

## The Impact of Perceived Destination Restorative Qualities on Chinese Tourists' Behavioral Intention After Visiting Thailand

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ARTICLE INFO	ABSTRACT
<p><b>Keywords:</b> Perceived Destination Restorative Quality Tourist Satisfaction Behavioral Intention</p> <p>Received 17 March 2020 Revised 21 April 2020 Accepted 4 April 2020</p> <p><b>Article Classification:</b> Research Article</p>	<p><b>Purpose</b> - This study identifies the exact perceived destination restorative qualities (PDRQs) influencing Chinese tourists' behavioral intention after visiting Thailand and model the relationship between PDRQs, tourist satisfaction and post-tour behavioral intention.</p> <p><b>Design/methodology/approach</b> - This empirical study conducted a survey on 342 Chinese tourists in Bangkok during the period of October 4 to 10, 2019. SEM was utilized to analyze the relationship between variables in the proposed conceptual model and bootstrap estimation was conducted to assess the mediation effect of satisfaction between PDRQs and tourist behavioral intention.</p> <p><b>Findings</b> - (1) three PDRQ components, namely compatibility, mentally away and fascination had significant influence on both Chinese tourists' satisfaction and behavioral intention after visiting Thailand; (2) satisfaction significantly moderated the relationship between perceived compatibility, mentally away, fascination and tourists' post-tour behavioral intention; (3) the total effect of perceived compatibly and fascination was significantly higher than that of perceived mentally away on tourists' post-tour behavioral intention.</p> <p><b>Discussion</b> - The findings show that three PDRQ components influenced both Chinese tourists' satisfaction and behavioral intention after visiting Thailand and satisfaction mediated the relationship between PDRQs and post-tour behavioral intention which was in line with the Theory of Self-Regulation Process. PDRQs are tourists' appraisals of the destination and it causes particular emotion, such as satisfaction, which, in turn, causes particular intention, such as revisit and spreading positive WOM. Moreover, instant communication technologies applied in day life enhance individual's sense of connectedness to one's duty which weaken the effect of perceived mentally away on satisfaction and post-tour intension.</p>

### Önerilen Atıf/ Suggested Citation

Lu, J., Amponstira, F. (2020). The Impact of Perceived Destination Restorative Qualities on Chinese Tourists' Behavioral Intention After Visiting Thailand, *Journal of Business Research-Turk*, 12 (2), 1006-1013.