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

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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

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