14$ when $p = 0.5$ and df = 19. The difference in χ^2 between the non-constrained and constrained models is not statistically significant because the values appear to be smaller than those presented in the χ^2 distribution table [85]. This means that there is no issue with the measurement tools in terms of measurement uniformity (Table 8).

Table 8. Measurement equivalence analysis result.

Model	χ^2	df	$\Delta\chi^2$	Fit Index
Unconstrained model *	904.825	546	-	χ^2/df = 1.66, TLI = 0.905, CFI = 0.920, RMSEA = 0.046
Measurement weights model **	934.337	565	$\Delta\chi^2$(19) = 29.512 ***	χ^2/df = 1.65, TLI = 0.905, CFI = 0.920, RMSEA = 0.046

Note: * Unconstrained model: a model with no constraints. ** Measurement weights model: a model with the same constraints on group factor loadings. *** χ^2 distribution table ($p = 0.05$), χ^2(19) = 30.14.

Multiple-group path analysis reveals differences in influence relationships in some paths (Table 9). Four motivational factors, namely, Relaxation, Convenience, Historicity, and Satisfaction, significantly affected the youth (*n* = 171), while three factors, namely, Relaxation, Convenience, and Fellowship, significantly affected older adults (*n* = 143). Meanwhile, those in the 40s (*n* = 86) were excluded so that the age differences could be evident.

Table 9. Multiple group path analysis result (under 40 years vs. over 50 years).

Path	Under 40 Years Old Age Group			Over 50 Years Old Age Group		
	Standardized Coefficient	t	*p*	Standardized Coefficient	t	*p*
Relaxation → Satisfaction	0.65	40.37	0.000	0.32	20.70	0.007
Convenience → Satisfaction	0.32	20.53	0.011	0.30	40.30	0.000
Learning ability → Satisfaction	−0.19	−10.72	0.084	0.01	0.24	0.806
Novelty → Satisfaction	−0.11	−0.73	0.465	0.00	0.04	0.962
Historicity → Satisfaction	0.38	20.25	0.024	0.03	0.34	0.729
Fellowship → Satisfaction	−0.04	−0.64	0.528	−0.14	−20.55	0.010

5. Discussion

Based on the literature review, we explained the relationship between tourist motivation and satisfaction and emphasized that gender and age, as controlling variables, can affect the relationship between the two. To verify the relationship between these variables, a questionnaire was developed, and our survey was conducted with adults who had visited Cheongnam-dae. Based on the result of the survey, a total of 400 reliable samples was obtained.

Through the reliable samples, the effects of gender and age moderations on the relationship between motivation and satisfaction were verified using a structural equation model. According to the analysis, among the motivations for visiting Cheongnam-dae, only Relaxation had a positive impact on Satisfaction in all groups, including the entire sample, males, females, young people, and older people, and it was the most influential motivation. This indicates that Cheongnam-dae contributes to ecological experience and relaxation, suggesting that detailed consideration of ecological experience factors is needed for future planning and facility management.

Convenience had a positive impact on Satisfaction in most groups, including the entire sample, males, young people, and older people. This was considered upon reflecting on the spatial characteristics of Cheongnam-dae, which was created as a presidential villa. In other words, visitors to Cheongnam-dae are also satisfied with the plan, as it has been well laid out in terms of spatial planning, including the formation of spaces for the former presidents' and their families' rest and the movement between major recreation resources and facilities. However, only in the female group, Convenience was not shown to affect Satisfaction, suggesting that there should be an analysis of whether there is any lack of consideration for women in the composition of convenience facilities, such as toilets and rest facilities.

Fellowship was shown to have a negative effect on Satisfaction in male and older groups, and the probability that a third influencing factor, such as congestion perception, may have been involved in the relationship between motivation and satisfaction cannot be ruled out because most of the visitors to Cheongnam-dae come during spring and fall. Of the total visitors in 2017, 411,713, or 48.8%, are reported to have been concentrated between April and May and between October and November (Tourism Knowledge Information System: https://www.tour.go.kr, accessed on 30 May 2021), and this trend is repeated every year. Unlike the other motivation factors aimed at satisfying personal needs, relationships are aimed at socializing with others, which is inferred to have had a significant negative impact on congestion perception; this requires further research in the future.

Meanwhile, both Learning ability and Novelty were shown to have no significant effect on Satisfaction. Moreover, Historicity was not shown to have a significant effect on the Satisfaction of the female or older groups. These results suggest that there are insufficient programs or facilities through which to learn about presidential history or the natural environment. In this regard, the Chungcheongbuk-do provincial authority is currently constructing a provisional government history museum that introduces the modern history of the Republic of Korea, which can be evaluated as meeting the demands of the demand market.

In any country, the first condition is optimization of the natural environment for relaxation, especially for political leaders and presidents to enjoy their vacations. As shown in the results of the present study, Relaxation has had the biggest impact on Satisfaction in all groups, demonstrating the ecological environmental excellence of Cheongnam-dae and highlighting the need to foster it as an ecotourism site. Cheongnam-dae has steadily secured related facilities and contents to maximize the historical symbolism of the presidential villa, while strengthening its charm as an ecological experience site can be a meaningful attempt to expand and diversify demand.

Alternative tourism sectors, such as ecotourism, are growing four times faster than the general growth rate of tourism, and it is widely expected that demand growth patterns will continue for the next 20 years, leading such sectors to secure a larger tourism market [86,87]. In fact, the high proportion of natural and landscape appreciation for travel purposes is a long-term result [88]. It provides meaningful implications for the policy direction of the Chungcheongbuk-do provincial government, which is promoting ecotourism centered on Cheongnam-dae, given that visits to ecological experience spaces are becoming commonplace for tourism and leisure activities due to the spread of ecofriendly paradigms, healing, and well-being culture.

To contribute to the sustainable management of Cheongnam-dae as a tourist destination, gender and age as underlying factors of the establishment of marketing strategies were set as regulatory variables to explore the differences in the relationship between motivation and satisfaction. As a result of the analysis, the average value of motivational factors such as Relaxation, Novelty, and Historicity was high, and meaningful implications could be discussed in relation to Satisfaction. It is a space where modern and contemporary historical resources and ecological recreational resources with high attractiveness are in harmony, which is the result of well-represented characteristics.

It is a great achievement that the Chungcheongbuk-do provincial authority has maximized the merits of Cheongnam-dae and contributed to it being selected as one of the top 100 tourist attractions in Korea every year. However, since Cheongnam-dae opened to the public, it has focused on policies such as expanding facilities and contents that enhance modern and contemporary values, which may be a measure that responds to only 50% of demand. It is conceivable to infer the possibility that institutional rigidity—it is difficult to find groundbreaking changes in the policy drive related to modern and contemporary history due to the brand influence of the presidential villa—may have played a role. That is, it may be the result of path dependence [89,90], which means the continuation of existing policies, and subsequent research is required.

Our analysis encourages the expansion of ecotourism infrastructure to enhance the ecological value of Cheongnam-dae. It is also necessary to replenish related facilities and contents to enhance the effectiveness of ecological experiences and environmental education. Practically speaking, it would not be easy to promote ecotourism development, which lacks profitability from the perspective of local governments that foster tourism policies with the aim of revitalizing the local economy. We can track the reason that it is considerably difficult to directly create a profit model if development is made in compliance with the principles of ecotourism. In the long run, however, it is our compulsory mission to lead ecotourism development in the public domain, which emphasizes the public nature of ecological resources by enhancing biodiversity and ecological value while respecting the conceptual validity of ecotourism.

The Chungcheongbuk-do provincial government declared that it would implement a policy to make the Daecheong Lake area around Cheongnam-dae a global ecotourism site in 2017, but this endeavor was ultimately unsuccessful. The creation of an ecological culture and tourism site that combines not only ecological resources but also modern and contemporary presidential resources can emphasize the specificity of Cheongnam-dae and meet the needs of various visitors and citizens. It is an imperative policy direction for the sustainable growth of Cheongnam-dae.

6. Conclusions

We were able demonstrate whether there is a difference across gender and age groups in terms of the relationship between the motivation and satisfaction of visiting the former South Korean presidential retreat villa. Our research applied structural equation models to determine that Relaxation has a positive effect on satisfaction in all groups selected for this analysis.

Prior to this research, there was a uniform and unattractive presidential retreat tour program that did not take into account the gender or age group of visitors. This research team sought to identify visitors' satisfaction and motivation for visiting and strived to explain these points academically. The results also had significant implications in the area of future research into visitor satisfaction and motivation. The results guided us to conclude that the relationship between motivation, such as in terms of Convenience, Historicity, and Fellowship, and Satisfaction reveals significant gender and age differences. In addition, the relationship among three motivation factors differs by gender and age. Thus, our findings from the analytic process are highly meaningful, as they contribute to the development of a knowledge framework by discussing the difference between motivation and satisfaction, specifically focusing on a case regarding a presidential retreat villa.

This research team must resolve several limitations prior to subsequent future work. First, the online survey was conducted in 2017; therefore, it may be somewhat different from the current situation at Cheongnam-dae. As of the end of 2020, a new survey was scheduled, but due to the COVID-19 pandemic, it was difficult to find recent visitors. Second, our non-verification of the relationship with perceived value, which is commonly discussed as a mediating variable between motivation and satisfaction, is a limitation. Explaining the relationship among motivation, perceived value, and satisfaction would help us to wholly understand the tourism experience process of visitors to Cheongnam-dae. Third, we infer that congestion perception may have served as a moderating variable in the relationship between motivation and satisfaction because fellowship negatively affected satisfaction, which demands subsequent research. Fourth, the measurement items capturing satisfaction included items related to loyalty. There is a limitation in the failure to verify the general path of prior research, namely among motivation, satisfaction, and loyalty, by measuring satisfaction and loyalty as separate variables.

However, our study is significant in that it provides basic data supporting the policy direction of the local government of Chungcheongbuk-do, which operates and manages Cheongnam-dae. This is because the local government of Chungcheongbuk-do is pursuing policies to foster the entire Daecheong Lake area surrounding Cheongnam-dae as an international ecotourism site. The creation of an ecotourism site with a convergent concept of not only ecological resources but also presidential historical resources can be positively evaluated, as it can emphasize the uniqueness of Cheongnam-dae as an ecotourism site and meet the demands of a diverse range of citizens.

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