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### An Analysis of Destination Reputation, Perceived Value and Environmentally Responsible Behavioral Intention of Domestic Tourists to Scuba Diving in Andaman Coast, Thailand

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Authors Suphattra Sangthong, Nimit Soonsan  
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Description This research aims to study 1) the effect of destination reputation on the environmentally responsible behavioral intentions of domestic tourists regarding scuba diving at the Andaman coast, and 2) perceived value as a mediator of the relationship between destination reputation and the environmentally responsible behavioral intentions of domestic tourists, scuba diving at the Andaman coast. A quantitative method was used in this study. Data were collected via questionnaire, from 400 domestic tourists, who were scuba diving in the Andaman coastal region. Data were then analyzed via a structural equation model. The results showed that destination reputation did not affect environmentally responsible behavioral intentions. However, destination reputation affected three dimensions of perceived value, namely epistemic value, conditional value, and functional value. Moreover, these three dimensions of perceived value impacted environmentally responsible behavioral intentions. In addition, the three dimensions of perceived value fully mediated the relationship between destination reputation and environmentally responsible behavioral intentions.

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