Tourist Perceived Value, Destination Image and Destination Loyalty under the Influence of Covid-19: A Survey of Tourists from Anhui Province in China

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Abstract

On the basis of literature review, this study constructs the intermediary model of "tourist perceived value - destination image - tourist destination loyalty", and conducts empirical analysis through 145 questionnaires. The conclusion shows that tourist perceived value has two dimensions: functional perceived value and emotional perceived value, and has a significant positive impact on destination image and tourist destination loyalty; Destination terrain image has a significant positive effect on tourist destination loyalty, and plays a mediating role in the role of tourist perceived value (two dimensions) on tourist destination loyalty. This paper makes a positive response to and makes up for the gap in the previous research on the inconsistency between tourists' perceived value and their willingness to revisit (tourists' loyalty), that is, the impact of tourists' perceived value on tourists' destination loyalty is positive through the destination terrain image. It also provides countermeasures and suggestions for the operators of tourist attractions from three aspects: infrastructure, scenic spot staff, and building a good interactive ecological environment with local residents.

Keywords

Tourist perceived value; Destination image; Tourist destination loyalty.

1. Introduction

At the beginning of 2020, COVID-19 began to spread around the world. China then took emergency measures. So far, the epidemic has been effectively controlled. However, the impact of the epidemic on the tourism service industry has not ended. After deregulation, "retaliatory consumption and tourism" has led to the gathering of a large number of people and frequent news media reports. Since 2022, mutated viruses have been everywhere, sporadic outbreaks have occurred in various places, and the tourism industry is facing a severe test. Taking Anhui Province as an example, the domestic tourism revenue of Anhui Province in 2021 will be 557.84 billion yuan, only 67.3% of that in 2019, but there are signs of improvement compared with 422.15 billion yuan in 2020. At the same time, Covid-19 will double the risk of serious disease outbreak among the elderly. Whether residents should travel and the risk of going to a specific destination have attracted great attention, not just because of lack of time and money.

Under the impact of the epidemic, the image of Anhui tourist destination will be re-evaluated by tourists, which will affect tourists' perception and evaluation of the tourist destination, thus affecting their tourism willingness. For the operators of tourist attractions in Anhui Province, many problems have begun to emerge - as the epidemic is an external uncontrollable factor, will tourists' attitudes towards the epidemic affect their perception of tourism risks? Will their

perception of the destination image change dramatically? And will this change have an impact on perceived value? Will it affect tourists' behavior?

2. Literature Review and Hypothesis Presentation

2.1. Tourist Perceived Value

The concept of perceived value originated from the field of marketing. Zeithaml (1988) defined it as "the overall evaluation of the effectiveness of products (or services) by consumers based on their perceived gains and contributions", which is a trade-off between perceived benefits and perceived costs (Lovelock, 2000). Therefore, perceived value emphasizes the balance between what consumers get (such as quality, utility, etc.) and what they pay (such as currency cost, transaction cost, etc.). When perceived value was introduced into the tourism field, a large number of scholars conducted relevant research, and the definition and dimensions of tourist perceived value also changed significantly. Huang et al.(2007) believed that tourists' perceived value is "tourists' comprehensive evaluation of the product attributes and their performance in the whole process of tourism consumption and their input in terms of the degree of meeting their desires and expectations with their consumption experience, knowledge and preferences formed in the process of tourism practice".

It is easy to find that the definition and related constructs of tourist perceived value can be summarized from two aspects by combing domestic and foreign literature:

First, the reflective model. There are many dimensions of tourist perceived value, which reflect the common latent variable. Scaglione et al. (2017) divided perceived value into functional value, empirical value, emotional value, service value and social value. Polo Pena et al. (2017) believed that tourist perceived value includes two parts: functional perceived value and emotional value, in which functional perceived value mainly focuses on the service and infrastructure of tourism destination employees, and emotional perceived value mainly focuses on the emotional, social and cognitive components of tourists.

Lee et al. (2007) and Li et al. (2018) considered that tourists' perceived value includes facility value, cost value, unique value, etc. Ye et al.(2020) selected Xinjiang grassland tourism destination tourists as the research object, and selected service value, environmental value, time value, functional value, cultural value, cost value, emotional value, quality value and brand value as the measurement dimensions. Zhu et al. (2021) took Qikou tourist groups as the researching objects, found that tourist perceived value includes six dimensions, including social price value, cultural activity value, reception system value, emotional value, resource ontology value, and service value, and found that tourist groups have no significant difference in service value perception. Based on the empirical analysis of Beijing's Old Summer Palace, Tian & Pei(2021) concluded that tourist perceived value included four dimensions: cultural aesthetic value, pleasure and leisure value, social realization value and service function value. It had a positive impact on tourists' loyalty, but there were differences in the degree of impact.

Second, the formative model. This view holds that tourist perceived value has multiple dimensions, which capture the unique part of construction and cannot be interchanged. It is found in the literature that most scholars measure tourists' perceived value as a whole concept, that is, measure tourists' overall perceived benefits and costs of related tourism services or destinations from a single dimension, such as Sabiote et al.(2013) and Lu et al. (2018) use three measurement items to measure perceived value. At the same time, Sabiote et al.(2013) believed that tourists' perception of hotel quality, currency price and perceived risk would affect tourists' perceived value. Based on the characteristics of ski tourist groups, Lu et al. (2018) believed that tourists not only pay attention to the perception of facility quality and service quality but also the currency cost and risk, and will also gain corresponding emotional experience. Thus, tourist perceived value includes at least five dimensions, including facility

quality, service quality, emotional value, currency cost and non currency cost, They have a significant impact on tourists' (overall) perceived value.

By comparing the research contents from two different perspectives, we believe that tourist perceived value is a multi-dimensional concept. Whether it is tourist destination facilities, quality or service, it belongs to the category of functional perception, while the emotion formed in the tourism process belongs to the category of emotional perception. Therefore, we are more inclined to agree with Polo Pena et al.'s (2017) research conclusion that tourist perceived value includes two dimensions: functional perceived value and emotional value.

2.2. Destination Image

Hernández-Mogollón et al. (2021) believed that destination image is a valuable concept, which can understand tourists' destination choice and future behavioral intentions. The destination image is the overall impression of tourists on the quality of the destination landscape and service level. It is a collection of people's beliefs, views and impressions about a place to build a unique and attractive destination image (Fan et al., 2021).

The destination terrain image is composed of three elements: cognition, emotion and the whole. Among them, the cognitive image is the belief and cognition of various attributes of the destination, and is the tourists' understanding and understanding of the economy, geography, customs and folk customs of the tourist destination; Emotional image refers to the emotional tendency or degree of attachment to a place, or the emotion or emotion that can be aroused by the destination. It is the emotion generated by tourists in the whole tourism process of the tourist destination; The overall image refers to the tourists' comprehensive understanding and evaluation of the tourist destination (Li et al., 2021). In actual research, the perception level measured by the overall image may be of special significance to tourists, playing a more important role in influencing tourists' behavioral intentions than cognitive image and emotional image (Stylos et al., 2016).

The image of tourism destination affects the travel decision and traval intention of potential tourists, the satisfaction and loyalty of real tourists, so the perceived image of tourism destination plays an important role in the marketing, management and reputation of the destination (Agapito et al., 2013). The destination image will change dynamically with the tourists in the tourism process. Different from the pre-tour image held by potential tourists, the perceived image of a tourist destination reflects the actual experience of tourists. When evaluating the destination image, the value of actual experience is more important than the expected value of the destination.

We believe that the destination image is essentially the overall view and impression of the tourist destination in the mind of tourists, and this overall impression includes the integration of tourists' views on the destination landscape, accommodation, facilities, and the corresponding mood and emotion. There are three levels of cognition, emotion and the whole in the research, but there is no doubt that the overall level will also involve the relevant content of the cognitive and emotional levels.

2.3. Tourist Destination Loyalty

The concept of tourist loyalty originates from the concept of customer loyalty, which is used to reflect the possibility that tourists (customers) are still willing to buy the same brand or product (tourist destination). It is worth noting that there are similar expressions in terms of tourists' behavioral intentions. For example, Endah et al. (2017) think that tourists' behavioral intentions should include the willingness to revisit tourist destinations and recommend tourist destinations. Therefore, in many literatures, tourists' loyalty and behavioral intention are highly similar.

Achieving consumer loyalty has become the main strategic goal of service companies (McKecher et al., 2011; Oliver, 1999). Loyalty often refers to recommending and/or repeating the experience of the same service company in the form of intention, including four levels, namely cognitive loyalty, behavioral loyalty, intentional loyalty and emotional loyalty (Polo Pena et al., 2017). In terms of destination tourism, many tourists, even if they have a positive attitude towards a certain destination, will give up visiting the tourist destinations they have already visited in order to pursue new experiences and explore new destinations. Therefore, behavioral loyalty is not suitable for reflecting tourists' loyalty. Intentional loyalty can more accurately measure tourists' loyalty than simple revisiting behavior.

To sum up, we believe that tourists' loyalty to tourist destinations is mainly reflected in "intention loyalty" such as destination revisiting, recommendation and word of mouth.

2.4. Relationship Models and Assumptions

Wang &Liang (2022) believed that the development of the tourism industry has reached the image driven stage where experiential tourism gradually dominates. This shows that tourists pay more attention to the experience in the tourism process, and the image of the tourist destination has become the decisive factor to attract tourists.

Destination image, quality, tourist perceived value and satisfaction are the most common pre-variables in the study of tourist loyalty (Hernández-Mogollón et al., 2021). Most studies show that tourist perceived value and destination terrain image will have a significant positive impact on tourist satisfaction and tourist loyalty (Li et al., 2021; Zhu, 2017; Raza et al., 2012; Bojanic, 1996). However, some scholars found that there was no significant correlation between perceived value and tourist loyalty. For example, Lv (2015) found that there was no correlation between perceived service value and willingness to revisit after investigating tourists in Nanxun Ancient Town. Chang et al. (2014) conducted a study on the development of creative tourism products and services in Taiwan's creative industries based on 395 valid questionnaire data, and the results showed that perceived value could not statistically explain the willingness to revisit. Phillips et al. (2013) found that tourist perceived value has a significant positive impact on satisfaction, but has no significant effect on the willingness to revisit.

The inconsistent conclusions of literature research suggest that there are missing variables in the path of tourists' perceived value to their satisfaction and willingness to revisit. By comparing the concepts of tourist perceived value and destination image, it can be seen that tourist perceived value is the comparison between tourists' perception of tourism experience and the cost they spend, resulting in two results: "good cost performance, gains" and "bad cost performance, losses", which will leave a mark in tourists' minds. Destination image is an aggregation of tourists' views and impressions of tourist destinations, which refers to the processing of destination attribute information, such as landscape quality, service level, etc., to create an overall impression in their minds. In other words, in the process of shaping tourists' minds, the destination image will be integrated with the perception of tourists' experience and the corresponding gains and losses. Perceived value is the antecedent to the formation of destination image, and a good destination image is conducive to retaining tourists and attracting them to travel again. Based on this, we believe that there is such an intermediary path that tourist perceived value has an impact on tourist loyalty through the formation of destination image (see Fig. 1).
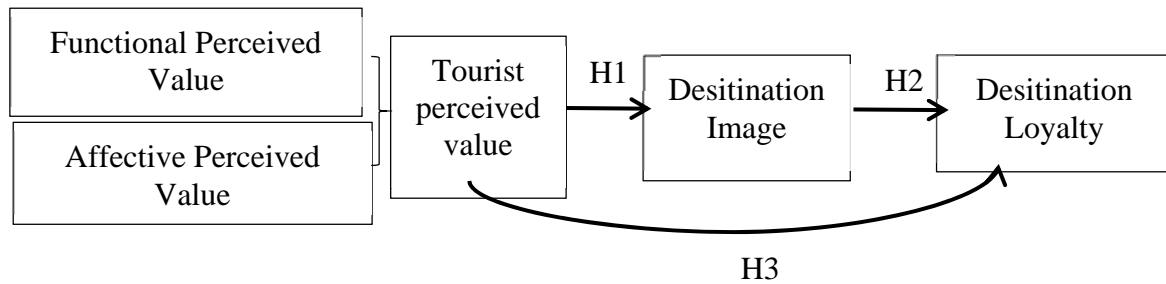
Figure 1. The intermediary model of "tourist perceived value - destination image - tourist destination loyalty"

The corresponding assumptions are as follows:

H1 Tourist perceived value has a significant positive impact on the destination image.

H1a Functional perception value has a significant positive impact on the destination image.

H1b Emotional perception value has a significant positive impact on the destination image.

H2 Destination image has a significant positive impact on tourist destination loyalty.

H3 Tourist perceived value has a significant positive impact on tourist destination loyalty.

H3a Functional perceived value has a significant positive impact on tourist destination loyalty.

H3b Emotional perceived value has a significant positive impact on tourist destination loyalty.

H4 Destination image acts as intermediary variable in the relationship between tourist perceived value and tourist destination loyalty.

3. Research Design

3.1. Questionnaire Design

The questionnaire is mainly composed of four parts: the first part is the tourist perceived value scale. Drawing on the scale used in the research of Tian & Pei (2021) and Polo-Pena (2017), the questionnaire designs 12 items from two aspects: functional perceived value (facilities and staff services) and emotional perceived value (emotional and cultural feelings).

The second part is the scale of the destination image, which uses the relevant scale in de Lima et al. (2020) to measure the destination image from the overall perspective, with a total of 8 items.

The third part, the tourist destination loyalty scale, adopts the scale in Hernández-Mogollón (2021) research, including 3 items.

The fourth part is the background information, mainly including tourists' gender, age, occupation, education level and monthly income. In the first three parts of latent variable measurement, each item adopts a 7-level scoring method (1=completely disagree, 2=disagree, 3=relatively disagree, 4=average, 5=relatively agree, 6=agree, 7=fully agree).

3.2. Questionnaire Distribution and Recovery

In this study, questionnaires were distributed and retrieved through the online platform (www.wjx.cn), and a random survey was conducted among relatives, friends, students, teachers and family members through WeChat diffusion and network link. The survey period was from September 5 to September 25, 2022, and 145 valid questionnaires were finally retrieved.

Among them, the gender of the respondents was relatively balanced, 75 were male, accounting for 51.7%, and 70 were female, accounting for 48.3%; 75.9% of the respondents were between the ages of 18-24, followed by 25-34, accounting for 16.6%; Students and enterprise employees are the main respondents, followed by public institutions and government employees, and other occupations are relatively low; The education background is dominated by

undergraduate education, accounting for 69.7%, and the corresponding income is low (66.2% for 2000 yuan and below), but they are more inclined to experience new things.

3.3. Common Method Deviation Test

In order to reduce the error caused by the common method deviation, we take measures from two aspects: first, the measurement items come from the mature scale of existing research, and the final scale is formed through the two-way translation of professionals in Chinese and English, and through the discussions of many experts in the field of tourism research; Second, Harman single factor test is used to test the accuracy of the data. According to Podsakoff et al. (2003), the measurement items of all latent variables were loaded on a single latent variable, and the model was measured using Mplus7.4, and the results are indicated: χ^2 /df =4.453, RMSEA= 0.154, CFI=0.787, TLI=0.765, SRMR=0.060, meaning that the one-factor model showed poor adaptation, and the common method bias in this study could not significantly influence the conclusions of the subsequent empirical analysis.

3.4. Data Processing Method

Data processing and analysis by SPSS20.0, Mplus7.4 and Process4.0 were used to test the mediation effect of destination image in the influence of tourist perceived value on tourist destination loyalty.

4. Data Analysis

4.1. Reliability and validity analysis

Firstly, SPSS20.0 was used to analyze the reliability of the overall questionnaire, and the Cronbach's Alpha coefficient was 0.976, indicating that the overall reliability of the questionnaire was very good; Secondly, the reliability analysis of the tourist perceived value scale, destination image scale and tourist destination loyalty scale is conducted successively. The Cronbach's Alpha coefficient is 0.958,0.957 and 0.882 accordingly, indicating that the reliability of each subscale is good;

Thirdly, SPSS20.0 was used to conduct exploratory factor analysis on the three latent variable scales. The results showed that the KMO value of the tourist perceived value scale was 0.940 (sig.=0.000). Two common factors were extracted, namely, functional perceived value (variable name was defined as FPV, including 6 items) and emotional perceived value (variable name was defined as APV, including 6 items). The cumulative explanation variance was 76.396%; the KMO value of the destination image scale is 0.912 (sig.=0.000), and a common factor (variable name is defined as DIM, including 8 items) is extracted. The cumulative interpretation variance is 77.175%; The KMO value of the tourist destination loyalty scale is 0.732 (sig.=0.000), a common factor (variable name is defined as TDL, including 3 entries) is extracted, and the cumulative explanation variance is 80.923%. The above data indicators indicate that the information of research items can be effectively extracted to form corresponding dimensions.

Finally, based on the exploratory factor analysis results, Mplus7.4 software was used to carry out confirmatory factor analysis on the three potential variable measurement scales, and the fitting indexes of the relevant model are $\chi2$/df=2.247 (less than 3.000), RMSEA=0.093 (slightly more than 0.080), SRMR=0.041 (less than 0.050), CFI=0.931 (more than 0.900), TLI=0.915 (more than 0.900), indicating that the model has a good fit. The standardized factor load coefficients of all measurement items ranged from 0.792 to 0.911, the combined reliability (CR) ranged from 0.884 to 0.961, and the average variance extracted (AVE) ranged from 0.718 to 0.756, all greater than 0.500, which means good convergence validity. The specific values are shown in Table 1. The correlation coefficients of the four common factors are also less than the corresponding AVE square root (as shown in Table 2), and the discriminant validity of the scale is good.

Table 1. Results of confirmatory factor analysis

Latent variable	Common factor	items	Standardized loadings	CR	AVE
Tourist perceived value	Functional perceived value (FPV)	FPV1 The staff of the scenic spot can do their best to understand and meet my needs.	0.840	0.934	0.702
		FPV2 The information provided by the staff of the scenic spot is very valuable to me.	0.840		
		FPV3 The staff at the scenic spot are very friendly.	0.845		
		FPV4 The facilities in the scenic spot are very clean.	0.826		
		FPV5 The number of reception facilities (such as accommodation, catering, rest, public toilets, etc.) is very sufficient.	0.831		
		FPV6 The facilities of the scenic spot should meet the quality and requirements of the scenic spot level.	0.845		
	Emotional Perceived Value (APV)	APV1 During the visit to the scenic spot, I feel very comfortable in this free time.	0.856	0.943	0.735
		APV2 During the visit to the scenic spot, I enjoyed myself very much.	0.882		
		APV3 During the visit to the scenic spot, I feel very happy and relaxed.	0.899		
		APV4 During my visit to the scenic spots, I felt that I had been recognized by my companions (fellow travelers).	0.865		
		APV5 During the tour of the scenic spots, I think I can get to know and integrate into the team of peers.	0.847		
		APV6 During my visit to the scenic spots, I realized the importance of protecting the environment (natural resources, local culture, etc.).	0.792		
Destination Image	Destination Image (DIM)	DIM1 Hygiene and cleanliness.	0.835	0.961	0.756
		DIM2 Infrastructure quality.	0.861		
		DIM3 Personal safety protection.	0.874		
		DIM4 Accommodation quality.	0.835		
		DIM5 Natural environment protection.	0.859		
		DIM6 Pleasure.	0.911		
		DIM7 Physical and mental relaxation.	0.866		
		DIM8 Overall situation of the destination.	0.911		
Tourist destination loyalty	Tourist destination loyalty (TDL)	TDL1 I will come here again later.	0.860	0.884	0.718
		TDL2 I will recommend it to others.	0.872		
		TDL3 I will tell others about my positive comments.	0.808		

Note: The results are from Mplus 7.4.

Table 2. Results of variable correlation analysis

	FPV	APV	DIM	TDL
FPV	0.838			
APV	0.000	0.857		
DIM	0.548**	0.716**	0.869	
TDL	0.480**	0.524**	0.733**	0.847

Note: **means significant correlation at 0.01 level (bilateral), *means significant correlation at 0.05 level (bilateral).

4.2. Regression analysis

It can be seen from the data in Table 2 that there is a significant positive correlation between the two factors of tourist perceived value and destination image, and tourist destination loyalty. There is also a significant positive correlation between destination image and tourist destination loyalty (r=0.733), which provides rationality for regression analysis.

The following regression analysis was carried out in turn: (1) The destination image is the dependent variable, and the two common factors of tourist perceived value (functional perceived value and emotional perceived value) are taken as independent variables. The regression results are shown in Table 3 for model M1. The Durbin-Watson (DW) value is 1.710, Near the value 2, whiche shows that the model variables have no serial correlation. The F ratio is 88.461, the significance is 0.000, and the R Square is 0.819, the adjusted R Square is 0.810, which indicate that the model has a good fit and the regression effect is extremely significant. Both functional perceived value and emotional perceived value have significant positive effects on the destination image, with regression coefficients of 0.550 and 0.713 respectively. Assumptions H1, H1a and H1b pass the validation; (2) The tourist destination loyalty is the dependent variable, and the destination image is the independent variable. The regression results are shown in the model M2 in Table 3. The DW value is 1.875, the F ratio is 28.097, the significance is 0.000, the adjusted R Square is 0.530, and the R Square Change is 0.533. The regression model is well fitted, and the regression effect is extremely significant. The destination image has a significant positive effect on tourist destination loyalty (r=0.744), and the hypothesis H2 is verified; (3) Tourist destination loyalty is the dependent variable, and the two common factors of tourist perceived value (functional perceived value and emotional perceived value) are the independent variables. The regression results are shown in model M3 in Table 3. R Square is 0.521, Adjusted R Square is 0.497, R Square Change is 0.504 (significance: 0.000), DW is 1.782, and F ratio is 21.294 (significance: 0.000). The regression effect is extremely significant. Functional perceived value (r=0.481) and emotional perceived value (r=0.538) have significant positive impacts on tourist destination loyalty. Assumptions H3, H3a and H3b pass the validation.

Table 3. Summary of regression analysis results

	M1(y = DIM)	M2(y=TDL)	M3(y=TDL)
Sex	0.01(0.782)	-0.009(0.880)	0.005(0.933)
Age	-0.068(0.143)	0.012(0.874)	-0.041(0.590)
Profession	-0.030(0.591)	-0.134(0.124)	-0.156(0.090)
Education	0.049(0.191)	-0.039(0.509)	-0.003(0.958)
Income	0.062(0.280)	0.044(0.623)	0.090(0.339)
FPV	**0.550**(0.000)**		**0.481**(0.000)**
APV	**0.713**(0.000)**		**0.538**(0.000)**
DIM		**0.744**(0.000)**	
R Square	0.819	0.550	0.521
Adjusted R Square	0.810	0.530	0.497
R Square Change	0.780	0.533	0.504
Sig. F Change	0.000	0.000	0.000
F	88.461	28.097	21.294
Sig.	0.000	0.000	0.000
Durbin-Watson	**1.710**	**1.875**	**1.782**
Scope of VIF	1.057-2.490	1.041-2.405	1.012-2.490

Note: Figures in brackets represent Sig values, **represents significant correlation at 0.01 level (bilateral).

4.3. Intermediary effect test

Process 4.0 is used to test the intermediary effect, in which the independent variable is functional perceived value and emotional perceived value, the intermediary variable is destination image, and the dependent variable is tourist destination loyalty. The results are shown in Table 4.

Table 4. Mediation effect test results

	FPV(X)->DIM(M)->TDL(Y)	APV(X)->DIM(M)->TDL(Y)
Total effect of X on Y	0.481**	0.539**
	[0.363, 0.598]	[0.416, 0.661]
Direct effect of X on Y	0.207**	0.183
	[0.024, 0.390]	[-0.038, 0.404]
Indirect effect(s) of X on Y	0.274**	0.355**
	[0.121, 0.429]	[0.142, 0.576]
Mediation effect explanation	Intermediary effect exists, and indirect effect accounts for 56.941%.	Intermediary effect exists, and indirect effect accounts for 65.980%.

Note: Figures in brackets represent 95% confidence interval values, ** means significant at 0.01 level (bilateral).

The destination image plays a mediating role in the relationship between functional perceived value and tourist destination loyalty, with the indirect effect accounting for 56.941%. It also plays a mediating role in the relationship between emotional perceived value and tourist destination loyalty (the direct effect of independent variables on dependent variables is not significant), and the indirect effect accounts for 65.980%. Hypothesis H4 passes validation.

5. Conclusions and Discussions

5.1. Conclusions

Based on 145 sample data, the dimensions of relevant variables were confirmed by exploratory factor analysis and confirmatory factor analysis, and their relationships were also clarified by regression analysis and intermediary effect test.

(1) Tourist perceived value includes two dimensions: functional perceived value and emotional perceived value. They have significant positive effects on destination image and tourist destination loyalty.

(2) Destination image has a significant positive effect on tourist destination loyalty, and plays a mediating role in the role of tourist perceived value (two dimensions) on tourist destination loyalty. The perceived benefits or losses (perceived value) of tourists after traveling will have a significant positive effect on the shaping process of the destination image in their minds, and then further affect their willingness to revisit, recommending others to visit, and the reputation of the destination.

5.2. Suggestions

On the basis of building tourism facilities and improving services, scenic spot operators should focus on improving tourists' all-round experience in scenic spots from the perspective of tourists' perception, increase customer value and realize the sustainability of corporate profits.

(1) Upgrading and continuous maintenance of infrastructure. Operators should start from their own positioning, actively invest in and maintain relevant tourism facilities, so that they can

match and exceed the corresponding tourism level, and ensure sufficient supply quantity and stable quality in passenger catering, rest, public toilets and accommodation.

(2)Selection and training of scenic spot staff. Any landscape and facilities belong to "dead" objects, and tourists' perception of them belongs to individual initiative discovery. In other words, different people's perception is different. However, the service of staff can promote tourists to get a better perception and experience. Scenic spot operators should identify and recruit service-oriented personnel to work, and then improve the working standards of service personnel through training related service processes and etiquette, so as to provide positive and enthusiastic services for tourists.

(3) Building a good interactive ecological environment with local residents. No tourist destination can exist independently from local residents. Tourists do not only accept the tourism services in the scenic spot during the tour. They may also choose to live in the hotels set up by the local residents, so the service and good communication of residents will affect tourists' perception of the scenic spot. Therefore, scenic spot operators should take the initiative to build a good interactive relationship with local residents, share profits with the people and create value together.

5.3.   Contribution and deficiency

The contribution of this paper is mainly reflected in: theoretically, it makes a positive response and makes up the gap to the inconsistency between tourists' perceived value and their willingness to revisit (tourist loyalty) in previous studies, that is, the impact of tourist perceived value on tourist destination loyalty is positive through the destination image. In practice, it provides countermeasures and suggestions for scenic spot operators from three aspects: infrastructure, scenic spot staff, and building a good interactive ecological environment with local residents.

Admittedly, the applicability of the research results has certain limitations. In addition, the mediating effect of destination image accounted for between 56% and 66%, indicating that there are other or missing intermediary variables, which is expected to be explored in subsequent studies.

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