# Study on the Relationship among Tourists' Sustainability Perception, Destination Sustainability Indicators and Tourist Satisfaction with Perception of Sustainable Tourism as the Mediating Variable

Chiawei Chao<sup>1,2</sup>, Han Zhang<sup>3,\*</sup>

<sup>1</sup>Doctoral Program in Financial, National Changhua University of Education, Changhua, Taiwan, China

<sup>2</sup>School of Management, Wenzhou Business College, Wenzhou, Zhejiang, China <sup>3</sup>Macau University of Science and Technology, Macau, China \*Corresponding Author

Abstract: This study explores the relationship between tourists' sustainability cognition, perceptions of destination sustainability (environmental, social, and governance dimensions), and tourist satisfaction, with perceived value of sustainable tourism as a mediating variable. To collect data, a structured questionnaire was administered to 341 tourists visiting the Qixingyan Scenic Area in Zhaoqing, China. For analyzing the proposed relationships and the mediation effects within the research framework, the Structural Equation Modeling (SEM) technique was employed. Results revealed that while sustainable cognition had no direct impact on tourist satisfaction, it exerted a significant indirect effect through environmental, social. and governance perceptions, with social perception demonstrating the strongest mediating role. The total indirect effect was statistically significant (total effect = 0.240, p < 0.001). Additionally, the assessments for common method bias lent further credence to the study's outcomes. These findings highlight the importance of ESG practices in enhancing tourists' perceived value and satisfaction. The study offers practical implications for tourism managers aiming to foster sustainable development through targeted ESG initiatives.

Keywords: Sustainable Tourism Cognition; Perceived Value of Tourists; Tourist Satisfaction; Environmental-Social-Governance (ESG)

#### 1. Introduction

Sustainable development is a crucial issue in the

contemporary world. Given the pivotal role of the tourism sector in economic growth, social progress, and environmental conservation, the 2030 Agenda for Sustainable Development advocates for a balanced approach that promotes harmonious coexistence of humanity and nature. China has progressively prioritized sustainable development within its national policy framework, with a particular focus on ecological environmental and conservation. Recent directives underscore the importance of respecting, conforming to, and safeguarding nature, establishing ecological redlines, and advancing green and low-carbon development. These policies advocate for a balanced approach between economic growth and ecological preservation, the deepening of environmental information disclosure reforms, and the incorporation of ESG (Environmental, Social, and Governance) assessments into the national framework for building a Beautiful China. Within this policy context, the strategic significance of sustainable tourism development has become increasingly prominent.

Initial scholarly investigations predominantly centered on establishing the foundational framework and core concepts of sustainable tourism<sup>[1,2]</sup>, laying the theoretical foundation for its development. As research has progressed, the scope of sustainable tourism has expanded. Its impacts on the environment, society, and economy have garnered increasing attention. The roles of governments and non-governmental organizations in sustainable tourism have also come into focus<sup>[3]</sup>. Some scholars have developed sustainable tourism indicators for community tourism management, emphasizing the importance of effective communication and management for tourist satisfaction<sup>[4]</sup>.

With the increasing demands for high-quality tourism experiences and growing environmental awareness among tourists, balancing tourism development with environmental protection, social welfare, and good corporate governance has become an urgent issue for the tourism industry. According to the 2024 Sustainable Development Goals Report, current progress is far below the level required to achieve the sustainable development goals. Without largescale investment and expanded actions, these goals will remain out of reach<sup>[5]</sup>. ESG is an important indicator for assessing corporate sustainability and enhancing investor trust<sup>[6]</sup>. Tourists' values may also play a moderating role in sustainable tourism cognition and behavior<sup>[7]</sup>. Therefore, it is essential to further explore how tourists' cognition of sustainable tourism (environmental, social, and corporate governance aspects) affects their satisfaction and how perceived value influences this relationship. A thorough examination of these issues will enhance the comprehension of sustainable tourism cognition, construct a linkage model between ESG (Environmental, Social, and Governance) factors and tourist satisfaction, scrutinize the mediating function of perceived value, augment the theoretical framework of sustainable tourism, and offer novel viewpoints and assessment frameworks. Additionally, this research can offer decision-making support for tourism destination managers, optimize resource allocation. guide tourism enterprises in implementing responsible strategies, enhance their image and competitiveness, assist tourism service providers in improving experiences and increasing loyalty, promote tourism market innovation, and drive the diversification and personalization of tourism products. This research endeavors to meticulously explore how tourism destinations' performance across three key dimensions-Environmental, Social, and Governance (ESG)—impacts tourists' sustainable cognition and satisfaction. Additionally, it delves into the mediating role of tourists' perceived value in the relationship between sustainable tourism cognition and satisfaction. This research is not only committed to uncovering the intrinsic links between tourists' sustainable cognition, perceived value, and satisfaction but also aims to provide strategic guidance for achieving more sustainable and high-quality tourism experiences, thereby

positioning the tourism industry as a vital force in realizing the global sustainable development goals.

# 2. Literature Review

# 2.1 Sustainable Tourism

The concept of sustainable tourism development was first introduced at the 1990 Canadian International Conference Tourism. on emphasizing that tourism should be integrated with nature, culture, and the human environment, maintaining a balanced relationship. Tourism development should not disrupt this equilibrium. In 1992, the Agenda 21 proposed national sustainable development strategies, calling for countries to incorporate economic, social, and environmental goals into their national action plans<sup>[7]</sup>. 1997, the In World Tourism Organization and others jointly developed the "Global Code of Ethics for Tourism," initiating the implementation of sustainable development strategies in the global tourism industry<sup>[8]</sup>. The "Agenda 21 on tourism" defines "sustainable tourism development" as "meeting the needs of present tourists and host regions while protecting and enhancing future opportunities." Agyeiwaah and Zhao have emphasized that sustainable tourism involves developing tourism activities in a manner that balances economic, social, and dimensions. This approach environmental ensures the rational utilization of resources and effective environmental protection, thereby promoting long-term sustainability within the tourism sector<sup>[9]</sup>. It is evident that sustainable tourism serves as a developmental paradigm focused on reducing adverse effects while maximizing beneficial outcomes. This model is dedicated to establishing tourism practices that fulfill present-day requirements without diminishing the capacity of future generations to satisfy their own needs.

Budeanu examined the impacts and significance of sustainable tourism and discussed the responsibilities of tour operators from the perspective of tourism business owners<sup>[10]</sup>. Mowforth and Munt summarized the technical methods for analyzing and managing sustainable tourism development<sup>[11]</sup>. Wight argued that sustainable tourism development has three major goals: environmental, economic, and social<sup>[12]</sup>. Therefore, it is worth exploring the development of sustainable tourism through multiple dimensions.

#### 2.2 Sustainable Tourism Cognition

Foreign scholars have defined the concept of tourism cognition by drawing on the psychological explanation of cognition. Holt pointed out that cognition is a widespread phenomenon that includes processes such as perception, judgment, learning, and concept formation<sup>[13]</sup>. Anderson, from a psychological perspective, argued that cognition is the process through which people recognize and understand something through perception, memory, and information processing<sup>[14]</sup>. Gnoth, based on the concepts of attitude and cognition in behaviorism, noted that tourism cognition reflects tourism experiences and knowledge, which in turn promotes the formation of related value systems<sup>[15]</sup>. Through a review of the literature, it is evident that foreign scholars have primarily approached tourism cognition from a psychological standpoint, offering insights tailored to their specific research contexts. Domestic scholars consider "cognition" as the activity of human recognition, which is the processing of external information<sup>[16]</sup>. You pointed out that tourism cognition encompasses the recognition of objects and people in the tourism process<sup>[17]</sup>.

Some scholars have divided cognition into two dimensions: positive impact cognition and negative impact cognition. They concluded that positive perceptions of the economic. environmental, and cultural impacts of tourism lead to residents' satisfaction and support for local tourism development<sup>[18,19]</sup>. Wu and Hong studied ecotourism cognition from five dimensions: environmental awareness, naturebased, sustainable operation, environmental education and interpretation, and benefit feedback<sup>[20]</sup>. Since sustainable tourism encompasses ecotourism, the measurement dimensions of ecotourism cognition can also be applied to sustainable tourism cognition. Cao explored community residents' cognition of agro-ecotourism from eleven variables, including natural and community environments<sup>[21]</sup>. In addition, Beerli and Martín divided tourism cognition into nine dimensions, including natural resources, political and economic factors, and social environment<sup>[22]</sup>.

## **2.3 Perceived Value of Tourists**

Most scholars define the perceived value of tourists as a form of evaluation. Stevens posited

that the perceived value of tourists stems from their assessment of the quality and standards of tourism products and services encountered at a particular destination<sup>[23]</sup>. He also suggested that perceived value is the outcome obtained by tourists after comparing the economic costs and time invested in the tourism process with the actual tourism experiences gained. Huang and perceived value Huang defined as а comprehensive evaluation of tourists' is, result of expectations, that the а comprehensive assessment of the attributes of products tourism compared with their expectations<sup>[24]</sup>. he perceived value of tourists is a multi-dimensional concept that encompasses not only direct appraisals of tourism products and services but also the overall experience of various factors throughout the tourism process, as well as the extent to which expectations are value This perceived fulfilled. directly influences the appeal and competitiveness of a tourism destination and stands as a crucial factor in fostering sustainable tourism development.

#### **2.4 Tourist Satisfaction**

Oliver argued that expectations are the key indicators for assessing satisfaction, and the perceived quality of tourists refers to the value they truly experience during their travel<sup>[25]</sup>. Domestic scholar Li believed that "tourist satisfaction" is of inestimable importance to a tourism enterprise, and the fundamental criterion for measuring the marketing performance of a tourism enterprise should be tourist satisfaction<sup>[26]</sup>. He suggested that tourist satisfaction, as a psychological phenomenon, originates from the fulfillment of needs. The core of satisfaction level lies in the discrepancy between perceived effects and expectations, which can be characterized as a difference function. To sum up, tourist satisfaction denotes the psychological condition that emerges during the travel experience, stemming from a comparison between tourists' expectations and the actual service quality or perceived value they encounter. It reflects the extent to which their needs are satisfied. It is the core indicator for evaluating the performance of tourism directly enterprises. affecting tourists' willingness to revisit and their evaluation of the destination, and is influenced by a combination of factors.

Some scholars have found that cognitive image, emotional image, and overall image together

constitute the destination image perceived by young tourists<sup>[27]</sup>. Research has indicated that there is a positive correlation between the image of a tourist destination and tourists' perceived value, satisfaction, and loyalty. Moreover, positively perceived value influences satisfaction<sup>[28]</sup>. Ruyter et al. validated the influence of customer perceived value on satisfaction within their study<sup>[29]</sup>. The level of social cognition of tourists affects the formation of tourist satisfaction<sup>[30]</sup>. Additional researchers have employed structural equation modeling to illustrate that psychological factors affecting tourists' cognition significantly and positively influence their satisfaction and behavioral intentions<sup>[31,32]</sup>. The cognitive and sensory experiences of tourists exert a substantial influence on their overall satisfaction<sup>[33]</sup>.

## 3. Research Design

#### **3.1 Research Framework and Hypotheses**

This study synthesizes the existing literature on sustainable tourism and tourists' perceived value, drawing on arguments from various fields regarding the relationship between the two. Based on this, we have developed a research model that positions perceived value as the independent variable, satisfaction as the dependent variable, and sustainable cognition as the mediating variable, which is depicted in Figure 1. Grounded in the literature review and research framework, the following hypotheses are formulated:

H1: Tourists' sustainable cognition positively influences their satisfaction.

H2: Tourists' sustainable cognition positively influences their perceived value.

H3: Tourists' sustainable perception positively influences their satisfaction.

H4: Tourists' sustainable perception of tourism acts as a mediating factor between sustainable cognition and satisfaction.

methods. Such errors can affect the relationships

between variables and lead to biased research results<sup>[36]</sup>. In this research, Harman's single-

factor test was utilized to evaluate common



**Figure 1. Research Framework** 

## **3.2 Questionnaire and Sampling**

This study formulated the sustainability awareness and sustainability perception questions based on the destination criteria of the Global Sustainable Tourism Council<sup>[34]</sup>, Tourist satisfaction items were constructed based on Rolph E.'s satisfaction questionnaire<sup>[35]</sup>., the sampling location is the Qixingyan Scenic Area in Zhaoqing City, Guangdong Province, and data conducted collection was through а questionnaire survey from July, 2024. A total of 341 valid questionnaires were collected in this study.

#### 4. Data Analysis

#### 4.1 Common Method Variance (CMV)

Common method variance (CMV), also known as common method bias (CMB), refers to systematic errors that arise in research due to the common source or timing of measurement

method variance (CMV). As suggested by Pee et al. and Shiau & Luo, when a single factor accounts for over 50% of the variance, it signals a potential risk of common method bias<sup>[37,38]</sup>. The analysis revealed that the four factors in this study collectively accounted for 56.541% of the total variance. The largest single factor contributed 35.45% to the variance (ranging from 4.469% to 35.45%), with no general factor exceeding 50%. This indicates that common method bias is not likely to be a significant concern in this dataset.
4.2 Measurement Model Assessment

In this study, Smart PLS 4.1 was used to conduct the measurement model test, according to previous research recommendations, internal consistency reliability department in the

construct reliability Cronbach'sais preferably more than .7, Composite Reliability (CR) is also recommended to be greater than .7, preferably not less than .6, individual topic reliability needs to ensure that the topic factor The factor loadings of the analyses need to exceed .5, and some scholars have suggested that a minimum of .6 represents better topic reliability and is significant  $(p < .01)^{[39,40]}$ ; for the validity measure, the Average Variance Extracted (AVE) should be greater than or equal to 0.5, which means good convergent validity<sup>[41,42]</sup>; in the discriminant validity test section, Kline suggested checking whether AVE for each construct is greater than the AVE between it and the other constructs<sup>[43]</sup>. The results indicated that the average variance extracted (AVE) for each construct exceeded the correlation coefficients between that construct and the others.

Additionally, the Heterotrait-Monotrait ratio (HTMT) analysis showed that the correlation coefficients for all constructs were below the recommended threshold of .85<sup>[43]</sup>. The results of this study are shown in the table below, which reveals that the factor loadings for all items ranged between .7 and .8. The reliability coefficients were found to be between .8 and .9, while the composite reliabilities exceeded .9. Moreover, the average variance extracted (AVE) values were all greater than .5; the discriminant validity results, as illustrated in Table 1, conformed to both the Fornell and Larcker criterion and the Heterotrait-Monotrait ratio (HTMT) criteria, confirming that the measurement model constructs were valid. Details of the measurement model constructs and item analyses are provided in Table 2.

	/ J ~-~				
Fornell and LarcKer	Sustainability	Governance	Satisfaction	Environmental	Social
criterion	Perception	Perception	Satisfaction	Perception	Perception
Sustainability Perception	0.771				
Governance Perception	0.396	0.839			
Tourist Satisfaction	0.240	0.506	0.786		
<b>Environmental Perception</b>	0.439	0.529	0.461	0.843	
Social Perception	0.381	0.640	0.522	0.564	0.842
HTMT					
Sustainability Perception					
Governance Perception	0.421				
Tourist Satisfaction	0.254	0.547			
<b>Environmental Perception</b>	0.460	0.572	0.486		
Social Perception	0.407	0.713	0.569	0.613	

Table 1. Differential Validity Analysis

# Table 2. Measurement Model Configuration

Composition	Cronbach's Alpha	Composite reliability (rho_a)	AVE
Sustainable cognition (SC)	0.957	0.961	0.595
Sustainable Environment Perception (SEP)	0.932	0.945	0.711
Sustainable Social Perception (SSP)	0.897	0.924	0.709
Sustainable Governance Perception (SGP)	0.895	0.922	0.703
Tourist Satisfaction (TS)	0.922	0.935	0.617

#### **4.3 Structural Model Analysis**

Based on the above analysis of the reliability

and validity of the measurement model, the results are presented in Table 3. First, in the path coefficient part, all of them have a significant effect except for the sustainability perception which is not significant on satisfaction; second, in the explanatory power analysis, Chin used the explanatory variance indicator ( $\mathbb{R}^2$ ) which is greater than .66 or more of having a practical value, around .33 indicating a moderate explanatory power, and .19 indicating a weak explanatory power <sup>[44]</sup>, as can be seen from Table 3, the model of this study explains governance perception (.157), environmental perception (.193) with governance perception (.145), as well as 0.346 of the satisfaction variance, which has a weak to moderate explanatory power. Furthermore, to measure the influence of exogenous variables on endogenous variables, past scholars have used the f<sup>2</sup> value as a criterion

and proposed three tiers of criteria, namely, .02 for low influence, .15 for medium influence, and .33 for high influence<sup>[45]</sup>, Kenny mentioned that Aguinis et al. found that the average effect value of past influence is 0.009, so it is proposed that the more feasible criteria of .005 (low), .01 (medium) and .025 (high) to refer to the impact of this study in the table below<sup>[46,47]</sup>. From the table below, it can be seen that the impact of this study is between .036 and .239, which has a certain degree of influence; lastly, it is the predictive power index, and past scholars have used the  $Q^2$  value (predictive accuracy index) as a judgment, and proposed that as long as the  $Q^2$ value is greater than 0, it means that the variable has the ability of prediction, and the larger the value means that the predictive relevance is stronger <sup>[48,49]</sup>. The  $Q^2$  values in this study ranged from 0.101 to 0.208, respectively, which have some predictive power

Indicator items	Path coefficient	Standard Error	Т	$f^2$	VIF	$R^2$	$Q^2$
SCSGP	0.396	0.054	7.311***	0.186	1.000	.157	.106
SCSEP	0.439	0.052	8.406***	0.239	1.000	.193	.132
SCSSP	0.381	0.056	6.836***	0.170	1.000	.145	.101
SCTS	-0.048	0.051	0.933	0.003	1.309	.346	.208
SGP TS	0.248	0.077	3.238**	0.050	1.863		
SEP TS	0.199	0.073	$2.730^{*}$	0.036	1.683		
SSP TS	0.269	0.082	3.287**	0.057	1.941		
			-				

Table 3. Indirect Effect Verification

# 4.4 Hypothesis Testing

This study primarily investigates whether sustainable perception mediates the relationship between sustainable cognition and satisfaction. The results show that the direct effect of sustainable cognition on satisfaction is insignificant. However, the indirect effects of sustainable cognition on satisfaction through mediating variables of governance the perception, environmental perception, and social perception are all significant. The total effect is 0.240, which is also significant. According to the mediation testing method proposed by Zhao et al. [50], the mediation in this study is classified as full mediation (Table 4).

Table 4. Intermediation Assumptions andEffects Analysis

Effects Analysis							
Direct effect	Effect	Standard	+	р			
	Size	Error	l				
SCST	-0.048	0.051	0.933	0.351			
Indirect effect		-					
SCSGPST	0.098	0.033	3.000	0.003			
SCSSPST	0.103	0.036	2.832	0.005			
SCSEPST	0.088	0.034	2.543	0.011			
Total effect		-					
SCST	0.240	0.057	4.209	0.000			

## 5. Conclusions

This study, with sustainable tourism perception as the mediating variable, has deeply explored the relationship between sustainable cognition of tourism destinations and tourist satisfaction. The results show that sustainable tourism cognition does not significantly affect tourist satisfaction, which is inconsistent with some previous studies. The insignificant effect may be due to tourists' inaccurate sustainable tourism cognition or the lack of sufficient information on sustainable practices at tourism destinations, limiting their ability to form satisfaction evaluations based on cognition. Furthermore, according to the mediation testing method proposed by Zhao et al., sustainable tourism perception fully mediates the relationship between tourists' cognition and satisfaction. Tourists' sustainable cognition indirectly affects satisfaction through their perceptions of the environmental, social, and governance performance of tourism destinations. Although enhancing tourists' sustainable cognition does not directly improve satisfaction, it can indirectly increase it.

Even though tourists' sustainable cognition has no direct impact on satisfaction, it can indirectly influence subsequent behavioral intentions through mediating variables. Therefore, scenic areas or governments should focus on shaping tourists' sustainable tourism cognition, such as through the Internet and multimedia dissemination. Moreover, the results of this study show that sustainable cognition has a significant indirect effect on satisfaction through the mediating variables of governance, environmental, and social perception, with social perception having the greatest impact. Thus, scenic areas should strengthen facility construction and promote a sustainable atmosphere, such as promoting local specialty foods, improving barrier-free facilities, and providing multilingual signposts, to enhance tourists' sustainable cognition and, in turn, improve their satisfaction through the perception of the tourism destination.

Of course, this study still has some limitations. First, the questionnaire survey in this study includes both online and offline parts, with the online questionnaire mainly filled out by students who have visited Qixingyan. This limits the diversity of the sample and may affect the generalizability of the results. Additionally, although statistical methods were used to reduce measurement errors during the analysis, biases may still occur. Future studies should consider expanding the age distribution of the sample and increasing the sample size to reduce research bias. In terms of research methods, a mixed-methods approach could be adopted, such as measuring cognition and perception first and incorporating other methods like importance-performance analysis. Results could be enriched by interviewing tourists and scenic area staff to fill the theoretical gap in the research on sustainable cognition and perception in the tourism field.

#### References

- [1] Butler RW. Sustainable tourism: a state-of-the-art review. Tour Geogr. 1999; 1(1): 7–25. doi:10.1080/14616689908721291
- [2] Clarke J. A framework of approaches to sustainable tourism. J Sustain Tour. 1997; 5(3): 224–33. doi:10.1080/09669589708667287
- [3] Dangi TB, Jamal T. An integrated approach to "sustainable community-based tourism." Sustainability. 2016; 8(5): 475. doi:10.3390/su8050475
- [4] Choi HC, Sirakaya E. Sustainability indicators for managing community tourism. Tour Manag. 2006; 27(6): 1274– 89. doi:10.1016/j.tourman.2005.05.018
- [5] United Nations. The Sustainable Development Goals Report 2024. 2024.
- [6] Lin, G.F. The Importance of ESG and the Way to Implement It. Monthly Quality Newsletter, 2023; 59(08), 10–11.
- [7] Nations U. Agenda 21 [Internet]. United

Nations. United Nations; 1992 [cited 2025 Jan 14]. Available from: https://www.un.org/zh/documents/treaty/2 1stcentury

- [8] SUN Rui-hong, YE Xin-liang & Wu Guoqing. The Enlightenment from Sustainable Development of Tourism Spots in US. Commercial Research. 2005; (17): 161–5. doi:10.13902/j.cnki.syyj.2005.17.055
- [9] Agyeiwaah E, Zhao Y. Understanding tourists' eco-paralysis, environmental concern, and pro-environmental behavior: an exp. J Sustain Tour. 2023; 1–20. doi:10.1080/09669582.2023.2266778
- [10] Budeanu A. Impacts and responsibilities for sustainable tourism: a tour operator's perspective. J Clean Prod. 2005; 13(2): 89–97. doi:10.1016/j.jclepro.2003.12.024
- [11] Mowforth M, Munt I. Tourism and Sustainability: New Tourism in the Third World (London and New York. Routledge; 1998.
- [12] Wight P. Tools for sustainability analysis in planning and managing tourism and recreation in the destination. 1998;
- [13] Holt RR. The emergence of cognitive psychology. J Am Psychoanal Assoc. 1964; 12(3): 650–65.
- [14] Anderson JR. Cognitive psychology and its implications. W.H.Freeman. 1985.
- [15] Gnoth J. Tourism motivation and expectation formation. Ann Tour Res. 1997; 24(2): 283–304.
- [16] Che, W.B. New Dictionary of Contemporary Western Psychology. 2001; Vol. 10. Jilin Publishing House.
- [17] You Xuqun. Tourism Psychology. East China Normal University Press; 2003.
- [18] Guo W, Liu Y.Q., Zhang S.M., Yu J.P& Lu Y. An empirical study on the cognitive attitudes of destination residents towards tourism impacts. China Population-Resources and Environment. 2006; (5): 57-61.
- [19] HUANG Jie &WU Zan-ke. A Study of Attitude by Local Residents of Tourist Destinations Towards Tourism Impact. Tourism Tribune. 2003; (6): 84–9.
- [20] WU Homer Chung-hung, HONG Changming & ZHONG Lin-sheng. A Study on the Residents' Perception and Attitude towards Ecotourism in Penghu Islands. Tourism Tribune. 2005; (1): 57–62.
- [21] Cao D.Q. A Study of the Community

Members' Attitude towards the Development of Agricultural Ecotourism in Liantang Village, Xing,an County. Journal of Central South University of Forestry & Technology(Social Sciences). 2013; 7(6): 14-16+46. doi:10.14067/j.cnki.1673-9272.2013.06.047

- [22] Beerli A, Martín JD. Factors influencing destination image. Ann Tour Res. 2004; 31(3): 657–81. doi:10.1016/j.annals.2004.01.010
- [23] Stevens BF. Price Value Perceptions of Travelers. J Travel Res. 1992; 31(2): 44–8. doi:10.1177/004728759203100208
- [24] Huang Y.H & Huang F.C. Tourists' Perceived Value Model and Its Measurement: An Empirical Study. Tourism Tribune. 2007; (8): 42–7.
- [25] Oliver, Richard L. A Cognitive Model of the Antecedents and Consequences of Satisfaction Decisions. 1980; 460–9.
- [26] Li Z.H. Talking about the enhancement of tourists' service satisfaction in tourist attractions. Enterprise Vitality. 2003; (4): 39–41. doi:10.14017/j.cnki.2095-5766.2003.04.016
- [27] Fu Q.S. & Kuang C.C. Young People's Cognitive-Emotional-Overall Image: An Empirical Study of Shanghai International Resort. Business Economic Review. 2020; 21(1): 75–83.
- [28] Wang. B. An Empirical Study of the Relationship between Destination Image, Perceived Value, Satisfaction and Destination Loyalty. Tourism Science. 2011; 25(1): 61–71. doi:10.16323/j.cnki.lykx.2011.01.002
- [29] de Ruyter K, Wetzels M. On the perceived dynamics of retail service quality. J Retail Consum Serv. 1997; 4(2): 83–8.
- [30] Chhetri P, Arrowsmith C, Jackson M. Determining hiking experiences in naturebased tourist destinations. Tour Manag. 2004; 25(1): 31–43. doi:10.1016/S0261-5177(03)00057-8
- [31] Bigné Alcañiz E, Sánchez García I, Sanz Blas S. The functional-psychological continuum in the cognitive image of a destination: A confirmatory analysis. Tour Manag. 2009; 30(5): 715–23. doi:10.1016/j.tourman.2008.10.020
- [32] Prayag G, Hosany S, Muskat B, Del

Chiappa G. Understanding the Relationships between Tourists' Emotional Experiences, Perceived Overall Image, Satisfaction, and Intention to Recommend. J Travel Res. 2017; 56(1): 41–54. doi:10.1177/0047287515620567

- [33] Yang Z.L. Impact of Rural Tourism Experience Factors on Tourists' Satisfaction and Action Intention. Journal of Luoyang Normal University. 2021; 40(12): 28–32. doi:10.16594/j.cnki.41-1302/g4.2021.12.008
- [34] Global Sustainable Tourism Council Destination Criteria. Washington, D.C., USA 2019.
- [35] Anderson RE, Srinivasan SS. Esatisfaction and e-loyalty: a contingency framework. Psychol Mark. 2003; 20(2): 123–38. doi:10.1002/mar.10063
- [36] Podsakoff Ph. m., Organ DW. Selfreports in organizational research: problems and prospects. J Manag. 1986; 12(4): 531–44. doi:10.1177/014920638601200408
- [37] Pee LG, Kankanhalli A, Ong LL, Vu MK. Antecedents and impact of knowledge management capability in public organizations. PACIS 2010 Proc [Internet]. 2010; Available from: https://aisel.aisnet.org/pacis2010/22
- [38] Shiau W-L, Luo MM. Factors affecting online group buying intention and satisfaction: a social exchange theory perspective. Comput Hum Behav. 2012; 28(6): 2431–44. doi:10.1016/j.chb.2012.07.030
- [39] Bock G-W, Zmud RW, Kim Y-G, Lee J-N. Behavioral intention formation in knowledge sharing: examining the roles of extrinsic motivators, social-psychological forces, and organizational climate. MIS Q. 2005; 29(1): 87–111. doi:10.2307/25148669
- [40] Wixom BH, Watson HJ. An empirical investigation of the factors affecting data warehousing success. Mis Q. 2001; 25(1): 17–41. doi:10.2307/3250957
- [41] Chin WW, Marcolin BL, Newsted PR. A partial least squares latent variable modeling approach for measuring interaction effects: results from a monte carlo simulation study and an electronicmail emotion/adoption study. Inf Syst Res. 2003; 14(2): 189–217.

doi:10.1287/isre.14.2.189.16018

- [42] DeVellis RF. Scale development: theory and applications. Thousand Oaks, CA, US: Sage Publications, Inc; 1991. 121 p. (Scale development: Theory and applications).
- [43] Kline, R. B. Principles and practice of structural equation modeling. 2023.
- [44] Chin, W. W. The partial least squares approach to structural equation modeling. Mod Methods Bus Res Erlbaum Assoc. 1998;
- [45] Cohen J. Statistical power analysis for the behavioral sciences. 2nd ed. New York: Routledge; 2013. 567 p. doi:10.4324/9780203771587
- [46] Kenny, D. A. Moderator. 2018; https://davidakenny.net/cm/moderation.ht m
- [47] Aguinis H, Beaty JC, Boik RJ, Pierce CA. Effect size and power in assessing moderating effects of categorical variables using multiple regression: A 30-year

review. J Appl Psychol. 2005; 90(1): 94– 107. doi:10.1037/0021-9010.90.1.94

- [48] Henseler J, Ringle CM, Sinkovics RR. The use of partial least squares path modeling in international marketing. In: New Challenges to International Marketing [Internet]. Emerald Group Publishing Limited; 2009 [cited 2024 Dec 23]. p. 277–319. doi:10.1108/S1474-7979(2009)0000020014
- [49] Shmueli G, Sarstedt M, Hair JF, Cheah J-H, Ting H, Vaithilingam S, et al. Predictive model assessment in PLS-SEM: guidelines for using PLSpredict. Eur J Mark. 2019; 53(11): 2322–47. doi:10.1108/EJM-02-2019-0189
- [50] Zhao X, Lynch JG Jr, Chen Q. Reconsidering baron and kenny: myths and truths about mediation analysis. J Consum Res. 2010; 37(2): 197–206. doi:10.1086/651257