



# Linking Perceived Destination Image and Revisiting Intention: A Cross-cultural Study of Chinese and Australian Tourists

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## ABSTRACT

This study aimed to examine the influence among destination image, perceived value, satisfaction, and revisiting intention and compare cultural differences among Chinese and Australian tourists. By adopting a quantitative method, this study collected 673 questionnaires from Chinese and Australian tourists in Phuket. Structural equation modeling was used for testing the causal relationship. The results indicated that the destination image impacts the functional value, social value, emotional value, and economic value, on the other hand it does not indicate a direct influence on tourist satisfaction. Moreover, the mediating role of social value and the emotional value was significant between destination image on satisfaction and revisiting intention. In addition, this study found differences between Chinese and Australian tourists revisiting intentions. Furthermore, current study confirms that tourists' have different cultural approaches. The results of study can help destination managers understand the models that have an impact on tourists' intentions to return, which can be used for setting an appropriate strategy for destinations.

## 将感知的目的地形象与重访意向相联系:针对中国及澳洲游客之跨文化研究

### 摘要

本研究旨在分析目的地形象,感知价值,满意度及重访意向之间的影响,并比较中国与澳洲游客之文化差异。本研究采用定量方法,从到普吉岛旅游的中国及澳洲游客收集了673份问卷。本文采用结构方程模型来验证其因果关系。结果指出目的地形象会影响功能价值,社会价值,情感价值及经济价值;另一方面,其对游客满意度并未有直接影响。此外,在目的地形象的满意度及重访意向间,社会价值和情感价值担当显著的中介角色。另外,本研究发现中国游客与澳大利亚游客在重访意向存在差异。再者,目前的研究证实游客有不同的文化取向。本研究结果可有助目的地管理者了解对游客重访意向有影响的模型,从而为目的地制定适当的策略。

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## KEYWORDS

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## 关键词

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