

# Exploring the Effect of Destination Image and Hotel's Green Reputation on Vacation Decision-Making

Ke Jiang\*

**Abstract** *Vacation decision-making is critical in the global tourism industry as it influences travelers' destinations choice, duration, and spending. Understanding the underlying factors that influence vacation decision-making is critical for both tourists and destination marketers, as it can help to customize marketing strategies to improve the overall quality of tourism offerings. The present study aimed to explore the effect of destination image, tourist perceptions of safety, availability of regenerative tourism activities, and hotel's green reputation on vacation decision-making, as well as the mediating role of perceived quality of destination and the moderating role of previous traveling experience. Data was collected from a sample of 350 tourists who have recently visited an eco-friendly destination and analyzed using SmartPLS v.4.0. The results showed that destination image, tourist perceptions of safety, availability of regenerative tourism activities, and hotel's green reputation have a significant effect on vacation decision-making, with a significant mediating effect of perceived quality of destination and moderating effect of previous traveling experience. These findings provide valuable insights into the factors that influence vacation decision-making, especially the emerging role of regenerative tourism activities, and hotel's green reputation in the global tourism industry.*

**Keywords:** *Relationship, Perceived Quality of Destination, Previous Traveling Experience, Tourism Industry, Traveling*

## INTRODUCTION

Tourism is a rapidly growing industry that has a significant impact on the economies of many countries. Tourism is a complex and dynamic industry, and tourists have numerous options to choose from when planning their vacations (Wang et al., 2021). As a result, the process of making decisions about destinations, accommodations, activities, and other aspects of travel can be challenging. Decisions made by tourists impact the level of demand for different products and services in the tourism industry, which in turn impact the local economy (Karl et al., 2020). Decision-making is a crucial aspect of tourism, as it influences the choices that tourists make about where to go, what to do, and how to spend their time and resources while on vacation. The decisions that tourists make have significant impacts on the destinations they visit, as well as on the broader tourism industry (Monyei et al., 2021). Decision-making in tourism plays a critical role in shaping the industry,

and it is important for destinations to understand the factors that influence tourists' choices in order to develop effective strategies for attracting and retaining visitors (Pohuda, 2023).

Destination Image refers to the perception and beliefs that tourists have about a particular destination. It encompasses various aspects, including the physical and cultural characteristics of the destination, its attractions, and the level of service provided by local businesses (Nguyen Viet et al., 2020). Tourist Perceptions of Safety are also critical, as safety and security are important considerations for tourists when choosing a destination (Huang & Hsu, 2009). The Availability of Activities is another important factor that impact vacation decision-making. Tourists often seek destinations that offer a variety of activities and attractions, as these can enhance their overall experience and increase the perceived value of the (Robinson & Schänzel, 2019). Hotel Reputation also play a critical role in vacation decision-making, as tourists often choose destinations based on the quality and reputation of the local

\* College of Tourism and Culture, Yunnan University, Lijiang, China. Email: jke9126@gmail.com

hotels (Ajanović & Çizel, 2015). The reputation of hotels influence tourists' perceptions of the destination and impact their decision to visit, as well as their overall satisfaction with their trip (Hyde & Decrop, 2011).

The impact of Destination Image, Tourist Perceptions of Safety, Availability of Activities, and Hotel Reputation on Vacation Decision-Making in Tourism has received considerable attention in the academic literature, but there remains a gap in authors understanding of the mediating role of perceived quality of destination and the moderating role of previous traveling experience in this relationship. Previous research has indicated that Destination Image plays a significant role in vacation decision-making, with tourists often basing their decisions on the perceptions they have of the destination. Similarly, Tourist Perceptions of Safety have been found to be a crucial factor in determining tourists' decisions, as travelers are often concerned about the level of safety in their destinations (Robinson & Schänzel, 2019). The Availability of Activities and Hotel Reputation have also been shown to impact vacation decision-making, as tourists often base their decisions on the variety of activities available and the quality of the accommodations (Adiguzel et al., 2022).

The study contributes to the existing literature by shedding light on the complex relationships between Destination Image, Tourist Perceptions of Safety, Availability of Activities, and Hotel Reputation and vacation decision-making. By exploring the mediating role of perceived quality of destination and the moderating role of previous traveling experience, this study provides a more comprehensive understanding of the decision-making process of tourists. The findings of this study support the notion that tourists' perceptions of destinations are influenced not only by the Destination Image and Tourist Perceptions of Safety, but also by the perceived quality of the destination and their previous traveling experience (Ranjbarian & Pool, 2015). The practical implications of this study are significant for both tourism marketers and policymakers. The results of this study highlight the importance of Destination Image, Tourist Perceptions of Safety, Availability of Activities, and Hotel Reputation in shaping tourists' perceptions of destinations and ultimately impacting their decision-making. By understanding the mediating role of perceived quality of destination and the moderating role of previous traveling experience, tourism marketers can better target their efforts to influence tourists' perceptions and decision-making.

## LITERATURE REVIEW

A hotel's green reputation is the cornerstone of a sustainable future, reflecting not only their commitment

to the environment but also their desire to create a better world for future generations. It showcases their efforts to reduce their carbon footprint, conserve resources, and promote eco-friendly practices, setting a standard for the hospitality industry and inspiring guests to make conscious choices towards a greener tomorrow. One's reputation can be seen of as a social construction because it is founded on how others perceive authors and what authors project to them. When authors consider how this impacts the reputation of the organization, authors must take into account not just what other people believe about the company but also the efforts that the company itself will put forth to define its reputation. Hotel service components, which can take the form of tangible and intangible attributes, have a significant impact on how tourists evaluate the quality of a destination in a manner that is highly intertwined and dynamic. This is because hotel service components can come in the form of tangible and intangible attributes. When looking at the issue from a more holistic perspective, it should be kept in mind that the many aspects of hotel service can be categorized and rated according to the concrete and intangible qualities that they bring to the table (Josiasen et al., 2022). The appearance, the equipment, the employees, and other such aspects of a hotel's service are examples of tangible service components. When selecting a hotel, prospective customers typically think about factors including the hotel's cleanliness, location, pricing, level of safety, and overall level of service. This is supported by the research that has been conducted on the topic. When it comes to non-tangible aspects, the trustworthiness of the employees, the precision of the service, and the eagerness to assist customers are the aspects of a hotel that guests value the most when making their selection (Christou et al., 2022).

The vacation decision-making process included are the "vacation sequence" the "structure of vacation destination choice sets" developed by Crompton and others the "destination choice. There may be variations in the stages and factors that are distinguished. Despite this, the ideas are comparable in two areas that are closely related to one another (Stylos & Bellou, 2019). To begin, vacationers are typically pictured as folks who make decisions in a pretty logical manner and weigh their options. They use a "step by step" decision-making method, often known as a staged approach, in order to obtain the greatest possible rewards. That is to say, they make their decision about where to go on vacation based on a variety of appealing options and then pick the one that offers the best chance of success.

The way vacationers evaluate a hotel based on its reputation has undergone a profound shift as a direct

result of the widespread adoption of information and communication technologies (ICT) and web-based applications (Web 2.0) in the tourism industry. Hotel characteristics are essential to many stakeholders in order to improve their understanding of their respective clients (Vojtko et al., 2022). According to the findings of an investigation conducted by Gao et al. (2022) the essential factors that play a large part in the customer decision-making process may be broken down into the following categories: location, pricing, cleanliness and hygiene, safety, and hotel amenities. In the current scenario, hotel service providers are no longer the only professionals in relation to the features and quality of hospitality products that are on offer. Social media plays an important role in the consumers' product evaluation phase, by providing both positive and negative reviews, as well as indirect customer-to-customer communication through review sites and travel blogs. In the past, hotel service providers were the only professionals in relation to the features and quality of hospitality products that were on offer (Ranjbarian & Pool, 2015).

## METHODOLOGY

The research investigates the impact of destination image, tourist perceptions of safety, availability of activities, and hotel reputation on vacation decision-making. Additionally, the research investigates the role that perceived quality of destination plays in mediating the relationship between perceived quality of destination and vacation decision-making, as well as the role that previous traveling experience plays in moderating the impact that perceived quality of destination has on vacation decision-making. It was decided that a non-probabilistic sampling approach, as opposed to one based on a predetermined probability, would be most suitable. Participants in the study were non-Chinese tourists traveling in China. Questionnaires were handed out directly to respondents in order to obtain the necessary information for analysis. The researchers went to the tourist supports over the holidays that are frequented by international travelers and distributed the surveys there. Although 570 questionnaires were given out, only 350 of them were included for the study. There was a response rate of 61.40 percent.

The questionnaires were derived from previous research; for example, the scale for "destination image" consists of five items and was adopted Girish et al. (2021); "tourist perceptions of safety" consists of six items and was taken from the study conducted by Alkier et al. (2022). In contrast, the availability of activities is measured on a scale with four categories, which was derived from the work of Vu et al. (2020). The research of Mohammad Shafiee and Tabaeian (2022) yielded a five-point scale

for evaluating the reputation of hotels. The decision-making process for vacations uses a five-point scale derived from the research of Bahja et al. (2019). The research conducted by Jeong and Kim (2020) yielded a five-point scale for measuring the perceived quality of a destination. In conclusion, the study Mohamad et al. (2019) provided authors with four items to consider regarding prior travel experience.

The smart-PLS was used in this study to investigate whether or not there is a connection between the variables. The smart-PLS is a powerful statistical tool that delivers accurate results despite the fact that the researchers could have employed either a small or large sample size. Additionally, it is also performing well when the researchers have taken complicated frameworks into consideration. This study used structural equation modeling (SEM) to evaluate data, and partial least squares (PLS) SEM was used instead of covariance-based techniques like AMOS. The PLS-SEM was selected because it is suitable for both confirmatory and exploratory research. The measurement model assessment and the structure assessment model are the two components that work together to make the smart-PLS function properly. One of these components is the structural assessment model. Through the utilization of measurement model assessment, the data reliability, content validity, convergent validity, and discriminant validity have all been investigated. On the other hand, structural model assessment was utilized in order to investigate the connections between the variables. The composite reliability (CR) was utilized in order to assess the dependability of the variables; the recommended value for the CR is that it should be more than 0.70. Additionally, the reliability of the variables has been evaluated using Alpha, and the recommended value for Alpha is that it should be greater than 0.70. This is because the standard value for Alpha is that it should have a higher value. In addition, factor loading was utilized in order to check the content authenticity, and the recommended value for the factor loadings should be more than 0.40. Additionally, convergent validity was also explored as part of this study. In order to verify the convergent validity of the data, the average variance extracted (AVE) was utilized, and the recommended value for the AVE should be greater than 0.50. In a similar manner, the researchers also examined the discriminant validity of their findings, and they did so by employing three distinct methods: the first method, known as the Fornell Larcker test, the second method, known as cross-loadings, and the third method, known as the Heterotrait Monotrait (HTMT) ratio. The values that exposed the linkage with the construct itself should be greater than the other values that exposed the linkage with other constructs, according to the Fornell Larcker and cross-loadings criteria. When it comes to the HTMT ratio, on the other hand, the values of the ratio should be less than 0.85 (Fig. 1).

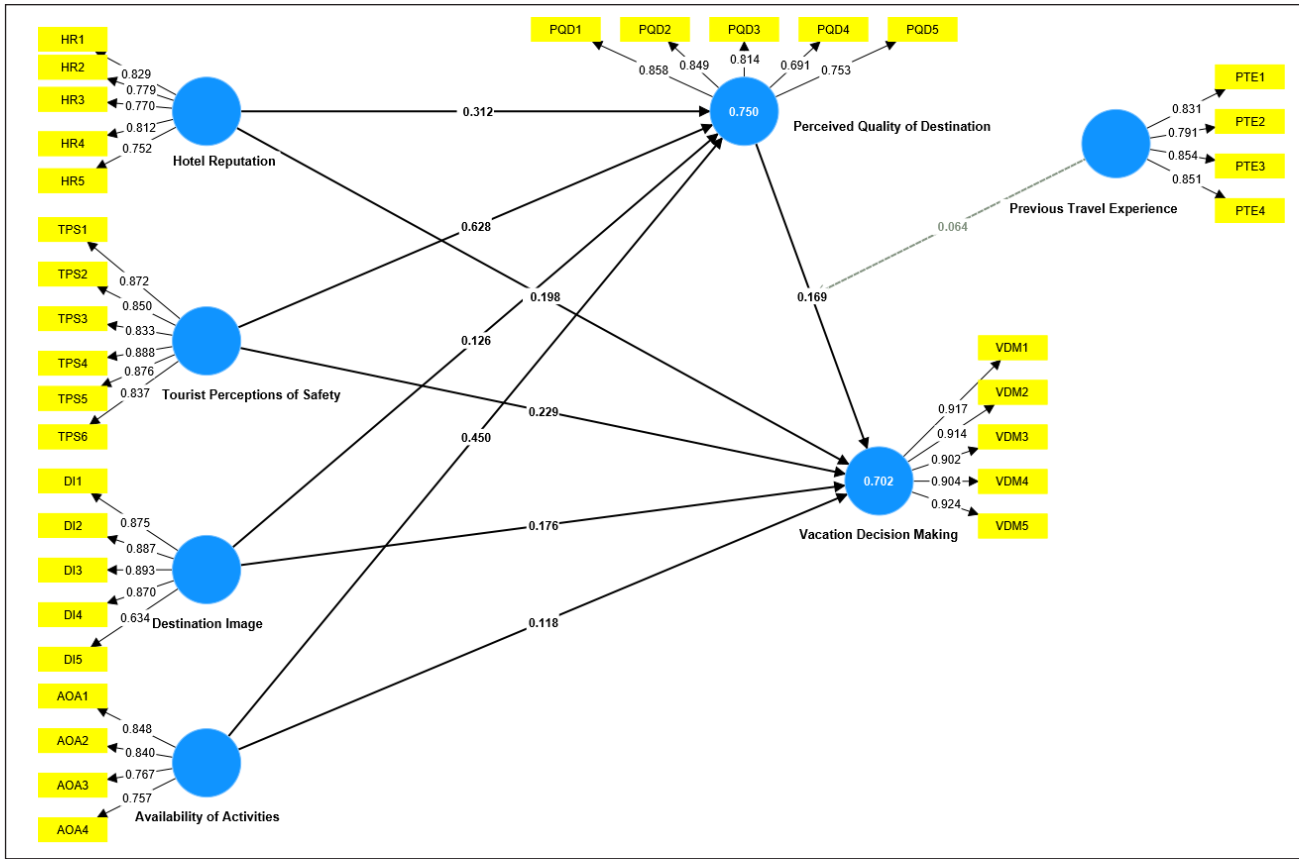


Fig. 1: Measurement Model

The significance of the relationship was determined by the use of probability, t-statistics, lower and higher limits, as well as probability and structural model evaluation. The study did check the association using structural model assessment. The beta values revealed the directional linkage. When the beta has a positive sign, the association is positive, and when it has a negative value, the relationship is negative. In contrast, in order for the result to be considered significant, the probability value must be lower than 0.05, the t-statistics must be greater than 1.64, and there must not be any zeros between the upper and lower boundaries.

## RESULTS

The way vacationers evaluate a hotel based on its reputation has undergone a profound shift as a direct result of the widespread adoption of information and communication technologies (ICT) and web-based applications (Web 2.0) in the tourism industry. Hotel characteristics are essential to many stakeholders in order to improve their understanding of their respective clients (Vojtko et al., 2022). According to the findings of an investigation conducted by J. Gao et al. (2022) the essential factors that play a large part in the customer decision-making process may be broken down into the following categories: location, pricing, cleanliness and

hygiene, safety, and hotel amenities. In the current scenario, hotel service providers are no longer the only professionals in relation to the features and quality of hospitality products that are on offer. Social media plays an important role in the consumers' product evaluation phase, by providing both positive and negative reviews, as well as indirect customer-to-customer communication through review sites and travel blogs. In the past, hotel service providers were the only professionals in relation to the features and quality of hospitality products that were on offer (Ranjbarian & Pool, 2015).

*H1: Hotel reputation has a significant and positive impact on vacation decision-making.*

Travel risk and safety perception can be characterized from the perspective of consumer behavior as the tourist's anticipated unfavorable impact of the respective perception of safety and risk, as well as the likelihood for these bad consequences to occur throughout the vacation decision-making process (Haarhof, 2022). Lin et al. (2021) found that tourists base their judgements on these risk and safety perceptions, which can be biased and do not necessarily reflect the real situation at a place. Over the past twenty years, there has been a steady increase in the body of research that examines the relationship between travel risk and the

choices made by tourists. This trend was accelerated after the terrorist attacks that took place in New York in 2001. The methodologies used in earlier studies took into account a wide range of risk factors, such as the environment, human health, terrorism, crime, and political unrest (Chen et al., 2016). The purpose of this study is to directly measure the perceived possibility of a risk and safety event occurring, as well as the severity of risks for the well-being of tourists.

*H2: Tourist perception of safety has a significant and positive impact on vacation decision-making.*

When people are considering where to go on vacation, one of the first things they do is dismiss a number of potential places. They do this based on variables such as cost, safety, and a variety of other considerations. Then, once they have narrowed down their options, they will most likely choose the location based on the impression that it gives them of being a pleasant place to visit (Chark et al., 2022).

According to George (2003), the idea of destination picture is multifaceted, having three primary dimensions: cognitive, affective, and conative. This author believes that destination image has a substantial impact on decision-making. The cognitive component of a trip covers topics such as beliefs and information regarding a location's physical aspects. The emotive dimension considers the feelings that travelers have in regard to the location of the attraction. The third conative dimension, which developed from cognitive and affective images and is thought to be related to conduct and refers to the ultimate decision regarding a location, emerged from these two earlier dimensions (Hudson, 2014a). In the vast majority of studies, researchers have only focused on the cognitive aspect of destination image. The cognitive aspect of a picture is directly observable, descriptive, and measurable (Karl et al., 2020).

*H3: Destination image has a significant and positive impact on vacation decision-making.*

Many various aspects play a role in the decisions that tourists make regarding their vacations, and a significant amount of academic research has been devoted to examining this topic (Hudson, 2014b). Previous research has shown that values make a significant and strong contribution to the explanation of various available activities. These personal determinants of vacation choice, the availability of various tourism products, and price differences between competitors are all factors that influence vacation decisions. Predictors of variables such as attitudes and behavioral intents can be values. Values can be used to predict values dimensions (Lowry, 2017).

*H4: Availability of activities has a significant and positive impact on vacation decision-making.*

Perceived quality of a destination has a significant and positive impact on vacation decision-making, as it greatly influences

an individual's decision to choose a particular destination for their vacation. A destination that is perceived as high-quality is likely to attract more tourists, as individuals associate high-quality destinations with desirable characteristics such as scenic beauty, rich culture, excellent facilities and amenities, and a high standard of living. These factors combined can create a strong appeal for individuals who are seeking a memorable and enjoyable vacation experience. Perceived quality of a destination also influences the level of satisfaction individuals experience during their vacation. For example, a destination that is perceived as high-quality is likely to have better infrastructure and more tourist attractions, which can lead to a more enjoyable and fulfilling vacation experience. This, in turn, can lead to positive word-of-mouth recommendations, which can attract even more tourists to the destination, creating a self-sustaining cycle of perceived quality and increased popularity. In conclusion, perceived quality of a destination has a significant and positive impact on vacation decision-making, as it creates an appealing image of the destination and contributes to a fulfilling and memorable vacation experience.

*H5: Perceived quality of destination has a significant and positive impact on vacation decision-making.*

Perceived quality of a destination mediates the relationship between a hotel's reputation and vacation decision-making. Some authors argue that perceived quality of a destination has a significant and positive impact on vacation decision-making, as it can serve to mitigate the impact that a hotel's reputation has on a person's decision to choose a particular destination for their vacation (Hasan et al., 2017). These authors view perceived quality of a destination as an important factor that can influence an individual's decision-making process, as it can create an appealing image of the destination and contribute to a fulfilling and memorable vacation experience.

*H6: Perceived quality of destination mediates the relationship between hotel reputation and vacation decision-making.*

Perceived quality of a destination mediates the relationship between tourist perception of safety and vacation decision-making. Other authors argue that perceived quality of a destination has a more limited impact on vacation decision-making, and that tourist perception of safety is a more important factor in determining a person's decision to choose a particular destination. These authors view perceived quality of a destination as a secondary consideration in the decision-making process, and believe that tourist perception of safety plays a more significant role in attracting potential customers.

*H7: Perceived quality of destination mediates the relationship between tourist perception of safety and vacation decision-making.*

Perceived quality of a destination mediates the relationship between destination image and vacation decision-making. believe that destination image has a more significant impact on vacation decision-making than perceived quality of a destination. These authors view destination image as a comprehensive representation of a destination that encompasses various factors, including perceived quality, reputation, and cultural attractions. They believe that destination image has a stronger influence on vacation decision-making as it is a more comprehensive and holistic representation of a destination.

*H8: Perceived quality of destination mediates the relationship between destination image and vacation decision-making.*

Perceived quality of a destination mediates the relationship between the availability of activities and vacation decision-making. Some authors argue that the perceived quality of a destination has a significant impact on vacation decision-making, as it can contribute to the overall appeal of a destination and attract potential tourists. These authors believe that a positive perceived quality of a destination, combined with the availability of activities, can create a compelling image of the destination and increase the likelihood of it being chosen for a vacation.

*H9: Perceived quality of destination mediates the relationship between availability of activities and vacation decision-making.*

There is evidence in the research that previous experience has a moderating effect between perceived quality of destination and vacation decision-making. However, none of these works that have been discussed so far identify the moderating influence of previous experience in terms of the effect of the tourist's personal traits on his or her judgement of a destination (Karl et al., 2020). It is helpful to understand

how a tourist's prior experience of a destination can led to different evaluations in terms of perceptions of the value of that destination because a tourist's evaluation of a destination that he or she has visited can change depending on a number of circumstances (George, 2003). This is because a tourist's evaluation of a destination that he or she has visited can change depending on a number of circumstances (Hudson, 2014a).

*H10: Previous traveling experience moderates the relationship between perceived quality of destination and vacation decision-making.*

The results of the study used CR to conduct an examination of the reliability of the variables; the standard value for CR dictates that it must be more than 0.70 in order for it to be considered acceptable. According to the findings, the values were greater than 0.70, which suggested that the reliability was valid. In addition, the reliability was evaluated using Alpha, and the recommended value for Alpha is that it should be greater than 0.70. This was confirmed by the results of the analysis. According to the findings, the values were greater than 0.70, which suggested that the reliability was valid. In addition, the content validity is investigated, and factor loadings are utilized; the recommended value for factor loadings is that it should be greater than 0.40. The findings demonstrated that the values are greater than 0.40, which showed that the content was of valid quality. Additionally, convergent validity was also explored as part of this study. When testing for convergent validity, the AVE was utilized, and the recommended value for the AVE is for it to be more than 0.50. The findings demonstrated that the AVE values are greater than 0.50, which showed that the validity of the convergent approach was maintained. The PLS-SEM estimations for the convergent validities are displayed in the Table 1 that is given below.

**Table 1: Construct Reliability and Validity**

	Items	Outer Loading	VIF	Cronbach's Alpha	rho_A	CR	AVE
Availability of Activities	AOA1	0.848	1.877	0.818	0.828	0.880	0.647
	AOA2	0.840	1.923				
	AOA3	0.767	1.667				
	AOA4	0.757	1.501				
Destination Image	DI1	0.875	3.159	0.889	0.893	0.921	0.702
	DI2	0.887	3.203				
	DI3	0.893	3.472				
	DI4	0.870	2.748				
	DI5	0.634	1.320				
Hotel Reputation	HR1	0.829	2.215	0.848	0.850	0.892	0.622
	HR2	0.779	1.870				
	HR3	0.770	1.754				
	HR4	0.812	1.912				

	Items	Outer Loading	VIF	Cronbach's Alpha	rho_A	CR	AVE
	HR5	0.752	1.713				
Perceived Quality of Destination	PQD1	0.858	3.334	0.853	0.852	0.895	0.633
	PQD2	0.849	3.465				
	PQD3	0.814	2.789				
	PQD4	0.691	1.599				
	PQD5	0.753	1.756				
Previous Travel Experience	PTE1	0.831	1.938	0.852	0.854	0.900	0.693
	PTE2	0.791	1.728				
	PTE3	0.854	2.095				
	PTE4	0.851	2.170				
Tourist Perceptions of Safety	TPS1	0.872	3.244	0.929	0.931	0.944	0.739
	TPS2	0.850	2.890				
	TPS3	0.833	2.498				
	TPS4	0.888	3.410				
	TPS5	0.876	3.172				
	TPS6	0.837	2.415				
Vacation Decision-Making	VDM1	0.917	4.149	0.949	0.950	0.961	0.832
	VDM2	0.914	4.030				
	VDM3	0.902	3.623				
	VDM4	0.904	3.536				
	VDM5	0.924	4.425				

In addition, the researchers examined the discriminant validity of the test, and they did so by using two different tests: the first test, known as Fornell Larker and the second known as HTMT ratio. To begin, Fornell Larker was utilized in order to accomplish this goal. The standard criterion for it is that the values that exposed the linkage with the construct

itself should have a greater magnitude than those that exposed the linkage with other constructs. The findings revealed the same, and they demonstrated that the discriminant validity was valid. The PLS-SEM estimations for the discriminant validities based on the Fornell Larker technique may be seen in Table 2, which is given below.

**Table 2: Discriminant Validity (Fornell Larker)**

	IC	IT	ME	SE	SM	TS	VDM
Availability of Activities	0.804						
Destination Image	0.275	0.838					
Hotel Reputation	0.252	0.529	0.789				
Perceived Quality of Destination	0.655	0.550	0.219	0.795			
Previous Travel Experience	0.224	0.395	0.340	0.524	0.832		
Tourist Perceptions of Safety	0.398	0.741	0.560	0.725	0.495	0.859	
Vacation Decision-Making	0.412	0.555	0.272	0.694	0.724	0.635	0.912

Last but not least, the HTMT ratio was put to the test in order to determine the discriminant validity. According to the conventional criteria, the values of the ratio should be less than 0.90. According to the findings, the values were less

than 0.90, which suggested that there was valid discriminant validity. The PLS-SEM estimations for the discriminant validities based on the HTMT ratio technique may be seen in Table 3, which can be found further down this page.

**Table 3: Discriminant Validity (HTMT)**

	AA	DI	HR	PQD	PTE	TPS	VDM
Availability of Activities							
Destination Image	0.318						
Hotel Reputation	0.308	0.610					
Perceived Quality of Destination	0.789	0.625	0.251				
Previous Travel Experience	0.267	0.456	0.399	0.600			
Tourist Perceptions of Safety	0.453	0.813	0.634	0.809	0.555		
Vacation Decision-Making	0.461	0.604	0.302	0.760	0.802	0.673	

In addition, the primary evaluation of the structural model is provided by the value of the coefficient of determination, also known as the R2 value. The factors that explain 70.2% of the variance in support for regenerative tourism are the image of the destination, tourist perceptions of safety, the availability of activities, the reputation of the hotel, the perceived quality of the destination, and previous traveling experience. The R2-value assigned to this research model demonstrates increased statistical power in parameter estimations. In addition, the PLS-SEM blindfolding technique was utilized in order to demonstrate that the predictive relevance of the model was indeed accurate. As can be shown in Table 4, the calculated Stone-value Geisser's (Q2=0.187) satisfies the prescribed requirements (i.e. Q2>0) for the predictive relevance of this research model (Chin, 1998).

**Table 4: R-Square Values and Q-Square Values for the Variables**

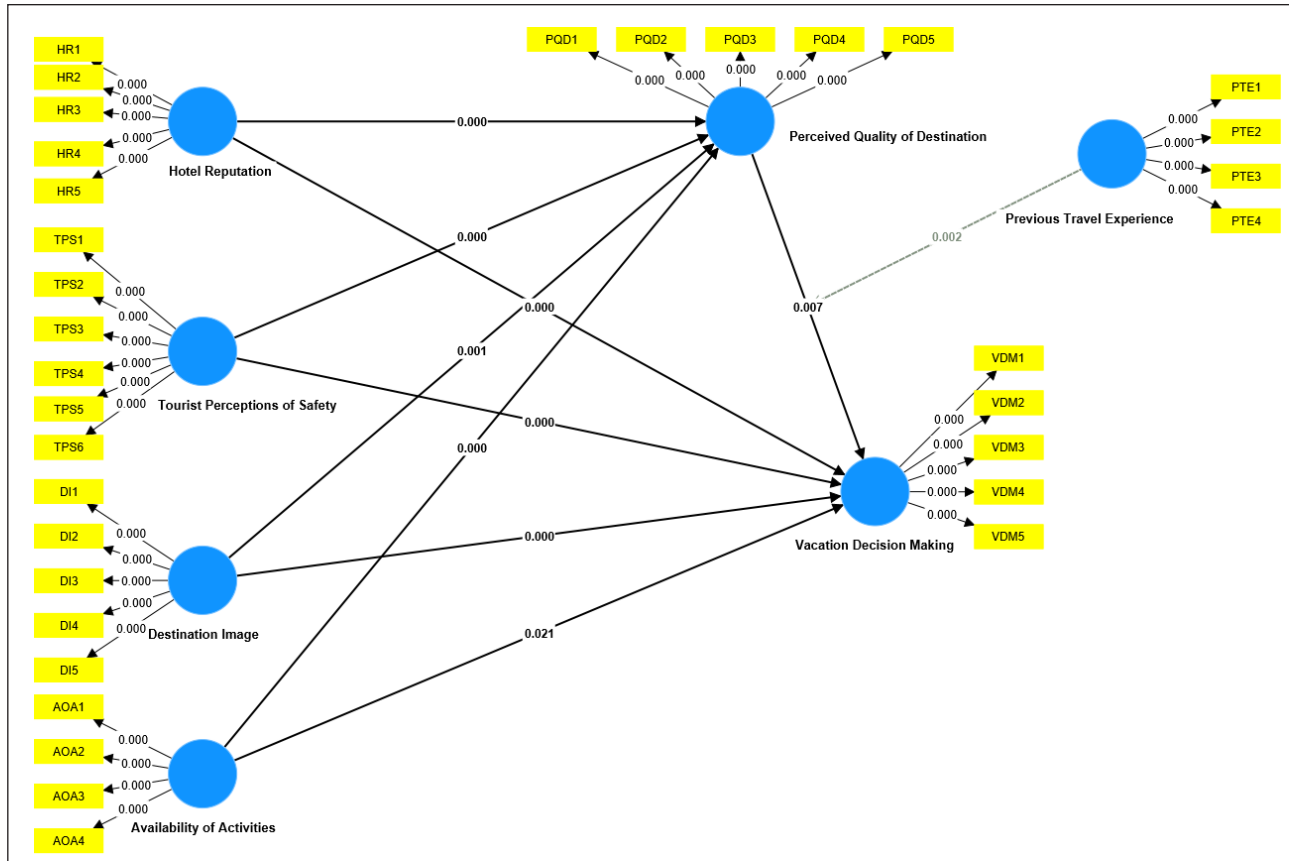
	R <sup>2</sup>	Q <sup>2</sup>
Vacation Decision-Making	0.702	0.688

Finally, the structural model has been employed to examine

the variables' connection. The results of the direct path analysis demonstrated that hotel reputation has a substantial and favorable effect on vacation decision-making; hence, authors accept Hypothesis 1. These results are statistically significant because the t-statistics exceed 1.64. The second hypothesis claimed that the feeling of safety by tourists has a substantial and favorable effect on their holiday decisions. t=3.958 and p=0.000 both imply that this hypothesis should be accepted. Consequently, H2 is acceptable. The third hypothesis indicated that the image of a destination has a considerable and favorable effect on holiday decisions. t=3.831 and p = 0.000 indicate that this hypothesis should be accepted. Consequently, H3 is approved. According to the fourth hypothesis, the availability of activities has a substantial and beneficial effect on vacation decision-making. t=2.036 and p=0.021 indicate that this hypothesis will be accepted. Consequently, H4 is approved. According to the fifth hypothesis, the perceived quality of a holiday destination has a substantial and beneficial effect on vacation decision-making. t=2.444 and p=0.007 indicate that this hypothesis will be accepted. Consequently, H5 is accepted. Table 5 and Fig. 2 shows the results of direct relations.

**Table 5: Direct Effects**

Hypotheses	Relationship	Beta	T Value	P Values	Decision
H1	Hotel Reputation → Vacation Decision-Making	0.198	5.286	0.000	Supported
H2	Tourist Perceptions of Safety → Vacation Decision-Making	0.229	3.985	0.000	Supported
H3	Destination Image → Vacation Decision-Making	0.176	3.831	0.000	Supported
H4	Availability of Activities → Vacation Decision-Making	0.118	2.036	0.021	Supported
H5	Perceived Quality of Destination → Vacation Decision-Making	0.169	2.444	0.007	Supported



**Fig. 2: Structural Model**

In addition, the role of the perceived quality of the destination as a mediator in the interaction between the image of the destination, tourist perceptions of safety, the availability of activities, and the reputation of the hotel was explored. The results indicated that perceived quality of destination strongly influences the association between destination image, visitor

perceptions of safety, activities available, hotel reputation, and vacation decisions ( $p=0.007$ ), ( $p=0.010$ ), ( $p=0.033$ ) and ( $p=0.007$ ) respectively. Thus, H6, H7, H8, and H9 are accepted. Table 6 displays the outcomes of the mediation analysis.

**Table 6: Indirect Effects**

Hypotheses	Structural Paths	Path Coefficient	T-Value	P-Value	Interpretation	Results
H6	HR → PQD → VDM	0.053	2.482	0.007	Partial Mediation	Supported
H7	TPS → PQD → VDM	0.106	2.329	0.010	Partial Mediation	Supported
H8	DI → PQD → VDM	0.021	1.839	0.033	Partial Mediation	Supported
H9	AA → PQD → VDM	0.076	2.470	0.007	Partial Mediation	Supported

Table 7 displays the moderating effect of prior travel experience on the relationship.

**Table 7: Moderation Effect**

Hypotheses		Original Sample	T-Values	P-Values
H10	PTE x PQD → VDM	0.064	2.862	0.002

The tenth hypothesis of the study states that previous traveling experience moderates the association between perceived quality of destination and vacation decision-making. Previous traveling experience moderates the association between perceived quality of destination and vacation decision-making significantly ( $t=2.862$ ,  $p=0.002$ ), according to the study's findings. Therefore, H10 is approved.

## DISCUSSION

The study's first objective was to find the impact of hotel reputation has a significant and positive impact on vacation decision-making. Hotel reputation is a significant factor that influences travelers' perception of the quality of service they can expect from a hotel (Perez-Aranda et al., 2019). Online review platforms such as TripAdvisor and Booking.com provide travelers with a wealth of information about hotels, including customer reviews, ratings, and photos. Hotel reputation impact travelers' decision-making process by influencing their loyalty to a particular brand (Fu et al., 2014). Travelers who have had positive experiences at hotels belonging to a particular brand may be more likely to choose a hotel from that brand in the future. This is because they have a high level of trust in the brand and the quality of service they can expect, which can be a significant factor in their decision-making process.

The study's second objective was to find into the impact of tourist perception of safety has a significant and positive impact on vacation decision-making. Tourist perception of safety play a crucial role in the decision-making process when it comes to choosing a vacation destination. The level of perceived safety can greatly impact a tourist's level of comfort and overall satisfaction, and can also determine whether they will return to that destination in the future. In this discussion, authors will examine the impact of tourist perception of safety on vacation decision-making and its significance to the tourism industry. Studies have shown that tourists prioritize safety when making travel decisions (Isaac & Van den Bedem, 2021). Research has also revealed

that tourist perception of safety can be influenced by several factors, including media exposure, previous experiences, recommendations from friends and family, and government travel warnings (Chiang et al., 2022). Tourist perception of safety have a significant impact on a tourist's decision-making process, as they may choose to avoid a destination perceived as unsafe, even if it is statistically safe.

The study's third objective was to find the impact of destination image has a significant and positive impact on vacation decision-making. Baloglu and Brinberg (2022), who found that a positive destination image led to increased intention to visit a particular destination. Another study by V. G. Girish et al. (2021) found that destination image is positively associated with travel behavior and that travelers with a favorable image of a destination are more likely to choose that destination for their vacation. Destination image is a critical factor in the decision-making process for choosing a vacation destination, and a positive destination image have a significant influence on a traveler's intention to visit a particular destination.

The studies forth objective were to find the impact of availability of activities has a significant and positive impact on vacation decision-making. Studies have shown that travelers are more likely to choose a destination that offers a wide range of activities and attractions (Jeevan et al., 2019). This is particularly true for travelers who are looking for an active and exciting vacation experience. A study by (Saravana & Krishnaraj, 2019), found that travelers are more likely to choose destinations that offer outdoor recreational activities, such as hiking and water sports.

The study's fifth objective was to find the impact of perceived quality of destination has a significant and positive impact on vacation decision-making. Studies have shown that perceived quality is positively related to travel behavior and that travelers with a positive perception of a destination's quality are more likely to choose that destination for their vacation (Mohamad et al., 2019). A study by Ranjbarian and Pool (2015) found that perceived quality is positively associated with intention to visit a destination, and that travelers with a higher perception of quality are more likely to choose that destination for their vacation.

The study's sixth objective was to find the impact of Perceived quality of destination mediates the relationship between hotel reputation and vacation decision-making. Hotel reputation has been shown to be an important factor in the decision-making process for choosing a vacation destination Reisenwitz and Fowler (2019). Travelers are more likely to choose a hotel with a good reputation, as they believe that a hotel with a good reputation will provide a higher level of service and quality (Anagnostopoulou et al., 2020). However, the perceived quality of a destination impacts the decision to choose a particular destination for

a vacation. A study by Nicolau and Losada (2020) found that perceived quality of a destination significantly mediates the relationship between hotel reputation and vacation decision-making. In this study, the perceived quality of a destination was found to have a significant impact on how hotel reputation influenced the decision to choose a particular destination for a vacation.

The study's seventh objective was to find the impact of perceived quality of destination mediates the relationship between tourist perception of safety and vacation decision-making. Tourist perception of safety has been widely recognized as an important factor in the decision-making process for choosing a vacation destination (Cheng et al., 2019). Travelers are more likely to choose a destination that they perceive to be safe, as they believe that a safe destination will provide a more enjoyable and stress-free vacation experience (Isaac & Van den Bedem, 2021). However, the perceived quality of a destination also impacts the decision to choose a particular destination for a vacation. Jeong and Kim (2020) found that perceived quality of a destination significantly mediates the relationship between tourist perception of safety and vacation decision-making. In this study, the perceived quality of a destination was found to have a significant impact on how tourist perception of safety influenced the decision to choose a particular destination for a vacation.

The study's eighth objective was to find the impact of perceived quality of destination mediates the relationship between destination image and vacation decision-making. Destination image is widely recognized as an important factor in the decision-making process for choosing a vacation destination (Baloglu & Brinberg, 2022). Tourists form images of destinations based on their previous experiences, media exposure, and other sources of information. A positive image of a destination can lead to a higher likelihood of a tourist choosing that destination for a vacation (Girish et al., 2021). Perceived quality of a destination significantly mediates the relationship between destination image and vacation decision-making. In this study, the perceived quality of a destination was found to have a significant impact on how destination image influenced the decision to choose a particular destination for a vacation.

The study's ninth objective was to find the impact of perceived quality of destination mediates the relationship between availability of activities and vacation decision-making. The study found that the perceived quality of the destination was positively related to the intention to visit, and that this relationship was stronger when there was a greater availability of activities (Reisenwitz & Fowler, 2019). This suggests that the perceived quality of a destination can influence the importance placed on the availability of activities in vacation decision-making. A similar study

by Soliman (2019) also found that perceived destination quality played a mediating role in the relationship between availability of activities and vacation decision-making. The study found that the perceived quality of the destination was positively related to the intention to visit, and that this relationship was stronger when there was a greater availability of activities.

The study's tenth objective was to find the impact of previous traveling experience moderates the relationship between perceived quality of destination and vacation decision-making. Research has shown that previous experience can have a significant impact on authors perception of a destination. A study by Woosnam and Aleshinloye (2012) found that previous experience with a destination was positively associated with tourists' perceptions of the destination's image. Similarly, a study by Buhalis et al. (2019) found that prior experience was a key factor in shaping tourists' perceptions of destination quality. Previous travel experience can have a significant impact on the perceived quality of a destination and can play a crucial role in vacation decision-making. Tourists are likely to rely on their past experiences to inform their perceptions of a destination and to guide their future travel decisions.

The results of the study suggest that a positive destination image plays a crucial role in attracting tourists and can have a significant impact on vacation decision-making (Wang et al., 2021). This highlights the importance of effective destination branding and marketing strategies for tourism destinations. The study's results indicate that tourists' perceptions of safety are essential in vacation decision-making (Lin et al., 2021). This implies that destinations need to invest in safety and security measures to enhance tourists' confidence and attract more visitors. The results suggest that the availability of activities at the destination is an essential factor in vacation decision-making. This highlights the importance of offering a diverse range of activities and attractions to meet the needs and preferences of different types of tourists. The study's results indicate that hotel reputation is an important factor in vacation decision-making (Wang et al., 2019). This implies that hotels need to focus on maintaining high standards of quality, customer service, and facilities to enhance their reputation and attract more guests.

The study's results support the concept of the mediating role of perceived quality of destination in the relationship between destination image, tourist perceptions of safety, availability of activities, and hotel reputation, and vacation decision-making (Lin et al., 2021). The study's results suggest that previous traveling experience can moderate the relationship between destination image, tourist perceptions of safety, availability of activities, and hotel reputation and vacation decision-making. This highlights the importance of

considering previous traveling experience in understanding tourists' behavior and decision-making processes.

The study used a small sample of tourists, which may limit the generalizability of the results. Future research should consider a larger and more representative sample to enhance the validity of the findings (Wang et al., 2021). The study used a self-reported survey questionnaire to collect data, which may be subject to social desirability bias and other limitations associated with self-reported measures. Future research should consider using alternative methods, such as behavioral observations or interviews, to complement the findings of the survey. The study used a single item to measure some of the constructs, such as destination image, which may not provide a comprehensive and nuanced understanding of these constructs. Future research should consider using multiple items and more sophisticated measures to enhance the validity and reliability of the findings.

## CONCLUSION

The study used a cross-sectional design, which limits the ability to establish causality between the constructs and vacation decision-making. Future research should consider using a longitudinal design to better understand the dynamic and evolving nature of tourists' decision-making processes. The study did not consider the potential impact of cultural differences on tourists' decision-making processes. Future research should examine the role of culture in shaping tourists' perceptions of safety, availability of activities, and hotel reputation, and how these perceptions influence vacation decision-making. The study focused on a limited number of factors that influence vacation decision-making. Future research should consider incorporating additional factors, such as travel motivation, personal values, and environmental sustainability, to provide a more comprehensive understanding of tourists' behavior and decision-making processes. The study provides important insights into the role of destination image, tourist perceptions of safety, availability of activities, and hotel reputation in vacation decision-making. However, the limitations and directions for future research suggest the need for further research to enhance the validity and generalizability of the findings.

This study provides valuable insights into the complex process of tourist decision-making. The study findings suggest that destination image, tourist perceptions of safety, availability of activities, and hotel reputation play a crucial role in shaping tourists' decision-making. Furthermore, the study highlights the importance of considering the mediating role of perceived quality of destination and the moderating role of previous traveling experience in influencing tourists' vacation decisions. The findings of this study have practical implications for destination marketing organizations

and tourism industry stakeholders, who should focus on enhancing destination image, promoting a safe environment, increasing the availability of activities, and maintaining high hotel reputation to attract tourists. Theoretically, the study contributes to authors understanding of the role of various factors in shaping tourist decision-making and highlights the importance of considering mediating and moderating factors in future research. However, the study also has some limitations, such as a potentially limited sample size and self-reported data subject to bias, which should be considered when interpreting the findings. Future research should aim to address these limitations and extend the study to consider a wider range of factors influencing tourist decision-making.

## Ethics Statement

All procedures performed in studies involving human participants were in accordance with the ethical standards of the institutional and national research committee and with the 1964 Helsinki declaration and its later amendments or comparable ethical standards. A study was approved by the Ethics Commission of the Yunnan University, No. 13154.

## Data Availability Statement

The data that support the findings of this study are available on request from the corresponding author.

## FUNDING

Not applicable

## REFERENCES

- Adiguzel, F., Bozdogan Sert, E., Dinc, Y., Cetin, M., Gungor, S., Yuka, P., & Vural, E. (2022). Determining the relationships between climatic elements and thermal comfort and tourism activities using the tourism climate index for urban planning: A case study of Izmir Province: Tourism climate index for urban planning. *Theoretical and Applied Climatology*, 147(3-4), 1105-1120.
- Ajanović, E., & Çizel, B. (2015). What makes a successful hotel reputation management strategy: Qualitative research on Tripadvisor hotel reviews. In *SITCON 2015 – Singidunum International Tourism Conference* (pp. 182-186). Belgrade: Singidunum University.
- Alkier, R., Milojica, V., & Podovac, M. (2022). Tourist's perception of safety on beaches of Opatija Riviera. In *Innovation as the Initiator of Development* (pp. 132-141). Belgrade: University Business Academy in Novi Sad.
- Anagnostopoulou, S. C., Buhalis, D., Kountouri, I. L., Manousakis, E. G., & Tsekrekos, A. E. (2020). The impact

- of online reputation on hotel profitability. *International Journal of Contemporary Hospitality Management*, 32(1), 20-39.
- Bahja, F., Cobanoglu, C., Berezina, K., Lusby, C. (2019). Factors influencing cruise vacations: The impact of online reviews and environmental friendliness. *Tourism Review*, 74(3), 400-415.
- Baloglu, & Brinberg. (2022). Destination image: Definition and components, tourism beast. Retrieved from <https://www.tourismbeast.com/destination-image/>
- Buhalis, D., Harwood, T., Bogicevic, V., Viglia, G., Beldona, S., & Hofacker, C. (2019). Technological disruptions in services: Lessons from tourism and hospitality. *Journal of Service Management*, 30(4), 484-506.
- Chark, R., King, B., & Tang, C. M. F. (2022). The journey from episodes to evaluations: How travelers arrive at summary evaluations. *Journal of Travel Research*, 61(2), 265-278.
- Chen, Y., Schuckert, M., Song, H., & Chon, K. (2016). Why can package tours hurt tourists? Evidence from China's tourism demand in Hong Kong. *Journal of Travel Research*, 55(4), 427-439.
- Cheng, I. F., Su, C. J., Liao, H. H., Lorgnier, N., Lebrun, A. M., Yen, W. S., & Huang, Y. (2019). Adolescents' perceptions of mother-father dominance in family vacation decisions: A 25-society study. *Service Business*, 13(4), 755-778.
- Chiang, Y. C., Su, C. J., Liao, H. H., Chaudhary, M., & Lan, Y. F. (2022). Children's dominance in family vacation decision-making (FVDM): A multi-national analysis. *Tourism Review*, 77(3), 796-814.
- Christou, P., Pericleous, K., & Papatheodorou, A. (2022). Dazzled by the strobe lights: Tourist experience and complexity in the night-economy. *Journal of Hospitality and Tourism Management*, 52, 452-458.
- Fu, H., Li, Y., & Duan, Y. (2014). Does employee-perceived reputation contribute to citizenship behavior? The mediating role of organizational commitment. *International Journal of Contemporary Hospitality Management*, 26(4), 593-609.
- Gao, J., Zhang, Y., Chang, P. J., & Xiao, X. (2022). A mixed-methods study of the ways in which vacation factors impact tourists' use of emotion regulation strategies. *Tourism Review International*, 26(3), 289-306.
- George, R. (2003). Tourist's perceptions of safety and security while visiting Cape Town. *Tourism Management*, 24(5), 575-585.
- Girish, V. G., Park, E., Lee, C. K. (2021). Testing the influence of destination source credibility, destination image, and destination fascination on the decision-making process: Case of the Cayman Islands. *International Journal of Tourism Research*, 23(4), 569-580.
- Haarhof, R. (2022). Tourist perceptions of factors influencing destination image: A case study of selected Kimberley resorts. *African Journal of Hospitality, Tourism and Leisure*, 7(4), 1-21.
- Huang, S., & Hsu, C. H. C. (2009). Effects of travel motivation, past experience, perceived constraint, and attitude on revisit intention. *Journal of Travel Research*, 48(1), 29-44.
- Hudson, S. (2014a). Contemporary issues in tourism and hospitality marketing. *Tourism and Hospitality Marketing: A Global Perspective*, 12, 424-458.
- Hudson, S. (2014b). The global tourism marketing environment. *Tourism and Hospitality Marketing: A Global Perspective*. Retrieved from <https://sk.sagepub.com/books/tourism-and-hospitality-marketing/n1.xml>
- Hyde, K. F., & Decrop, A. (2011). New perspectives on vacation decision-making. *International Journal of Culture, Tourism and Hospitality Research*, 5(2), 103-111.
- Isaac, R. K., & Van den Bedem, A. (2021). The impacts of terrorism on risk perception and travel behaviour of the Dutch market: Sri Lanka as a case study. *International Journal of Tourism Cities*, 7(1), 63-91.
- Jeevan, J., Othman, M. R., Abu Hasan, Z. R., Pham, T. Q. M., & Park, G. K. (2019). Exploring the development of Malaysian seaports as a hub for tourism activities. *Maritime Business Review*, 4(3), 310-327.
- Jeong, Y., & Kim, S. (2020). A study of event quality, destination image, perceived value, tourist satisfaction, and destination loyalty among sport tourists. *Asia Pacific Journal of Marketing and Logistics*, 32(4), 940-960.
- Josiassen, A., Kock, F., & Nørfelt, A. (2022). Tourism affinity and its effects on tourist and resident behavior. *Journal of Travel Research*, 61(2), 299-313.
- Karl, M., Muskat, B., & Ritchie, B. W. (2020). Which travel risks are more salient for destination choice? An examination of the tourist's decision-making process. *Journal of Destination Marketing & Management*, 18, 100487.
- Lin, J. H., Fan, D. X. F., Tsaor, S. H., & Tsai, Y. R. (2021). Tourists' cultural competence: A cosmopolitan perspective among Asian tourists. *Tourism Management*, 83, 104207.
- Lowry, L. L. (2017). *The SAGE international encyclopedia of travel and tourism*. Newbury Park: SAGE Publications.
- Mohamad, M., Ab Ghani, N. I., & Muhamad Nasir, M. N. (2019). The impact of perceived value, destination service quality, and tourist satisfaction on destination loyalty among international tourists visiting Malaysia. *Journal of Tourism, Hospitality and Environment Management*, 4(16), 10-26.

- Mohammad Shafiee, M., & Tabaeecian, R. A. (2022). The impact of corporate social responsibility on relationship quality and customer citizenship behavior: Hotel reputation as a moderator. *Journal of Quality Assurance in Hospitality and Tourism*, 23(5), 1136-1158.
- Monyei, E. F., Okeke, P. A., & Nwosu, K. C. (2021). Strategic agility: A prospect for sustainable performance of micro-businesses in South-Eastern Nigeria. *Journal of Sustainable Tourism and Entrepreneurship*, 2(3), 187-198.
- Nguyen Viet, B., Dang, H. P., & Nguyen, H. H. (2020). Revisit intention and satisfaction: The role of destination image, perceived risk, and cultural contact. *Cogent Business and Management*, 7(1), 1796249.
- Nicolau, J., & Losada, N. (2020). The staged nature of decision-making among senior tourists. *Journal of Travel Research*, 59(4), 602-613.
- Perez-Aranda, J., Vallespín, M., & Molinillo, S. (2019). Hotels' online reputation management: Benefits perceived by managers. *International Journal of Contemporary Hospitality Management*, 31(2), 615-632.
- Ranjbarian, B., & Pool, J. K. (2015). The impact of perceived quality and value on tourists' satisfaction and intention to revisit Nowshahr City of Iran. *Journal of Quality Assurance in Hospitality & Tourism*, 16(1), 103-117.
- Reisenwitz, T. H., & Fowler, J. G. (2019). Information sources and the tourism decision-making process: An examination of generation x and generation y consumers. *Global Business Review*, 20(6), 1372-1392.
- Robinson, V. M., & Schänzel, H. A. (2019). A tourism inflex: Generation Z travel experiences. *Journal of Tourism Futures*, 5(2), 127-141.
- Saravana, G. K., & Krishnaraj, R. (2019). Vacation decision-making process of domestic family tourists. *International Journal of Applied Engineering Research*, 10(2), 3857-3870.
- Soliman, M. (2019). Extending the theory of planned behavior to predict tourism destination revisit intention. *International Journal of Hospitality & Tourism Administration*, 22(5), 524-549.
- Stylos, N., & Bellou, V. (2019). Investigating tourists' revisit proxies: The key role of destination loyalty and its dimensions. *Journal of Travel Research*, 58(7), 1123-1145.
- Vojtko, V., Štumpf, P., Rašovská, I., McGrath, R., & Ryglová, K. (2022). Removing uncontrollable factors in benchmarking tourism destination satisfaction. *Journal of Travel Research*, 61(1), 136-149.
- Vu, H. Q., Li, G., & Law, R. (2020). Cross-country analysis of tourist activities based on venue-referenced social media data. *Journal of Travel Research*, 59(1), 90-106.
- Wang, L., Wang, S., Yuan, Z., & Peng, L. (2021). Analyzing potential tourist behavior using PCA and modified affinity propagation clustering based on Baidu index: Taking Beijing city as an example. *Data Science and Management*, 2, 12-19.
- Woosnam, K. M., & Aleshinloye, K. D. (2012). Can tourists experience emotional solidarity with residents? Testing Durkheim's model from a new perspective. *Journal of Travel Research*, 52(4), 494-505.