

Tourism Components and Revisit Intention in Sustainable Urban Tourism: A Moderated Mediation Model of Sustainable Tourism Destination Image and Perceived Value

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[https://doi.org/10.35609/gcbssproceeding.2026.1\(50\)](https://doi.org/10.35609/gcbssproceeding.2026.1(50))

ABSTRACT

This study examines how tourism components influence revisit intention in the context of sustainable urban tourism. Drawing on the Cognitive–Affective–Conative framework, a moderated mediation model is proposed in which Sustainable Tourism Destination Image (STDI) mediates the relationship between tourism components and revisit intention, while perceived value strengthens this effect. Data were collected from 300 domestic tourists who had visited Beijing, China, and were analysed using partial least squares structural equation modelling (PLS-SEM). Tourism components and perceived value were modelled as reflective–formative higher-order constructs using the disjoint two-stage approach. The results indicate that tourism components significantly enhance STDI, which in turn positively influences revisit intention. Furthermore, STDI mediates the relationship between tourism components and revisit intention. Perceived value is found to positively moderate the relationship between STDI and revisit intention, such that the effect becomes stronger at higher levels of perceived value. These findings contribute to sustainable tourism research by providing an integrated explanation of revisit intention through a conditional process model and offer practical insights for destination managers seeking to enhance tourist retention in urban destinations.

JEL Codes:

Keywords: *Sustainable Tourism Destination Image; Tourism Components; Perceived Value; Revisit Intention; Urban Tourism*