

## The Impact of Tourism Environment Fit on Tourists' Psychological Recovery: The Mediating Effect of Perceived Value on Place Attachment



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**ABSTRACT:** This study focuses on the effects of tourism environment perception, perceived value, place attachment and media publicity on tourists' psychological satisfaction, aiming to reveal the intrinsic links between these elements through empirical analyses. The study found that tourism environment perception has a significant positive effect on tourists' psychological satisfaction. This suggests that environmental elements such as the natural environment, cultural atmosphere, service quality and overall experience of tourism destinations that match tourists' expectations and preferences will significantly increase their satisfaction. Therefore, improving the quality of the tourism environment has become the key to enhancing tourists' satisfaction. Tourism destinations should enhance tourists' positive perceptions of the tourism environment by improving the natural landscape, enriching the cultural connotation, and improving the service quality. In addition, perceived value has been shown to have a positive impact on tourists' psychological satisfaction. Tourists' perceived value of tourism products or services during tourism is an important indicator of their satisfaction. This implies that providing cost-effective tourism products or services that meet the needs of tourists is essential for enhancing tourists' satisfaction. This study reveals the important role of tourism environment perception and perceived value in enhancing tourists' psychological satisfaction, and provides a scientific basis for tourism destination management and marketing strategies. Tourism destinations should pay attention to improving the quality of tourism environment and optimising tourism products or services in order to meet the diversified needs of tourists, and then enhance the overall satisfaction and loyalty of tourists.

**KEYWORDS:** perceived tourism environment, perceived value, place attachment, media promotion, psychological satisfaction of tourists

### 1. INTRODUCTION

In today's society, the tourism industry, as an important component of the global economy, not only affects the prosperity of local economies, but also directly impacts the psychological experience and satisfaction of tourists<sup>[1]</sup>. The fit of tourism environment, as a key indicator to measure the degree of matching between tourism destinations and tourists' expectations, has received increasing attention from the academic community on its impact on tourists' psychological satisfaction<sup>[2-5]</sup>. The fit of the tourism environment not only covers multiple aspects such as the harmony of natural landscapes, the richness of cultural atmosphere, and the improvement of facilities and services, but also involves the degree of fit between tourists' personal preferences, cultural backgrounds, and the characteristics of the tourism destination. The degree of fit directly affects the emotional experience and psychological satisfaction of tourists during the tourism process<sup>[6]</sup>. Tourist psychological satisfaction, as an important indicator for measuring the quality of tourism experience, not only determines the overall evaluation of the destination by tourists, but also affects their loyalty, word-of-mouth communication, and willingness to revisit<sup>[7]</sup>. Therefore, studying the impact of tourism environment fit on tourists' psychological satisfaction is of great significance for improving the quality of tourism services and promoting sustainable development of the tourism industry. By gaining a deeper understanding of tourists' expectations and perceptions of the tourism environment, tourist destinations can optimize the tourism environment in a targeted manner, improve tourists' satisfaction and loyalty, and ultimately achieve sustained growth in the tourism economy<sup>[8]</sup>.

Existing research has achieved certain results on the impact of tourism environment perception, perceived value, place attachment, and media promotion on tourists' psychological satisfaction. These studies generally believe that tourism environment perception is the subjective cognition and feelings of tourists towards the natural environment, socio-cultural environment, tourism facilities, and service environment of the tourism destination, which directly affects the perceived value of tourists<sup>[9-13]</sup>. When tourists believe that the value of their travel experience exceeds the cost they pay, they will generate higher perceived value,

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thereby enhancing their satisfaction with the destination. Meanwhile, local attachment, as an emotional connection and sense of belonging established between tourists and tourist destinations, is also an important factor in enhancing tourist satisfaction. In addition, media promotion, as an important channel for information dissemination, has a significant impact on tourists' travel decisions and experiences. Its content and form will regulate tourists' perception of the tourism environment and the formation of perceived value<sup>[14]</sup>. However, existing research on the impact of these factors on tourist psychological satisfaction is often limited to single factor analysis, lacking comprehensive and systematic considerations. For example, most studies only focus on the impact of perceived tourism environment or perceived value on tourist satisfaction, while ignoring their interactions and with other factors such as place attachment and media promotion<sup>[15]</sup>. In addition, existing research has certain limitations in methodology, mainly focusing on static analysis and neglecting dynamic and configurational analysis methods<sup>[16]</sup>.

Therefore, this article believes that in order to comprehensively and deeply explore the impact of tourism environment fit on tourists' psychological satisfaction, comprehensive research is needed from multiple perspectives<sup>[17]</sup>. Specifically, this article will analyze the impact mechanism of tourism environment perception, perceived value, local attachment, and media promotion on tourists' psychological satisfaction, and explore their interrelationships. At the same time, this article will also use dynamic and configurational analysis methods such as structural equation modeling to more accurately reveal the impact path and intensity of these factors on tourists' psychological satisfaction. Previous research methods mainly focused on static analysis such as questionnaire surveys and data analysis. Although these methods can reveal the correlation between various factors, they cannot accurately describe the dynamic changes and interaction mechanisms between them. Therefore, this article has made innovations in research methods, adopting dynamic and configurational analysis methods such as structural equation modeling. Structural equation modeling is a statistical method based on the covariance matrix of variables to analyze the relationships between variables<sup>[18-21]</sup>. It can simultaneously handle the relationships between multiple variables and reveal their underlying structures and paths. By constructing a structural equation model, this article can clearly demonstrate the interaction between variables such as tourism environment perception, perceived value, place attachment, and media promotion, as well as their impact path and intensity on tourists' psychological satisfaction. In terms of model construction, this article first determined the hypothetical relationships between variables based on existing theories and research results. Then, by collecting and analyzing questionnaire survey data from tourists, the rationality and effectiveness of these hypothesized relationships were verified. Finally, based on the verification results, a structural equation model was constructed that includes variables such as tourism environment perception, perceived value, place attachment, media promotion, and tourist psychological satisfaction<sup>[22-27]</sup>.

This study has significant theoretical and practical implications. From a theoretical perspective, this article constructs a structural equation model to explore in depth the impact mechanism of tourism environment fit on tourists' psychological satisfaction, revealing the interaction between variables such as tourism environment perception, perceived value, place attachment, and media promotion. This not only enriches the research content in fields such as tourism psychology and tourism behavior, but also provides new perspectives and ideas for subsequent research. From a practical perspective, the results of this study have important guiding significance for improving the quality of tourism services and promoting sustainable development of the tourism industry<sup>[28]</sup>. By understanding tourists' expectations and perceptions of the tourism environment, tourist destinations can optimize the tourism environment in a targeted manner, improve tourists' satisfaction and loyalty. Meanwhile, this article also emphasizes the important role of media promotion in shaping tourists' expectations and cognition, providing a scientific basis for developing effective marketing strategies for tourist destinations. The contribution of this article mainly lies in the following aspects<sup>[29]</sup>: firstly, it comprehensively explores the impact mechanism of tourism environment fit on tourists' psychological satisfaction from multiple perspectives; Secondly, dynamic and configurational analysis methods such as structural equation modeling were adopted to improve the accuracy and reliability of the research; Thirdly, it reveals the interactive relationship between variables such as perceived tourism environment, perceived value, local attachment, and media promotion, providing new perspectives and ideas for subsequent research; Fourthly, targeted management suggestions have been proposed, providing scientific basis for improving service quality and promoting sustainable development in tourist destinations<sup>[30]</sup>.

## 2. THEORETICAL ANALYSIS AND HYPOTHESIS FORMULATION

### 2.1 The impact of perceived tourism environment on tourists' psychological satisfaction

The perception of tourism environment, as a core element in the interaction between tourists and tourist destinations, has a profound impact on tourists' psychological satisfaction<sup>[31]</sup>. This impact is mainly reflected in tourists' perception of the natural environment, cultural atmosphere, service quality, and overall experience of the tourist destination. When tourists' perception of the tourism environment matches their expectations and preferences, it greatly enhances their psychological satisfaction.

Firstly, the beautiful natural environment is one of the important factors that attract tourists. Fresh air, pleasant climate, and charming scenery can all make tourists feel physical and mental pleasure during their journey<sup>[32-35]</sup>. When tourists are immersed in such an environment, their psychological pressure will be released and their mood will become more relaxed, thereby enhancing their satisfaction with the tourist destination<sup>[36]</sup>.

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Secondly, a rich cultural atmosphere is also an important factor in enhancing tourists' psychological satisfaction. Tourists often hope to gain a deeper understanding of the history, culture, and local customs of their destination during their travels<sup>[37]</sup>. When a tourist destination can provide rich cultural activities and experiences, tourists will feel that their travel is more meaningful and their satisfaction with the destination will correspondingly increase<sup>[38-41]</sup>.

In addition, service quality is also an important factor affecting tourists' psychological satisfaction. Good service attitude, professional tour guide explanations, and convenient transportation facilities can all make tourists feel comfortable and convenient during their journey. These high-quality services will make tourists have a better overall impression of the tourist destination, thereby enhancing their psychological satisfaction. The perception of tourism environment has a significant positive impact on tourists' psychological satisfaction. When tourists' perception of the tourism environment matches their expectations and preferences, they will feel more satisfied and happy. Therefore, tourist destinations should focus on improving the quality of the tourism environment, strengthening the creation of cultural atmosphere, and enhancing service quality to meet the needs and expectations of tourists, thereby further enhancing their psychological satisfaction<sup>[42]</sup>.

H1: The perception of tourism environment has a positive impact on tourists' psychological satisfaction.

### **2.2 The impact of perceived value on tourists' psychological satisfaction**

In the tourism experience, tourist satisfaction is a key indicator to measure the gap between their overall feelings and expectations. Perceived value, as a subjective evaluation of tourism products or services by tourists, is the core element in the process of satisfaction formation. Perceived value not only encompasses the functionality and practicality of products or services, but also involves multiple aspects such as emotional experiences and social identity gained by tourists during the tourism process, which together constitute the overall evaluation of tourists' tourism experience<sup>[44]</sup>. From the perspective of functional value, tourists have a direct expectation for the practicality of tourism products or services. A high-quality tourism product, whether it is a comfortable accommodation environment, convenient transportation facilities, or a variety of scenic activities, can make tourists feel that it is worth the money, even worth it. When these actual experiences match or exceed the expectations of tourists, they will feel satisfied and even generate a sense of surprise. The realization of this functional value is a direct way to enhance tourists' psychological satisfaction. Emotional value plays an indispensable role in the formation of tourists' psychological satisfaction<sup>[45]</sup>. Tourism is not only a material consumption, but also a spiritual enjoyment. Tourists often pursue pleasure, relaxation, and spiritual satisfaction during their travels. When they encounter beautiful scenery, interesting people, and unforgettable experiences on their journey, these positive emotional experiences become highlights in their memories, further deepening their love and satisfaction with the tourist destination. Social value is also an important factor affecting tourists' psychological satisfaction. Tourism activities often have social attributes. During travel, tourists not only establish deep friendships with fellow travelers, but also learn about local culture, customs, and habits through communication and interaction with local residents, thereby enhancing their sense of social belonging and identity. The realization of this social value not only enriches tourists' travel experience, but also enhances their overall evaluation of the tourist destination<sup>[46-50]</sup>.

In order to enhance the perceived value of tourists and thus increase their psychological satisfaction, the tourism industry needs to start from multiple aspects, formulate and implement effective practical strategies. Optimizing tourism products and services is the foundation for enhancing perceived value. Tourism enterprises should focus on enhancing the functionality and practicality of their tourism products, such as improving accommodation conditions, enriching scenic activities, optimizing transportation facilities, etc. At the same time, strengthen service training, improve service quality, and enable tourists to feel more care and respect while enjoying tourism products. The implementation of these measures will directly enhance tourists' perception of functional value, thereby enhancing their psychological satisfaction. Creating positive emotional experiences is the key to enhancing perceived value<sup>[51]</sup>. Tourism enterprises should focus on exploring and creating attractive tourism activities and cultural experiences, such as organizing cultural festivals and events, providing personalized services, etc., so that tourists can enjoy pleasure, relaxation, and spiritual satisfaction during the tourism process. These positive emotional experiences will become highlights in tourists' memories, further enhancing their love and satisfaction with the tourist destination. Strengthening cultural promotion and exchange is an important way to enhance perceived value. Tourism enterprises should deeply explore the cultural connotations of tourist destinations and convey them to tourists through brochures, tour guides, and other means. At the same time, organize cultural exchange activities to allow tourists to interact with local residents and learn about local culture, customs, and habits. The implementation of these measures will enhance tourists' perception of social value and improve their overall evaluation of the tourist destination. Finally, reasonable pricing and marketing strategies are also effective means to enhance perceived value. Tourism enterprises should develop reasonable pricing strategies based on market demand and competitive conditions to make tourists feel that they are getting value for their money<sup>[52]</sup>. At the same time, using effective marketing strategies to attract tourists' attention and increase their awareness and willingness to purchase tourism products. The implementation of these measures will help enhance tourists' perceived value, thereby increasing their psychological satisfaction<sup>[53-56]</sup>.

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By optimizing tourism products and services, creating positive emotional experiences, strengthening cultural promotion and communication, and implementing reasonable pricing and marketing strategies, the tourism industry can significantly enhance tourists' perceived value, thereby increasing their psychological satisfaction. This not only helps to enhance the brand image and competitiveness of tourist destinations, but also provides tourists with a better travel experience.

H2: Perceived value has a positive impact on tourists' psychological satisfaction.

### **2.3 The impact of local attachment on tourists' psychological satisfaction**

The concept of place attachment originates from the deep emotional connection between people and places, and is an important topic in tourism psychology. It reveals that there is not only functional interaction between tourists and tourist destinations, but also emotional bonds. Local attachment consists of two dimensions: local identity and local dependence. Local identity reflects tourists' emotional attachment to a certain place, which is their understanding of the uniqueness of that place and their emotional sense of belonging; And local dependence focuses on the functional connection between tourists and the place, such as resource acquisition, participation in activities, etc. This dual dimensional attachment relationship has a profound impact on tourists' psychological satisfaction. The existence of local attachment first satisfies tourists' needs for a sense of belonging and identity. When tourists develop a deep emotional connection with a place, they often see it as their 'second home', thus gaining a sense of belonging and identity psychologically. This emotional satisfaction directly enhances tourists' overall evaluation of the tourist destination and strengthens their psychological satisfaction. In addition, local attachment also encourages tourists to actively participate in activities at the destination, such as exploring local culture, participating in community activities, etc. These activities not only enrich tourists' travel experience, but also further deepen their love and satisfaction with the destination.

Given the positive impact of local attachment on tourist psychological satisfaction, tourist destinations should fully utilize this psychological phenomenon and develop effective strategies to enhance tourist satisfaction. Firstly, tourist destinations should focus on creating unique cultural atmosphere and landscape features to stimulate tourists' local identity. By exploring and showcasing unique elements such as local history, culture, and folk customs, tourists can generate strong emotional resonance during their travels, thereby enhancing their attachment to the destination. Meanwhile, optimizing the natural environment of the destination and enhancing the aesthetic value of the landscape are also effective ways to attract tourists and strengthen local attachment. Secondly, tourist destinations should provide diverse tourism activities and opportunities for participation to meet the local dependency needs of tourists. By designing creative and interactive tourism projects such as cultural experience activities, outdoor adventures, etc., tourists can feel a close connection with the place through participation<sup>[57]</sup>. In addition, providing convenient transportation, comfortable accommodation and other infrastructure services is also an important aspect of enhancing tourists' sense of place dependence. Finally, tourist destinations should also strengthen communication and interaction between tourists and local residents to promote tourists' in-depth understanding and experience of local culture. By organizing cultural exchange activities and providing tour guide services, tourists have the opportunity to establish deep friendships with local residents, thereby further deepening their emotional attachment to the destination.

Local attachment has a significant positive impact on tourists' psychological satisfaction. Tourist destinations should fully utilize this psychological phenomenon by creating a unique cultural atmosphere, providing diverse tourism activities, and strengthening communication between tourists and local residents to enhance tourist satisfaction and loyalty. Therefore, this article proposes the following hypothesis:

H3: Local attachment has a positive impact on tourists' psychological satisfaction.

### **2.4 The Mediating Role of Local Attachment**

The view that local attachment plays a mediating role in tourists' psychological satisfaction in their perception and perceived value of the tourism environment is of great significance in tourism research. The following is a detailed explanation of this viewpoint. Place Attachment refers to a positive emotional connection formed between an individual and a specific place. This type of connection typically includes two dimensions: Place Dependence and Place Identity. Local dependence is a functional attachment between people and places, emphasizing that places can meet individual needs and bring satisfaction; Local identity, on the other hand, is an emotional attachment that involves symbolic meanings, emotional connections, and a sense of belonging to a place. Tourism environment perception refers to the overall understanding and evaluation of the environmental characteristics of a tourist destination by tourists, including natural landscapes, cultural landscapes, service quality, facility conditions, and other aspects. Perceived value refers to the balance and evaluation between the products and services obtained and the costs incurred by tourists during the tourism process. Tourists form a unique perception of the tourist destination through interaction with the environment during their travels. This perception is not only based on material experiences, but also includes emotional resonance. When tourists have a positive perception of the environmental characteristics of the tourist destination, they are more likely to establish emotional connections with the place and form local attachment. The enhancement of local attachment will enhance tourists' perceived value of the tourist destination. Specifically, when tourists develop a strong attachment to the tourist destination, they will cherish and appreciate the various experiences they gain during their travels, thus believing that these



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experiences have higher value<sup>[58]</sup>. Local attachment plays a mediating role in the formation of tourists' psychological satisfaction. On the one hand, the enhancement of local attachment will increase tourists' overall satisfaction with the tourist destination, as they identify and cherish this place more; On the other hand, as tourists' satisfaction with the tourist destination increases, they are also more inclined to establish closer emotional connections with the place, thereby further deepening their attachment to it. Multiple studies have supported the mediating role of place attachment in the perception of tourism environment, perceived value, and tourist psychological satisfaction. For example, in the context of ancient town tourism, research has found that tourism involvement and local attachment are important driving factors that affect tourist satisfaction. Tourism involvement has an indirect impact on satisfaction through place attachment and experience quality, while place attachment directly and indirectly affects tourist satisfaction. In addition, in research on tourist resorts, it has been found that local attachment has a positive impact on tourists' psychological recovery. Tourists' attachment to tourist resorts can enhance their sense of environmental resilience and promote psychological recovery. This discovery further proves the importance of place attachment in the tourism experience<sup>[59]</sup>. Therefore, this article proposes the following hypothesis:

H4: Local attachment plays a mediating role in tourists' psychological satisfaction

### **2.5 The regulatory role of media promotion**

Media promotion plays a crucial role in tourism environment perception, perceived value, and local attachment. The following is a detailed discussion on this topic, aimed at analyzing how media propaganda plays a moderating role among these three. Tourism environment perception refers to the subjective feelings and evaluations of tourists towards the natural environment, cultural landscapes, infrastructure, and other aspects of a tourist destination. Media promotion, as an important means of information dissemination, has a significant impact on tourists' perception of the tourism environment. Firstly, media promotion can stimulate tourists' curiosity and curiosity by showcasing the beautiful scenery, unique culture, and rich activities of tourist destinations. For example, through channels such as television commercials, online videos, and social media, the media vividly presents the rippling waves of beaches, lush forests, and mottled history of ancient cities to a wide audience, arousing their strong interest and longing for these places. Secondly, media promotion can also help tourists understand the climate, transportation, accommodation and other practical information of the tourist destination in advance, thereby providing reference for them to make tourism decisions. These pieces of information help tourists form a comprehensive perception of the tourism environment, reducing their uncertainty and anxiety.

Perceived value is the subjective evaluation of products or services by tourists during the tourism process, which covers multiple dimensions such as environmental value, functional value, service value, emotional value, brand value, and cost value. Media promotion plays an important role in shaping tourists' perceived value. Environmental Value: The media can enhance tourists' perception of environmental value by showcasing the natural scenery and cultural landscapes of tourist destinations. Beautiful scenery and unique culture often attract more tourists and enhance their satisfaction with the tourist destination. Functional value: Although media promotion may have limited direct display of functional value (such as accommodation conditions, transportation convenience, etc.), it can indirectly influence tourists' perception of functional value through tourist evaluations, expert reviews, and other means. Service value: Media can help tourists form a perception of service value by reporting information on the service quality, service attitude, and other aspects of tourist destinations. Positive reports can increase tourists' expectations, while negative reports may lower their trust. Emotional Value: Media promotion can stimulate emotional resonance among tourists by telling their stories and sharing their travel experiences, thereby enhancing their perception of the emotional value of the tourist destination. Brand value: Media promotion of tourism destinations can enhance tourists' awareness and trust in the brand, thereby improving their perception of brand value. A well-known tourism brand often attracts more tourists and brings higher satisfaction and loyalty. Cost value: Media can help tourists form a perception of cost value by comparing prices, cost-effectiveness, and other information of different tourist destinations. These pieces of information help tourists make wiser choices when their budget is limited. Media promotion and local attachment refer to the emotional connection and sense of belonging that tourists have towards the tourism destination. Media promotion plays a crucial role in cultivating tourists' attachment to the place.

Firstly, by showcasing the unique charm and cultural characteristics of tourist destinations, the media can stimulate emotional resonance and identification among tourists. When tourists see tourist destinations in the media that align with their values and interests, they are more likely to develop a sense of belonging and attachment. Secondly, media promotion can enhance tourists' memories and emotional connections to the destination by telling their stories and sharing their travel experiences. These stories and experiences often touch people's hearts and create strong emotional resonance when tourists recall their travel experiences. In addition, media promotion can also enhance tourists' trust and dependence on the destination by shaping its brand image and reputation. A tourist destination with a good brand image and reputation often attracts more tourists and creates a stronger sense of attachment among them. Media promotion plays an important moderating role in the perception of tourism environment, perceived value, and local attachment. It influences tourists' cognition and evaluation of tourist destinations through conveying

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information, shaping images, and stimulating emotions, thereby regulating their perception, perceived value, and formation of local attachment to the tourism environment<sup>[60]</sup>.

Specifically, media promotion can enhance tourists' perception of environmental value by showcasing the beautiful scenery and unique culture of tourist destinations; By reporting information on service quality, cost-effectiveness, etc., influence tourists' perception of functional value and service value; By telling tourists' stories and sharing their travel experiences, we can stimulate their emotional resonance and enhance their perception of emotional value; Enhance tourists' perception and trust in brand value through brand promotion and word-of-mouth building; By comparing prices and cost-effectiveness information, help tourists form a perception of cost value. The enhancement and changes in these perceived values further affect tourists' dependence and identification with tourist destinations, thereby regulating the formation and development of local attachment. Overall, the theoretical model of this article is shown in Figure 1.

H5: Media promotion has a moderating effect on the perception and perceived value of the tourism environment

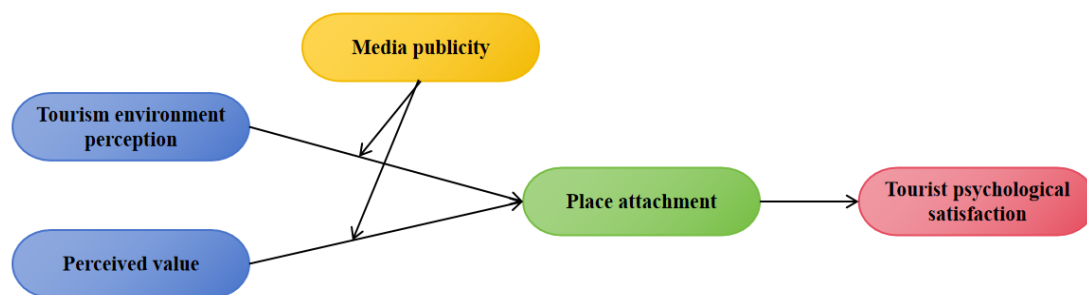


Figure 1 Theoretical Model

## 3. RESEARCH DESIGN

### 3.1 Research Sample

To ensure the depth and practicality of this study, we carefully planned an experiment to investigate the diverse experiences and feelings of 410 tourists. These tourists come from different age groups, genders, professions, and cultural backgrounds, and their participation will provide rich data support for our research, making the conclusions more universal and persuasive. To achieve this goal, we have decided to conduct random sampling at multiple tourist destinations within Shandong Province. These destinations encompass the magnificence of natural landscapes, the profound heritage of historical and cultural sites, and the vitality and innovation of modern entertainment facilities, ensuring the diversity and comprehensiveness of the samples. By collecting data in these different types of tourism environments, it is possible to more accurately reveal the impact of tourism environment fit on tourists' psychological recovery, as well as the mediating role of perceived value in this process. At the same time, we also conducted a questionnaire survey on frontline employees engaged in the tourism industry within Shandong Province. The design of this section aims to explore the impact of tourism environment on tourist experience from another perspective. Through communication with frontline employees, we can gain a deeper understanding of how they perceive and respond to changes in the tourism environment, and how these changes further impact tourist satisfaction and loyalty. With the assistance of the relevant human resources management department, we successfully collected survey data. The questionnaire has an effective rate of 85.16%. In the overall sample, women accounted for 64.30% of the proportion, while male employees accounted for 35.70%. This gender ratio to some extent reflects the current distribution of gender, and also provides a more comprehensive perspective for our research.

### 3.2 Variable measurement

On the basis of reviewing relevant literature at home and abroad, this article draws on mature scales to measure variables. All scales adopt a Likert 5-point scoring system, with scores ranging from low to high indicating the degree of agreement of the survey subjects, with "1" indicating "strongly disagree" and "5" indicating "strongly agree". In terms of controlling variables, this study controlled for these three variables because previous research has shown that employees' age, gender, and education level can affect their work engagement and creativity. The measurement methods for the main variables are as follows:

Media promotion: Although a specific scale is not directly mentioned, measurement indicators can be constructed based on relevant literature, such as evaluating the frequency, quality, and attractiveness of media content (such as TV commercials, online articles, social media posts, etc.) that tourists are exposed to. Perception of Tourism Environment: Using a scale consisting of several items to evaluate tourists' perception of the natural environment, cultural atmosphere, infrastructure, safety conditions, and other aspects of the tourism destination. For example, "I think the natural environment of this tourist destination is very attractive", "I feel that the cultural atmosphere here is very strong", and so on. In this article, the internal consistency reliability coefficient of the scale needs to reach an acceptable level, such as 0.75 or above. Local attachment: Referring to existing scales

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and adapting them appropriately, including three dimensions: emotional connection, sense of identity, and sense of belonging. For example, "I have a strong emotional connection to this place", "I feel like I belong to this place", "I am willing to recommend this place to others", and so on. In this article, the internal consistency reliability coefficient of the scale needs to ensure a high level, such as 0.80 or above. Tourist psychological satisfaction: Using mature satisfaction scales, such as the Service Quality (SERVQUAL) model adaptation, to evaluate the overall satisfaction of tourists with their travel experience. Including dimensions such as service efficiency, responsiveness, reliability, assurance, and empathy. For example, "I am very satisfied with the service efficiency here", "The service staff responded quickly to my needs", and so on. In this article, the internal consistency reliability coefficient of the scale needs to be above 0.75. Perceived Value: Adopting a scale adapted from relevant literature, including dimensions such as functional value, emotional value, social value, and cost value. Functional value focuses on the ability of a product or service to meet its needs; Emotional value focuses on emotional experience; Social value focuses on social relationships and sense of identity; Cost value considers the trade-off between price and performance. For example, "I think the price of this trip matches the value gained", "I gained a lot of wonderful emotional experiences during this trip", and so on. In this article, the internal consistency reliability coefficient of the scale needs to be above 0.80 to ensure the accuracy and reliability of the measurement.

### 4. DATA ANALYSIS AND RESULTS

#### 4.1 Reliability and validity testing

This article uses software SPSS22.0 and Mplus7.4 for reliability and validity testing. The Cronbach's coefficient (Cronbach's alpha) for media promotion, tourism environment perception, perceived value, local attachment, and tourist psychological satisfaction ranges from 0.742 to 0.886, which meets the acceptable standard of being greater than 0.7, indicating that the scale used in this article has good reliability. In terms of discriminant validity testing, the benchmark model used in this article is a five factor model, with the five factors being media promotion, tourism environment perception, perceived value, place attachment, and tourist psychological satisfaction. According to Table 1, in the results of using confirmatory factor analysis to test each factor model, the fit between the benchmark model and the data was better than the other four alternative models, indicating that the benchmark model has good discriminant validity. In addition, as shown in Table 1, this study analyzed the average variance extracted (AVE) and composite reliability (CR) of each variable. The results showed that the AVE of media promotion, tourism environment perception, perceived value, place attachment, and tourist psychological satisfaction met the acceptable standard of greater than 0.5, and the CR also met the acceptable standard of greater than 0.7.

**Table 1 Differential validity test**

Variable combination	$\chi^2$	df	$\chi^2$	RMSEA	CFI	TLI	SRMR
Media promotion	279.856	160	1.868	0.058	0.934	0.922	0.055
Perception of tourism environment	555.969	164	3.318	0.088	0.820	0.792	0.105
Perceived value	712.292	167	4.247	0.112	0.743	0.708	0.104
Local attachment	1048.368	169	6.203	0.142	0.584	0.532	0.132
Tourist psychological satisfaction	1292.555	170	7.603	0.160	0.360	0.285	0.152

Note: SA represents surface acting; DA represents deep acting; Sense of support from SC organization; IN represents service performance; EM represents work engagement; Same as the table below+ Merge 2 factors into 1 factor.

#### 4.2 Deviation testing of homologous methods

Although the author of this article emphasized the confidentiality of the data to the respondents during the data collection process in order to reduce their concerns and obtain more authentic data as much as possible, it is still necessary to conduct a same origin method bias test because the questionnaires are all filled out by employees. This article uses Harman's single factor analysis method to perform homogeneity method bias testing. The results showed that there were 5 factors with eigenvalues greater than 1, and the first factor accounted for 22.26% of the total variance, which was less than 40%. This indicates that there are no factors with excessively high explanatory power, indicating that the bias problem of the same origin method in this article is not serious.

#### 4.3 Descriptive statistics and correlation analysis

Table 2 lists the mean, standard deviation, and correlation coefficient of the main research variables. Among them, media promotion is significantly positively correlated with tourism environment perception ( $r=0.117$ ,  $P<0.01$ ), deep role-playing is

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significantly positively correlated with work engagement ( $r=0.224$ ,  $P<0.01$ ), work engagement is significantly positively correlated with service performance ( $r=0.317$ ,  $P<0.001$ ), and deep role-playing is significantly positively correlated with service performance ( $r=0.331$ ,  $P<0.001$ ), providing preliminary support for the hypothesis in this article.

**Table 2 Descriptive statistics**

variable	mean value	Standard deviation	Standard deviation	correlation coefficient				
				1	2	3	4	5
Media promotion	5.393	1.187	0.755	(0.823)	0.273***	0.006	0.304**	0.075
Perception of tourism environment	5.300	1.085	0.641	0.237**	(0.866)	-0.567**	-0.092	0.486**
Perceived value	2.829	1.245	0.774	0.002	-0.337***	(0.852)	0.331**	-0.233**
Local attachment	2.087	1.205	0.722	0.136*	-0.027	-0.187**	(0.764)	-0.251**
Tourist psychological satisfaction	4.957	1.346	0.575	0.117	0.331***	0.214**	-0.083	(0.762)

Note: \* represents  $P<0.05$ , \*\* represents  $P<0.01$ , \*\*\* represents  $P<0.001$ ; Standard deviation, and standard deviation, respectively, are the standard deviations of variables in media promotion, tourism environment perception, and local attachment: the values on the diagonal represent the reliability coefficients of the corresponding variables, the values below the diagonal represent the correlation coefficients between individual employee level variables, and the values above the diagonal represent the correlation coefficients between organizational level variables.

This article uses within group rater reliability ( $R_{wg}$ ), within group consistency (ICC (1)), and between group consistency (ICC (2)) as test indicators. The results showed that the average within group consistency ( $R_{wg}$ ) of the service atmosphere was 0.87, which is in line with the acceptable level of  $R_{wg}$  greater than 0.7 proposed by James et al (James et al,1984). In addition, ICC (1) and ICC (2) are 0.32 and 0.77, respectively, meeting the standards proposed by Bliese&Halverson (Bliese & Halverson,1998) that ICC (1) should be greater than 0.12 and ICC (2) should be greater than 0.60.

### 4.4 Hypothesis testing

This article uses the Mplus 7.4 software to test the proposed hypothesis. To test the research hypothesis in Figure 1, this paper first constructed a cross level model. In order to improve the explanatory power of the model, group mean centralization was applied to individual level variables, including control variables, and population mean centralization was applied to variables in data analysis. The hypothesis analysis results are as follows: after controlling for employee age, gender, and education level, media promotion has a significant positive impact on tourist psychological satisfaction ( $\gamma=0.186$ ,  $P<0.05$ ), tourism environment perception has a significant positive impact on tourist psychological satisfaction ( $\gamma=-0.235$ ,  $P<0.01$ ), and perceived value has a significant positive impact on tourist psychological satisfaction ( $\gamma=-0.304$ ,  $P<0.001$ ). Hypotheses H1a, H1b, and H2 are validated.

On the basis of the above analysis, the bootstrap sampling method was used to test the mediating effect of place attachment, with a sampling frequency of 5000 times. The analysis results showed that in the process of influencing service performance on the surface, the mediating effect of lover depletion was significant ( $\gamma=-0.057$ , 95% confidence interval [-0.148, -0.004], excluding 0); In the process of deeply influencing service performance, the mediating role of work engagement is also significant ( $\gamma=0.07195$  confidence interval [0.030,0.136], excluding 0). Therefore, hypotheses H3a and H3b are validated in Table 3.

In the test of the moderating effect of media promotion, the data analysis results showed that the regression coefficient of the interaction term between tourism environment perception and perceived value was negative, but did not pass the significance test ( $\gamma=-0.355$ , n.s.). Therefore, H4a has not been validated; The regression coefficient of the interaction term between deep role-playing and organizational support is significantly positive ( $\gamma=0.430$ ,  $P<0.01$ ). Assuming H4b is validated, it indicates that organizational support can enhance the positive impact of deep play on work engagement. To present the moderating effect of media propaganda atmosphere on the relationship between deep play and work engagement more intuitively, this paper uses a simple slope test method to add and subtract one standard deviation from the mean of media propaganda to obtain high and low



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groups of organizational support, and then draws a moderation effect graph. In the context of high media promotion of emotions, deep acting has a significant impact on work engagement ( $y=-0.323$ ,  $P<0.01$ ); In the context of low media promotion, the impact of perceived tourism environment on work engagement is not significant ( $y=-0.040$ , n.s.), indicating a moderating effect in the negative impact process. Hypothesis H4b has been validated.

**Table 3 Analysis Results of Adjusted Mediating Effects**

Adjusting variables	Mediating effect path: surface play → work engagement → service performance		
	Indirect effect	Standard error	95% confidence interval for indirect effects
Perception of tourism environment	0.035	0.058	[-0.100,0.262]
Perceived value	-0.073	0.081	[-0.342,0.071]
Place attachment	0.108	0.099	[-0.014,0.308]

Adjusting variables	Mediating effect path: surface play → work engagement → service performance		
	Indirect effect	Standard error	95% confidence interval for indirect effects
Perception of tourism environment	-0.057	0.074	[-0.200,0.032]
Perceived value	0.074	0.044	[0.010,0.242]
Place attachment	-0.131	0.077	[-0.320,-0.001]

## 5. RESEARCH CONCLUSIONS AND DISCUSSIONS

### 5.1 CONCLUSION

This study focuses on the impact of tourism environment perception, perceived value, place attachment, and media promotion on tourists' psychological satisfaction, aiming to reveal the intrinsic connections between these elements through empirical analysis. After in-depth data analysis and hypothesis verification, we have drawn a series of important conclusions.

Firstly, the perception of tourism environment has a significant positive impact on tourists' psychological satisfaction. This discovery emphasizes the crucial role of tourism environment quality in improving tourist satisfaction. Tourists' perception of the natural environment, cultural atmosphere, service quality, and overall experience of the destination directly affects their psychological satisfaction. When these perceptions align with tourists' expectations and preferences, their satisfaction will significantly increase. This means that tourist destinations should strive to improve the quality of their tourism environment to meet the diverse needs of tourists. For example, measures such as improving natural landscapes, enriching cultural connotations, and enhancing service quality can further enhance tourists' positive perception of the tourism environment, thereby increasing their satisfaction.

Secondly, perceived value also has a positive impact on tourists' psychological satisfaction. The perceived value of tourism products or services by tourists during their travels is an important indicator for measuring their satisfaction. The realization of functional value, emotional value, and social value can effectively enhance tourists' psychological satisfaction. Therefore, tourism enterprises should focus on optimizing tourism products and services, providing more attractive and practical tourism experiences. Meanwhile, creating positive emotional experiences and strengthening cultural promotion and communication are also effective ways to enhance tourists' perceived value. Through these measures, tourism enterprises can further meet the expectations of tourists, enhance their satisfaction and loyalty.

In addition, we also found that place attachment plays an important role in tourists' psychological satisfaction. Local attachment, as a deep emotional connection between tourists and tourist destinations, has a significant positive impact on tourists' psychological satisfaction. The two dimensions of local identity and local dependence jointly affect tourist satisfaction. In order to enhance tourists' local attachment, tourist destinations should strive to create a unique cultural atmosphere, provide diverse tourism activities, and strengthen communication between tourists and local residents. These measures help tourists establish a closer emotional connection with the tourist destination, thereby enhancing their satisfaction and sense of belonging. Meanwhile, we also found that place attachment plays a mediating role in the impact of perceived tourism environment and perceived value on tourists' psychological satisfaction. This indicates that place attachment is not only an important influencing factor of tourist

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satisfaction, but also a key bridge connecting tourism environment perception, perceived value, and tourist psychological satisfaction.

### **5.2 Theoretical contributions**

This study has taken an important step in the field of tourism psychology by introducing place attachment into the research framework, allowing us to explore in depth the impact of this emotional connection on tourist psychological satisfaction and its underlying mechanisms. As a new perspective, local attachment not only enriches the research content of tourism psychology, but also provides new theoretical support for understanding the complex relationship between tourists and tourist destinations. This discovery not only reveals the multidimensional influencing factors of tourist psychological satisfaction, but also opens up new directions for future research.

Meanwhile, this study conducted an in-depth analysis of perceived value from three dimensions: functional value, emotional value, and social value, which further reveals the multidimensional characteristics of perceived value in tourism experience. Functional value reflects the practicality of tourism products or services, emotional value reflects the emotional experience gained by tourists during the tourism process, and social value emphasizes the social connections established between tourists and others during tourism. The combined effect of these three dimensions affects the psychological satisfaction of tourists. This discovery provides theoretical support for tourism enterprises to enhance tourist satisfaction and deepens our understanding of the importance of perceived value in the tourism experience.

Deepened the understanding of the role of media promotion in tourism experience : Although this study did not receive complete empirical support for the moderating effect of media promotion, the relevant analysis still revealed a significant impact of media promotion in specific contexts. This indicates that the role of media promotion in the tourism experience is complex and diverse, and requires further in-depth research. In the future, we can further explore the differences in the impact of media promotion in different stages of tourism, different tourist groups, and different tourist destinations, in order to have a more comprehensive understanding of its role in the tourism experience.

Practical Insights and Strategic Suggestions for Tourism Management : From a practical perspective, this study provides valuable insights for tourism management and business operations. Firstly, tourist destinations should focus on improving the quality of the tourism environment, including optimizing the natural environment, creating a cultural atmosphere, and enhancing service quality, in order to meet the diverse needs of tourists. Secondly, tourism enterprises should enhance the perceived value of tourists by optimizing their tourism products and services, creating positive emotional experiences, and strengthening cultural promotion and communication, thereby increasing their satisfaction and loyalty. In addition, cultivating tourists' place attachment is also an important means to enhance the tourism experience. Tourist destinations should create a unique cultural atmosphere, offer diverse tourism activities, and strengthen communication between tourists and local residents to enhance their emotional connection and sense of belonging to the destination. Finally, tourism enterprises should make reasonable use of the power of media promotion to stimulate tourists' curiosity and exploratory desire through authentic and objective displays, while maintaining the brand image and reputation of the tourism destination.

### **5.3 Management Insights**

This study reveals the key roles of tourism environment perception, perceived value, place attachment, and media promotion in the formation of tourists' psychological satisfaction, providing valuable management insights for tourism managers.

Firstly, tourist destinations should focus on improving the quality of the tourism environment. This includes optimizing the natural environment, such as maintaining the cleanliness and beauty of the scenic area, as well as enhancing the ecological friendliness of the scenic area; At the same time, it is also necessary to create a unique cultural atmosphere, enhance tourists' cultural identity and sense of belonging to the tourist destination through organizing cultural activities, showcasing local characteristics, and other means. In addition, improving service quality is also crucial. Tourism enterprises should train their employees to provide enthusiastic and professional services, ensuring that tourists have a good experience during the tourism process.

Secondly, tourism enterprises should attach importance to enhancing the perceived value of tourists. This requires tourism enterprises to focus on innovation and differentiation in product design and service provision to meet the diverse needs of tourists. At the same time, enterprises should also pay attention to the emotional experience of tourists during the tourism process, and enhance their satisfaction and loyalty by creating a positive atmosphere and providing personalized services. In addition, strengthening cultural promotion and exchange is also an important way to enhance tourists' perceived value. By showcasing local characteristic culture and promoting interaction between tourists and local residents, it deepens tourists' understanding and love for tourist destinations.

Furthermore, cultivating tourists' place attachment is of great significance in enhancing their satisfaction and willingness to revisit. Tourist destinations should enhance their emotional connection and sense of belonging to the destination by creating a unique brand image, offering diverse tourism activities, and strengthening communication between tourists and local residents.

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This can not only improve tourist satisfaction, but also help form a word-of-mouth effect, attracting more tourists to come and experience.

Finally, making reasonable use of the power of media promotion is also an important means to improve tourist satisfaction. Tourism enterprises should stimulate tourists' curiosity and exploratory desire by showcasing the beautiful scenery, unique culture, and rich activities of tourist destinations. At the same time, media promotion should focus on authenticity and objectivity, avoiding exaggeration or false advertising, in order to maintain the brand image and reputation of tourist destinations. In addition, tourism enterprises can also collaborate with media to carry out online and offline interactive activities, such as live streaming, short videos, etc., to enhance tourists' sense of participation and experience.

### 5.4 Research Limitations and Prospects

Although this study has achieved some results in exploring the impact of tourism environment perception, perceived value, place attachment, and media promotion on tourists' psychological satisfaction, there are still some limitations that need to be improved and perfected in future research.

Firstly, this study has certain limitations in sample selection. The samples mainly come from tourists in specific tourist destinations, which may limit the universality of research conclusions due to regional and cultural differences. To verify the broad applicability of the conclusions, future research can expand the sample size to cover tourists from different regions and cultural backgrounds for more comprehensive comparison and analysis.

Secondly, there are certain limitations in the methods of data collection. This study mainly collected data through questionnaire surveys. Although this method has the advantages of easy operation and quantification, it may also affect the accuracy and reliability of the data due to the subjectivity and bias of tourists. To compensate for this deficiency, future research can explore the comprehensive application of various data collection methods, such as interviews, observations, experiments, etc., to obtain more objective and comprehensive data, and improve the accuracy and credibility of research.

In addition, there are also certain challenges in variable measurement. The measurement of variables in this study is mainly based on tourists' self-report, which may have certain measurement errors. In order to measure these variables more accurately, future research can explore more objective and accurate measurement methods, such as using psychological scales, physiological indicators, etc., to improve the accuracy and reliability of the study.

In terms of the moderating effect of media promotion, this study has not received sufficient empirical support. This may be related to factors such as research design and sample selection. Future research can further explore the mechanism of media promotion in tourism experience, such as considering the impact of factors such as content, form, and frequency of media promotion on tourists' psychological satisfaction, as well as the interaction between media promotion and other variables.

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