

Research on the Influencing Mechanism of Tourists' Revisit Intention to Mountain-based Health and Wellness Tourism Destinations: An Empirical Analysis Based on Multidimensional Perceived Value

Jingnan Zhu, Jun Yu

School of Tourism, Huangshan University, Huangshan 245041, China

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Abstract: Health and wellness tourism is a significant sector that meets people's needs for a better life within the context of cultural and tourism integration in the new era. With the enhancement of national health awareness and the upgrading of leisure consumption, health and wellness tourism centered on forests, hot springs, and ecological culture has become a growth hotspot in the tourism market. As a world-class mountain-based tourism destination, Huangshan boasts unique natural ecological resources and profound Huizhou cultural heritage, making it an excellent carrier for developing health and wellness tourism. Tourists' revisit intention serves as a core indicator for measuring the sustainable development of health and wellness tourism destinations, directly determining the destination's market competitiveness and lifecycle. In the context of health and wellness tourism consumption, tourists' revisit decisions are not solely driven by landscape resources but are deeply reliant on their comprehensive value perception during the tourism process. Therefore, it is necessary to systematically analyze the mechanism of value perception on revisit intention through a theoretical framework. This paper constructs an analytical framework based on perceived value theory, examining tourists visiting Huangshan for health and wellness tourism through questionnaire surveys from four dimensions: functional value, emotional value, social value, and cognitive value. It explores how perceived value in different dimensions drives tourists' revisit intention, providing theoretical foundations and practical strategies for optimizing Huangshan's health and wellness tourism products and enhancing destination operations.

Keywords: Perceived value theory; Health and wellness tourism; Revisit intention; Cultural and tourism integration

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1. Introduction

Health and wellness tourism is an emerging form of tourism that deeply integrates cultural and tourism

aspects with the Healthy China strategy. With the continuous upgrading of national health demands and the transformation of leisure consumption structures, health and wellness tourism has gradually evolved from a niche specialized tourism form into an important choice for mass leisure, becoming a new growth point for the high-quality development of the tourism industry ^[1]. In this development process, mountain-based ecological destinations have become core carriers for health and wellness tourism due to their high-quality natural environments and abundant health and wellness resources. Tourists' revisit intention is a crucial aspect for destinations to achieve sustainable operations and build a loyal customer base, directly influencing the destination's market influence and long-term development potential ^[2].

As a benchmark destination for mountain tourism in China, Huangshan possesses world-class natural ecological resources, unique hot spring health and wellness resources, and profound Huizhou cultural heritage, offering natural advantages for developing health and wellness tourism. In recent years, Huangshan's health and wellness tourism product system has continuously improved, attracting a large number of tourists seeking health and leisure. Currently, Huangshan's health and wellness tourism is undergoing a transition from traditional sightseeing to in-depth health and wellness experiences. Tourists' demands for tourism are no longer limited to landscape appreciation but place greater emphasis on the actual effects of health and wellness experiences, the fulfillment of emotional values, the realization of social needs, and the enhancement of cultural cognition. These demands collectively constitute tourists' perceived value system, directly influencing their revisit intention.

Existing related research has mostly focused on resource development and product design for health and wellness tourism or analyzed single influencing factors of revisit intention, lacking in-depth analysis of the microscopic mechanism of tourists' revisit intention to mountain-based health and wellness tourism destinations from a multidimensional perspective of perceived value ^[3]. Based on this, this paper introduces perceived value theory as the core analytical framework, viewing tourists' revisit intention as a rational decision-making result driven by value perception. It analyzes the formation logic of tourists' revisit intention through four core dimensions: functional value, emotional value, social value, and cognitive value. This paper aims to study: How do different dimensions of perceived value serve as endogenous motivations influencing revisit intention? What are the weights and transmission paths of each dimension's value in revisit decision-making? Through a comprehensive application of interview and questionnaire survey methods, this paper conducts field research on the core customer base of Huangshan's health and wellness tourism, aiming to reveal the internal paths through which multidimensional perceived value drives tourists' revisit intention to Huangshan's health and wellness tourism, thereby providing theoretical references and practical insights for product upgrading, service optimization, and destination marketing of Huangshan's health and wellness tourism.

2. Literature review

2.1. Perceived value theory

Theory is a core theory in the field of consumer behavior research, asserting that consumers' perceived value is a trade-off between perceived benefits and perceived sacrifices associated with a product or service, serving as a critical antecedent variable influencing consumer decision-making and behavioral intentions ^[4]. In the realm of tourism research, perceived value is defined as tourists' comprehensive evaluation of the utility of tourism products, services, environments, and other elements during their travel

experiences, acting as a key mediating variable linking tourism experiences to subsequent behavioral intentions ^[5].

As tourism research deepens, the dimensionality of perceived value continues to expand, with a four-dimensional framework encompassing functional value, emotional value, social value, and cognitive value being widely applied in tourism contexts. Functional value refers to tourists' perceptions of the core functions and practical utilities of tourism products, corresponding to the actual effects and experience quality of projects such as hot spring therapy, forest bathing, and health and wellness services in health and wellness tourism. Emotional value denotes the emotional satisfaction and psychological pleasure derived from tourism experiences, aligning with emotional experiences such as relaxation, stress relief, and pleasure in health and wellness tourism. Social value pertains to the value of tourism experiences in fulfilling tourists' social needs and gaining social recognition, corresponding to experiences such as spending time with friends and family, expanding social networks, and obtaining identity recognition in health and wellness tourism. Cognitive value refers to the knowledge acquisition and cognitive enhancement brought about by tourism experiences, corresponding to learning and cognitive upgrades regarding the ecological environment of Mount Huang, Huizhou health and wellness culture, and natural knowledge in health and wellness tourism.

Perceived Value Theory provides a mature theoretical framework for analyzing the formation mechanism of tourists' revisit intentions. Tourists' comprehensive perceived value in health and wellness tourism directly influences their satisfaction and loyalty towards the destination, thereby determining the strength of their revisit intentions. This is the core reason why this theory is chosen as the foundational analysis for this paper.

2.2. Research on health and wellness tourism and revisit intentions

Health and wellness tourism is a specialized form of tourism centered on health rehabilitation and leisure wellness, integrating the two core attributes of tourism leisure and health preservation. Its core characteristics are experientiality, health and wellness orientation, and sustainability, which determine that revisit intentions are a core indicator for the development of health and wellness tourism destinations ^[6]. Existing research indicates that tourists' revisit intentions in health and wellness tourism are influenced by multiple factors, including destination resource endowments, service quality, experience satisfaction, and perceived value, with perceived value being the critical antecedent variable affecting revisit intentions.

Current domestic research on health and wellness tourism predominantly focuses on macro-level aspects such as resource evaluation, product development, and industrial integration, with relatively insufficient research on micro-level tourist behaviors in mountain-type health and wellness tourism destinations. In particular, there is a lack of systematic research on the influence mechanism of tourists' revisit intentions from a multi-dimensional perspective of perceived value ^[7]. Mount Huang, as a top mountain-type health and wellness tourism destination in China, exhibits typical characteristics in terms of its health and wellness tourism development model and tourist behavior patterns, receiving strong positive reviews from tourists in online evaluations ^[8]. Analyzing the influence mechanism of tourists' revisit intentions from the perspective of perceived value not only enriches theoretical research in the field of health and wellness tourism but also provides practical references for the development of similar destinations.

3. Methodology

3.1. Research hypotheses

Based on the analytical framework of perceived value theory, this study posits that the multi-dimensional value perceptions formed by tourists during their health and wellness tourism experiences will ultimately influence their revisit intentions through the mediating effect of satisfaction^[9]. The specific impact pathways and hypotheses regarding how each dimension of value perception affects tourist satisfaction and revisit intentions are outlined as follows (**Figure 1**).

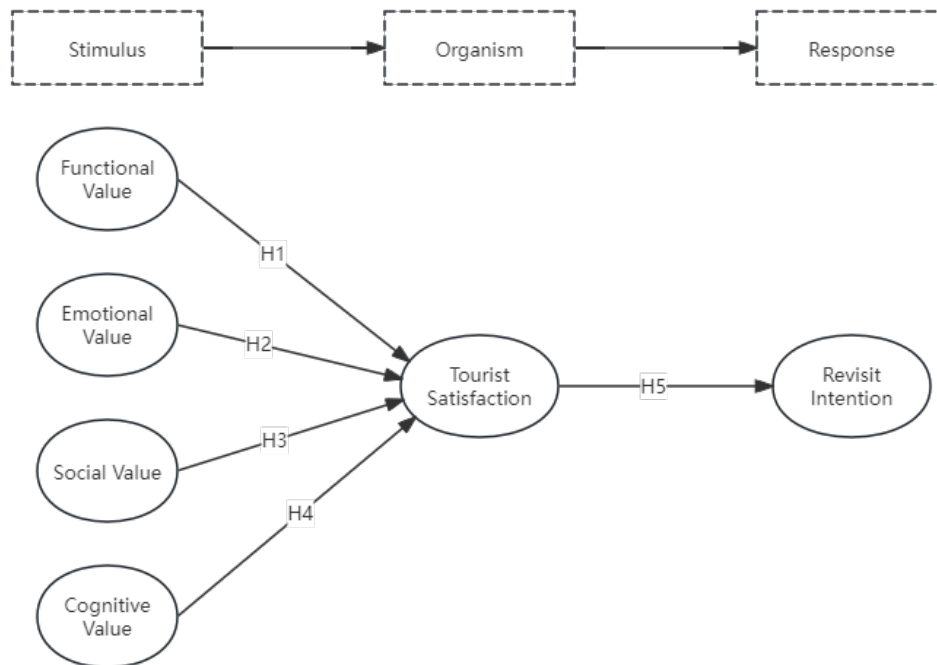


Figure 1. Research model

3.2. Variable measurement

This study involves six research variables: functional value, emotional value, social value, cognitive value, tourist satisfaction, and revisit intention. The measurement items for each variable are appropriately adjusted based on existing mature scales, taking into account the context of health and wellness tourism in Huangshan. All items are measured using a Likert-type scale, where 1 represents “completely disagree” and 5 represents “completely agree.” The specific measurement scale is shown in **Table 1**.

Table 1. Measurement scale

Variable	Code	Item
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Functional Value	FV1	The hot spring/forest bathing and other wellness programs in Huangshan have actual positive effects on physical and mental health
	FV2	The wellness facilities in Huangshan (e.g., trails, retreats, rest areas) are complete and convenient to use
	FV3	The wellness services in Huangshan (e.g., wellness guidance, catering, accommodation) are professional and of high quality
	FV4	Compared with the time and cost invested, the costperformance ratio of this wellness tourism experience is satisfactory
	FV5	The natural ecological environment of Huangshan (air, water, climate) is very suitable for wellness and leisure
Emotional Value	EV1	The wellness experience in Huangshan makes one feel physically and mentally relaxed, and stress relieved
	EV2	This wellness tourism brings a sense of pleasure and inner peace
	EV3	The natural scenery and wellness atmosphere of Huangshan make one feel refreshed
	EV4	During the wellness stay in Huangshan, one can temporarily forget the worries of daily life
	EV5	This wellness experience inspires a desire for a healthy lifestyle
Social Value	SV1	This wellness tourism enhances the relationship with accompanying family and friends
	SV2	During the wellness process in Huangshan, one can make new likeminded friends
	SV3	Choosing Huangshan for wellness tourism gains a certain sense of recognition in one's social circle
	SV4	Sharing the Huangshan wellness experience with others is something to be proud of
	SV5	The atmosphere of wellness tourism in Huangshan provides a sense of belonging and interpersonal warmth
Cognitive Value	CV1	This trip provides a deeper understanding of the natural ecological knowledge of Huangshan
	CV2	One can learn about the unique wellness culture and health wisdom of the Huizhou region
	CV3	This experience helps improve the awareness of health management and wellness practices
	CV4	It provides a more comprehensive understanding of the connotation of mountaintype wellness tourism
	CV5	The Huangshan wellness journey inspires interest in exploring more wellness destinations
Tourist Satisfaction	TS1	Overall, I am satisfied with this Huangshan wellness tourism experience
	TS2	Compared with expectations, this Huangshan wellness tourism is satisfactory
	TS3	Considering the time, effort, and cost invested, I am satisfied with this Huangshan wellness tourism
	TS4	This wellness tourism experience meets my expectations of an ideal wellness destination
Revisit Intention	RI1	I am willing to revisit Huangshan for wellness tourism in the future
	RI2	Compared with other wellness destinations, I would give priority to revisiting Huangshan
	RI3	I am willing to recommend Huangshan as a wellness tourism destination to family and friends
	RI4	Even if there are similar alternatives, I would still prefer to choose Huangshan for wellness tourism

4. Results

4.1. Descriptive statistics

This study collected a total of 120 valid questionnaires. From the descriptive statistical analysis of the samples, it can be seen that the respondents were primarily from the young and middle-aged groups, with those aged 25 to 34 accounting for 30% and those aged 18 to 24 accounting for 25%. The combined proportion of these two groups exceeded half, at 55%. In terms of educational attainment, respondents with a bachelor's degree constituted the highest proportion, reaching 47.5%, followed by those with a junior college degree, accounting for 23.3% (**Table 2**). The overall sample indicated a generally high level of education. Regarding occupational distribution, there were 36 students, accounting for 30%, and 34 corporate employees, accounting for 28.3%. These two groups constituted the main subjects of the interviewees. There were 27 people with a monthly income below 3,500 yuan, accounting for 22.5%, and 38 people with a

monthly income between 6,000 and 8,499 yuan, accounting for 31.7%.

In terms of tourism behavior characteristics, regarding the frequency of health and wellness tourism in Huangshan, more than half of the respondents, totaling 65 people or 54.2%, were visiting Huangshan for health and wellness tourism for the first time. Among them, 39 people, or 32.5%, visited Huangshan for health and wellness tourism once a year. In terms of traveling companions, more than half of the respondents, totaling 67 people or 55.8%, traveled with family members. This was followed by traveling with friends, with 40 people or 33.3%. This indicates that family and social interactions are important contexts for health and wellness tourism in Huangshan.

Table 2. Descriptive statistical analysis

	Category	Frequency	Percentage
Age Group	Under 18	8	6.7
	18-24 years	30	25.0
	25-34 years	36	30.0
	35-44 years	22	18.3
	45-54 years	10	8.3
	Over 55 years	14	11.7
Education Level	High school or below	21	17.5
	Associate degree (including current students)	28	23.3
	Bachelor's degree (including current students)	57	47.5
	Postgraduate or above	14	11.7
	Civil servant / Public institution staff	14	11.7
Occupation	Enterprise employee	34	28.3
	Business person	8	6.7
	Freelancer	11	9.2
	Student	36	30.0
	Retired / Unemployed	16	13.3
	Other	1	8
Monthly Income	Below 3,500 yuan	38	31.7
	3,500-5,999 yuan	27	22.5
	6,000-8,499 yuan	38	31.7
	8,500-10,999 yuan	7	5.8
	11,000-15,000 yuan	8	6.7
	Above 15,000 yuan	2	1.7
Frequency of Health and Wellness Tourism to Huangshan	First time	65	54.2
	Once a year	39	32.5
	2-3 times a year	12	10.0
	4-5 times a year	2	1.7
	More than 5 times a year (excluding 5)	2	1.7
	Alone	7	5.8
With Whom to Go for Health and Wellness Tourism to Huangshan	With friends	40	33.3
	With family	67	55.8
	With colleagues	5	4.2
	Other	1	0.8

4.2. Variable analysis

To ensure the reliability and validity of the measurement model, this study conducted confirmatory factor analysis on six latent variables: functional value, emotional value, social value, cognitive value, tourist satisfaction, and revisit intention. The results are shown in **Table 3**.

In terms of reliability testing, the Composite Reliability (CR) values for each latent variable exceed the recommended threshold of 0.7. Specifically, the CR value for functional value is 0.901, for emotional value is 0.923, for social value is 0.883, for cognitive value is 0.914, for tourist satisfaction is 0.865, and for revisit intention is 0.898. These results indicate that the measurement scales for all variables exhibit good internal consistency reliability.

Regarding validity testing, the standardized factor loadings of each measurement item on its corresponding latent variable all surpass the threshold value of 0.6, with the majority exceeding 0.7, demonstrating good convergent validity ^[10]. Among them, within the functional value dimension, measurement item FV3 has the highest factor loading of 0.781; within the emotional value dimension, EV2 has the highest factor loading of 0.799; within the social value dimension, SV3 has the highest factor loading of 0.785; within the cognitive value dimension, CV2 has the highest factor loading of 0.838. The factor loadings for all items related to tourist satisfaction and revisit intention also meet the requirements, indicating that the measurement model has good structural validity.

Table 3. Confirmatory factor analysis

Variable	Code	Factor Coefficient	CR
Functional Value	FV1	0.689	0.901
	FV2	0.770	
	FV3	0.781	
	FV4	0.739	
	FV5	0.712	
Emotional Value	EV1	0.707	0.923
	EV2	0.799	
	EV3	0.783	
	EV4	0.754	
	EV5	0.773	
Social Value	SV1	0.640	0.883
	SV2	0.781	
	SV3	0.785	
	SV4	0.781	
	SV5	0.711	
Cognitive Value	CV1	0.803	0.914
	CV2	0.838	
	CV3	0.813	
	CV4	0.684	
	CV5	0.809	

	TS1	0.704	
	TS2	0.664	
Tourist Satisfaction	TS3	0.763	0.865
	TS4	0.618	
	RI1	0.773	
	RI2	0.733	
Revisit Intention	RI3	0.647	0.898
	RI4	0.729	

5. Conclusions and discussions

Based on perceived value theory, this study empirically examines the influencing mechanism of tourists' revisit intention at mountain-based health and wellness tourism destinations by constructing a structural equation model. It also analyzes survey data from tourists visiting Huangshan for health and wellness tourism to validate the proposed theoretical hypotheses.

The study finds that multi-dimensional perceived value is the fundamental source driving tourists' revisit intention, with functional value, emotional value, social value, and cognitive value all exerting significant positive driving effects on tourists' revisit intention. Among them, the driving effect of emotional value is the most prominent, indicating that in the context of health and wellness tourism, tourists' pursuit of emotions such as relaxation, pleasure, and inner peace surpasses basic health and wellness functions, becoming the core motivation for their decision to revisit. The impact of cognitive value is also highly significant, revealing an important trend among modern health and wellness tourists to combine travel with learning and pursue spiritual growth and knowledge acquisition.

Tourist satisfaction serves as a crucial mediator linking value perception and behavioral intention. Path analysis indicates that the perceived value across the four dimensions does not directly affect revisit intention but rather indirectly achieves this through enhancing tourist satisfaction, a core psychological state. This implies that the health and wellness experiences provided by Huangshan can only effectively translate into future revisit commitments when they collectively exceed tourists' expectations and leave them satisfied.

Emotion and cognition represent the distinctive pathways of health and wellness tourism in Huangshan. The study shows that as a World Natural and Cultural Heritage site, Huangshan's appeal in health and wellness tourism lies in its uniqueness. It not only meets tourists' basic needs through its excellent natural ecological environment and warm social atmosphere but also creates core competitiveness in the two higher-order dimensions of "emotional resonance" and "cognitive inspiration" by leveraging its profound Huizhou cultural heritage and unique mountain ecosystem. This, in turn, fosters deeper tourist loyalty distinct from general leisure vacations.

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Disclosure statement

The authors declare no conflict of interest.

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