



“Gheorghe Asachi” Technical University of Iasi, Romania



THE INFLUENCE OF THE ECO-DESTINATION IMAGE ON THE ECOTOURISM INTENTION: A DUAL MEDIATION MODEL

Liping Liu^{1,2}, Ting Xiao¹, Jiayan Xu¹, Yanliang Ye¹, Haiqing Yuan¹, Chunyu Zhang^{1,3*}

¹*School of Economics and Management, Guangxi Normal University, Guilin 541001, China*

²Key Laboratory of Digital Empowerment Economic Development (Guangxi Normal University), Education Department of Guangxi Zhuang Autonomous Region, Guilin 541001, China

³International College, Krirk University, Bangkok, 10220 Thailand

Abstract

This study integrates cognitive emotion theory, landscape perception theory, and attachment theory to explore the impact of eco-destination images on ecotourism intention through two psychological mechanisms: environmental awareness and tourism experience within the context of leisure ecotourism. This study employed convenience sampling and collected 340 valid questionnaires and conducted endogeneity tests using tourist-to-companion interactions as the instrumental variable. The results indicate that the eco-destination image does not significantly influence tourists' ecotourism intention. Environmental awareness and tourism experience mediate the relationship between eco-destination image and ecotourism intention. This study enhances the understanding of the mechanism of ecotourism intention, and the structure of eco-destination image, and offers practical guidance for attracting tourists to Guilin.

Key words: eco-destination image; tourism experience; environmental awareness; ecotourism intention

Received: July, 2024; Revised final: April, 2025; Accepted: May, 2025

* Author to whom all correspondence should be addressed: e-mail: 468160345@qq.com