

Camping Destination Image and Tourist Satisfaction towards Environmental Preservation Framework Development

Yuanshuang Li ^{ab}, Daniel D. Dasig, Jr. ^{bc}

^aBozhou University, Bozhou, China

^b Graduate School, Jose Rizal University, Mandaluyong City, Philippines

^cDe La Salle University- Dasmarias, Cavite, Philippines

[https://doi.org/10.35609/gcbssproceeding.2024.1\(103\)](https://doi.org/10.35609/gcbssproceeding.2024.1(103))

ABSTRACT

In the context of increasing global environmental awareness, camping has become an increasingly popular way for people to connect with nature. However, the image and management of campsites significantly impact visitor experience and satisfaction, affecting not only tourists' personal experiences but also critical issues of environmental protection and sustainable tourism development. This study aims to explore these themes in depth by examining how the multidimensional destination perception image—including landscape image, service image, tourism facility image, experience activity image, and emotional image—of campsites affects tourist satisfaction. Furthermore, the study analyzes how tourist satisfaction, as an intermediary variable, influences tourists' environmental responsibility behavior. Through this research framework, the study deeply investigates the direct and indirect impacts of campsite image on tourist behavior and the role of environmental protection frameworks. The findings will provide a theoretical basis and practical guidance for tourism destination image management and environmental protection practices, contributing to the sustainable development of the tourism industry.

Keywords: Camping Tourism, Destination Image, Tourist Satisfaction, Environmental Protection, Sustainable Development.