

HOW DOES WORK PRESSURE MODERATE THE FORMATION MECHANISM OF REVISIT INTENTION OF LEISURE TOURISM DESTINATIONS

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Introduction

As the labor productivity increases, more and more people are spurring the need for leisure tourism. However, due to the limitations of time, budget and other factors, leisure tourism is becoming more and more localized in the region and increasingly fragmented in time. Transportation methods are increasingly inclined to travel by car. The so-called leisure tourism refers to the tourism that people rely on tourism resources, with tourism as the main purpose, with the conditions of tourism facilities, with specific cultural landscapes and service items as the content, leaving the settlements and staying in different places for a certain period of time, sightseeing, entertainment and sightseeing. Crouch (2000) described leisure tourism as that including encounters with place. Encounters with other people and material things, imagination and memory occur in places. The leisure experience brought by leisure tourism is not based on the novel pursuit of sightseeing, but also contributes to the physical restoration of tourists (Lehto, Kirillova, Li, & Wu, 2017). In the development of leisure tourism destinations, the tourist revisit rate is an important indicator of tourist loyalty. For leisure destinations, how to improve the revisit rate by increasing the tourist's revisit intention is very important for the development of leisure tourism destinations. Choosing a tourism destination is a process of decision making. Decision making is a key field of customer behavior. Some scholars analyzed the decision making by fuzzy values and modified VIKOR method (Zeng, Llopis-Albert, & Zhang, 2018; Zeng, Chen, & Kuo, 2019). Indeed, multi-criteria analysis is an important approach for the business decision making (Rostamzadeh et al., 2017). At present, the research on the behavior intention of tourists (Sparks, 2007; Quintal, Lee, & Soutar,

2010; Jalilvand & Semiei, 2012) is mostly based on the Theory of Planned Behavior (TPB). These research results illustrate the decisive role of tourists' attitude, subjective norm and behavioral control cognition. TPB can advance our understanding of leisure activities (Ajzen & Driver, 1992). The explanation of the formation mechanism of leisure tourism destination still requires further research.

The nature of repetitive intention behavior still belongs to behavioral intention. In TPB, the repetitive behavioral intention of leisure tourists will be affected by three same factors: the attitude, subjective norms and perceived behavioral control. However, the traditional behavioral intention emphasized by TPB is a once-for-all behavioral intention. Therefore, it assumes that the attitude of the consumer is an independent, exogenous factor, that is, without considering the antecedent of the attitude (for example, whether it is affected by past experience). However, a large number of studies have found that past consumption experiences affect value judgments, which will affect consumers' attitudes and then influence their future consumption intentions (Li, 2010). For example, based on the existing research, we can infer that the value of leisure tourists can influence their attitude towards leisure tourism, which in turn affects their revisiting intentions. However, the mechanism is still unclear whether and how the leisure tourists' value affects their attitude, which indirectly influences their revisit intention. If the mechanism is not clearly understood, it will affect how the tourism service enterprises can effectively enhance customer loyalty. From this point of view, to carry out an extended analysis on TPB is meaningful, especially how does the tourism intention of tourists with different characteristics occur.

Since leisure tourism can bring leisure value to tourists (Cetin & Bilgihan, 2016), consumers will make an after-the-fact leisure value evaluation for the corresponding tourism through past leisure travel experiences. At present, there is a large amount of relevant literature on consumers' perception of the value of goods or services that affects consumer attitudes (Chiang & Jang, 2007; Ruiz-Molina & Gil-Saura, 2008; Kwun, 2011), which means that consumers' perception of the leisure value of leisure tourism in the past will affect their attitudes towards leisure tourism destination. Some scholars analyzed the leisure tourism intention based on TPB (Li & Zhang, 2019). However, the related research is limited. Therefore, different from previous research, this study proposes that the attitude and perceived value of leisure tourists will indirectly affect consumers' revisit intentions. In addition, considering that most leisure tourists travel in need of relaxing pressure which would affect tourists' behavioral control cognition, this study proposes that tourists' work pressure will moderate the relationship between independent variables (attitude and perceived value) and dependent variable (revisit intention).

Therefore, this study expands TPB, which is reflected in: (1) Enriching the study of behavioral intentions by introducing revisiting intentions as dependent variables. (2) Considering the specific situation of leisure tourism, the work pressure of leisure tourists is introduced as a moderate variable, instead of using it as part of behavioral control cognition in TPB, in order to study its moderate effects as a moderate variable on the process that leisure tourists' value influences their attitude and revisit intention.

1. Hypotheses and Model

According to TPB, attitude is formed by the individual's conceptualization of their evaluation of a certain behavior, so it can be seen as a function of the individual's important belief in the outcome of a certain behavior. Under the framework of the Expected Value Theory, attitudes can be expressed as a belief that a certain outcome may be caused by this behavior – that is, the product of behavioral beliefs or outcome beliefs and the evaluation of the outcomes of such behavior (Ajzen & Driver, 1991). From the perspective of Customer Value Theory, customer value is the result

of the customer's benefit to the consumer product or service compared to the cost of obtaining the benefit. In many studies (Hou & Tang, 2008), customer value is expressed as the gap between expected value and actual value, that is, the difference between profit and loss. Rokeach (1972) holds that personal value is the core belief in the belief system of personal integrity, which is used to determine whether people should act and whether it is worth striving for certain results. Personal value is the spiritual expression of people's needs (Lages & Fernandes, 2005). It is an abstract concept, which is the persistent motivation to guide people's behavior and the desire for the ultimate state. Individual value is also the criterion of people's behavior, the criterion of judging right and wrong; it is the criterion of forming an attitude towards objective things, evaluating the good or bad of things, comparing oneself with others and trying to influence others (Koo, 2006). It is the core content of people's life and influences people's attitudes and behaviors closely related to it. For tourists, the profit factors are the benefits that tourists get from these factors, including products, services, promotions, etc. The factors of profit or loss are mainly related to prices. In addition, these factors also include other costs paid by tourists and the profit loss that the customers have experienced. Some scholars used the term 'perceived value' to describe residents' perception of tourism impacts (e.g. Woo, Kim, & Uysal, 2015). Perceived value refers to the total value of the tourists from the tourism process. Usually, tourist value is almost equal to perceived value (e.g. Sánchez, Callarisa, Rodriguez, & Moliner, 2006; Jamal, Othman, & Muhammad, 2011). From this we can see that for service products, especially tourism products, the factors influencing the value of tourists are closely related to the personal feelings of tourists. In other words, perceived value has a great influence on the subjective judgment. According to Hoffman and Bateson (2010), the subjective judgment of tourists is closely related to their own experience and personal needs, which are undoubtedly related to the behavioral beliefs of tourists. Based on the above analysis, this paper proposes the following hypothesis:

Hypothesis 1: Perceived value has significant influence on the revisit intention of leisure destinations.

The revisit intention to leisure destinations refers to the subjective probability that tourists make their own repeated trips to the same leisure destination. It is a prerequisite for the revisit behavior to occur. In TPB, attitude is the individual's declarative view of things. It is formed by the individual's evaluation of a certain behavior. It is regarded as an important function of the individual's belief in the result of a certain behavior. It can be expressed as the belief that this behavior may result in a certain outcome. That is the product of behavioral belief or outcome belief and the evaluation of the outcome of the behavior. Although the relationship between attitude and behavior has not been very rigorously proved at present, the current research results do not deny the direct relationship between attitude and behavior. As a measurable psychological composition, attitude is relatively long-lasting and stable. To a certain extent, it can influence and predict the generation of behavior (Kraus, 1995). In some cases, attitude was found to play a significant mediating role in the total effect of satisfaction on revisit intention (Huang & Hsu, 2009), but most studies have proved that attitude has a significant influence on tourism intention. Di Pietro, Di Virgilio and Pantano (2012) found that attitude is an important concept in regards to the choice of tourism destinations. Kerner and Kalinski (2002) used TPB to study high school students' attitudes, beliefs, behavioral control cognition and intentions to participate in tourism activities. It was found that positive attitudes contributed to the promotion of participation in tourism activities (Kerner & Kalinski, 2002). Therefore, attitude is the primary determinant of behavioral intention, and it is the individual's positive or negative evaluation of specific behavior. Based on their attitude, the consumers determine which behaviors they will adopt, such as recommendation or repeated purchase. When consumers are positive about the behavior of recommendations and other behaviors, he will tend to take these behaviors. Conversely, when their evaluation is negative, they will be negative towards such behavior. There are many models in the consumer field that use attitudes to predict behavioral and behavioral intentions. Kim's research also proves that tourists' attitudes towards the culture of tourism destinations affect their willingness to buy souvenirs (Kim, Park, & Jeong, 2004). The higher the positive

degree of tourists' attitude towards revisiting a leisure destination, the higher the tourists' revisit intention. Conversely, when the tourists' attitude toward behavior is more negative, the behavioral intention is lower (Fishbein & Ajzen, 1975). Based on the above analysis, this paper proposes the following hypothesis:

Hypothesis 2: Attitude has significant influence on the revisit intention of leisure destinations.

Work pressure refers to the pressure on people due to excessive work load, shifting production positions, excessive work responsibilities or work changes. Stress is both a powerful driving force and a negative factor affecting job performance and occupational health (Vagg & Spielberger, 1998). It is significantly different from the Subjective Norm (SN) in TPB. SN refers to the social pressure perceived by individuals in a certain behavioral decision, reflecting the influence of reference groups and social norms on behavioral decision-making. The work pressure comes from the work itself, and it is not directly related to the decision of leisure travel. Tourism has been widely regarded as beneficial for mental and physical health (Hobson & Dietrich, 1995; Richards, 1999). Since pressure can lead to the depletion of internal resources, individuals should gain more internal resources in order to recover from stress (Hobfoll, 1998). The effect-recovery theory and the conservation of resources theory suggest that taking a leisure trip provides opportunities for relaxation. Chen, Petrick, & Shahvali (2016) examined the role of tourism experiences as a stress reliever, particularly focusing on the underlying psychological experiences associated with recovery.

Work pressure has always been a very important research variable in Organizational Behavior. However, its role in the consumption process has been poorly studied. Under the background of the rapid development of the current society, the work pressure will inevitably increase, and the roles that leisure tourism plays on tourists physically and psychologically will become more and more prominent (Lehto, 2013). The restoration is owing to the tourism activity that tourism behavior is originating from the pursuit of activities. This pursuit varies from person to person, because each person's purpose is different. The difference

of the purpose is because everyone's needs are different. Some people need to show off, while others want to release pressure. Under the constraints of leisure time and consumption expenditure, it is necessary for tourists to decide whether they revisit the leisure tourism destination based on the comparison between the benefit and the expenditures for obtaining this benefit. Leisure is an endogenous demand (Yu & Ma, 2006). According to Zeithaml's view (Zeithaml, 1988), the value of leisure tourists mainly comes from the process of perception. The results of perception will determine the attitude of tourists. And in the process of sensing attitudes, work stress plays a very important role. Tourists with different work pressures have different attitudes due to the same perceived value. Many studies have shown that the perception of customer repeat purchase behavior and loyalty needs to start from the consumer's motivation to purchase (Jiang & Ding, 2018). In many studies, the new motivation is regarded as one of the important factors affecting tourism decision-making (Goeldner & Ritchie, 2007; Jang & Feng, 2007; Assaker & Vinzi, 2011; Assaker & Hallak, 2013), but at the same time, many studies have found that the level of novelty-seeking is different for different groups of tourists (Petrick, Morais, & Norman, 2001; Sánchez-García, Pieters, Zeelenberg, & Bigné, 2012; Kim & Kim, 2015). For leisure tourists with high work pressure, the main purpose of their leisure travel is to release the work pressure. At the same time, for leisure tourists with low work pressure, the main

purpose of tourism is not to release pressure, but to seek new ideas and experiences. Once they achieve the purpose of seeking new ideas and experiences, their revisit intention towards leisure destinations will be significantly reduced, and they will seek products from other new leisure destinations. Therefore, there is a moderating effect of work stress, which occurs in the process of perceived value and attitude affecting their revisit intention. Based on the above analysis, this paper proposes the following hypotheses:

Hypothesis 3: Work stress plays a moderating role in the process of the influence of perceived value and attitude on revisit intention.

Hypothesis 3a: Work stress plays a moderating role in the process of the influence of perceived value on revisit intention.

Hypothesis 3b: Work stress plays a moderating role in the process of the influence of attitude on revisit intention.

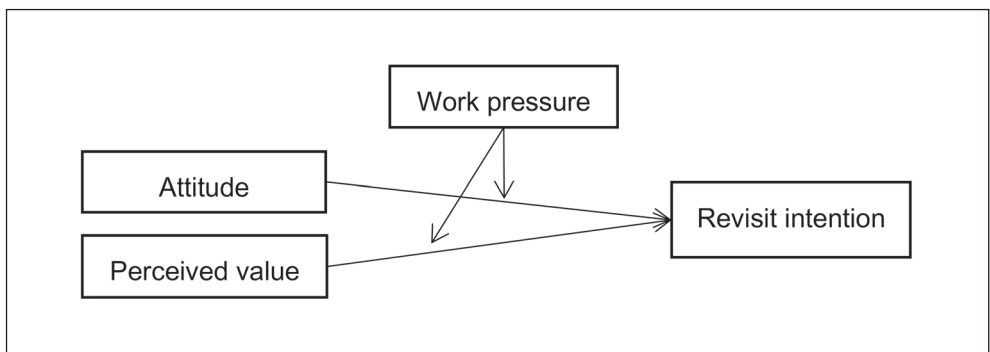
In order to test the hypotheses, this paper can establish a relationship between different variables and construct an hypothetical model for leisure tourism intentions revisit intention. As shown in Fig. 1.

2. Methodology

2.1 Variables and Measures

The variable measurement in this paper mainly uses the Likert five-point scale from strongly agree (5 points) to strongly disagree

Fig. 1: Model of formation mechanism with moderating effect



Source: own

(1 point). The source of the statement is based on literature review, mainly based on the scale statements that have been measured related to the variables involved in this study. In order to ensure that the respondents can correctly understand the original intention of the questions listed in the questionnaire, before the formal questionnaire was issued, the paper also conducted a test survey, and revised the questionnaire for the problems reflected in the test survey, and finally formed a formal questionnaire. The following constructs were used:

(1) Perceived value: We adapted 8-item scale used by prior study (Gallarza & Saura, 2006; Huang & Huang, 2007). A sample item for perceived value was: "I am here looking for local life style". For this measure, response range from 5 (strongly agree) to 1 (strongly disagree). All factors loadings for this construct were beyond the threshold level of 0.5.

(2) Attitude: We used 5-item scale used by prior study in med-tourism context (Ajzen, 2002). A sample item for attitude was: "For me to revisit this leisure destination in the forthcoming month is beneficial". For this measure, the scale from 5 (strongly agree) to 1 (strongly disagree) is applied. All factors loadings for this construct were beyond the threshold level of 0.5.

(3) Work pressure: We adapted 8-item scale used by prior study (Russell, O'Connell, & McGinnity, 2009). A sample item for work pressure was: "I felt a lot of work, time is tight, and heavy responsibility". For this measure, response range from 5 (strongly agree) to 1 (strongly disagree). All factors loadings for this construct were beyond the threshold level of 0.5.

(4) Revisit intention: We adapted 3-item scale used by prior study (Um, Chon, & Ro, 2006). A sample item for revisit intention was: "I am sure I would come again". For this measure, response range from 5 (strongly agree) to 1 (strongly disagree). All factors loadings for this construct were beyond the threshold level of 0.5.

In order to determine whether the samples filled in the questionnaire carefully, the questionnaire also set two questions for screening. The first one is, "Do you drink soup when you are sleeping?" The second one is, "Do you spit fish bones when you are eating pork". If the sample's option is not "1", the questionnaire will be considered invalid.

2.2 Sample and Data Collection

Ningbo is a city on the eastern coast of China. Since 2009, it has built a comprehensive leisure tourism destination. In August 2017, it was awarded the title of "China Tourism and Leisure Demonstration City" at the Third National Tourism Promotion Conference. It is a typical representative of leisure tourism destination development.

In order to obtain more comprehensive survey data, this study uses random sampling method in the Dongqian Lake Tourism Resort, Songlan Mountain Tourist Resort, Simingshan Forest Park, and the Old Bund Leisure Tourism Base to conduct a questionnaire survey. The four tourist destinations belong to different types of leisure and tourism areas such as lakes, coastal areas, mountains and cities. After years of development, leisure tourism has achieved successful development and has its own characteristics. In the four tourist destinations, each has unique characteristics in the age, source and occupation of the tourists. According to the analysis report of Ningbo Tourism Economic Situation and Prospects (from 2009-2017), this study believes that the survey data can reflect the overall situation of the revisit formation mechanism of leisure tourism destinations.

The survey method of this study is a random sample survey. The survey time is from July to September 2018, lasting 75 days. The specific practice is that the members of the investigation team select a location that most leisure tourists will pass when they finish the scenic tour. At this location, the team members randomly have asked the tourists to determine whether the tourists have visited the scenic spot more than once. If the tourist is the first time to visit this scenic spot, it is not a sample object of this survey. In order to make sure that the tourists will try their best to fill out the questionnaire according to their real situation, the members of the investigation team have given each of them a beautiful tourist souvenir before the questionnaire has been filled out, and explain the questionnaire filling method verbally. When the subject has filled out the questionnaire, the investigator has waited at a distance, careful to interfere with the questionnaire filling. When the questionnaire has been completed, it has been taken back on the spot. In order to understand leisure tourists' revisit intention more authentically, this survey collected data on

Tab. 1: The sample profile

Demographic variable	Value	Number of observations	Proportion (%)
Gender	Male	217	53.32
	Female	190	46.68
Monthly average income (RMB)	Less than 1,000	83	20.39
	1,001-2,500	137	33.66
	2,501-4,000	119	29.24
	More than 4,000	68	16.71
Job occupation	Civil servants	51	12.53
	Institution staff	49	12.04
	Military people	19	4.67
	Enterprise employee	59	14.50
	Farmers	35	8.60
	Self-employed	18	4.42
	Retired staff	53	13.02
	Teachers	62	15.23
	Students	38	9.34
	Other	23	5.65
Age	Under 18	49	12.04
	18-25	124	30.47
	26-40	137	33.66
	41-60	61	14.99
	61 and above	36	8.85
Education	Junior middle school and below	72	17.69
	Senior middle school	108	26.54
	College	126	30.96
	University graduate	69	16.95
	Post-graduate and above	32	7.86
Family structure	Single	120	29.48
	Married, no children	91	22.36
	Married, children are under 18	63	15.48
	Married, with grown-up children	101	24.82
	Other	32	7.86
Total		407	100.00

Source: own

leisure tourists' revisit intention one week after the questionnaire was collected. Specifically, the investigators fill in the questionnaire by themselves after they call and inquire according to the telephone number on the questionnaire.

Prior to the model validation, the study also used ANOVA and confirmatory factor analysis to perform quality checks on the acquired data, and all the survey data have passed the quality test. A total of 500 questionnaires were

distributed in this survey, and 472 were collected, of which 407 were valid questionnaires. The recovery rate of the questionnaire was 94.4%, and the valid rate was 81.4%, because some telephone number is invalid. The demographic characteristics of the sample are shown in Tab. 1.

3. Results

3.1 Reliability Testing

Before the Hierarchical Regression Analysis, the Cronbach's α coefficient and KMO statistic were calculated for the whole scale and the Cronbach's α coefficient Combined Reliability value (CR) for each subscale, and the correlation analysis was carried out (Tab. 2). The results show that the Cronbach's coefficient of the holistic scale α is 0.856, the KMO statistic content was 0.872, $p < 0.01$. The KMO statistic content scale of the work pressure is 0.724 ($p < 0.01$), the Cronbach's α was 0.700. The KMO of the attitude is 0.792 ($p < 0.01$), the Cronbach's α is 0.804. The KMO statistic of the Perceived Value is 0.807 ($p < 0.01$), the Cronbach's α is 0.725. The KMO values of all the above are around the critical value of 0.5, and each Cronbach's α of the above is > 0.7 , indicating that the measurement scale has high consistency and good internal quality.

From Tab. 2, it can be seen that there is a significant correlation between independent variables, that is, perceived value and attitude.

The significant correlation can also be found between independent variables and dependent variable (revisit intention). At the same time, although there is a significant correlation between work pressure and independent variables (perceived value, attitude), work pressure and dependent variables (revisit intention), the correlation coefficient is low. Therefore, starting from the purpose of this study, work pressure can be used as a moderating variable.

3.2 Hypothesis Test

In order to test the hypothesis in this paper, we use the revisit intention as the dependent variable, the virtual processed demographic characteristic variable as the control variable, the attitude and perceived value as the explanatory variable, and the work pressure as the moderating variable. Using SPSS 23.0, regression analysis is carried out. During the regression analysis, the control variable is put on the first level of regression. The attitude, perceived value and work pressure are on the second level. The interaction terms of work pressure, attitude and perceived value to test the magnitude and significance of moderating effect are on the third level. Considering the possible interaction between independent variables, the interaction term between two independent variables is added in the third model to test the net effect of the moderating effect. The values of dependent variable are

Tab. 2: Correlation matrix

Variables	1	2	3	4
1. Work Pressure	1.0000			
2. Perceived Value	0.1130**	1.000		
3. Attitude	0.4750**	0.352**	1.000	
4. Revisit Intention	0.2320**	0.558**	0.708**	1.000
Mean	3.5559	3.467	3.817	3.270
Std. Deviation	0.6405	0.743	0.707	1.780
Cronbach's α	0.7000	0.725	0.804	/
KMO	0.7240	0.807	0.792	/

Source: own

Note: ** indicates statistical significance at the 0.01 level.

Tab. 3: Results of the regression analysis

Variables		Dependent variable: revisit intention			VIF
		M ₁	M ₂	M ₃	
<i>Control Variables</i>					
1	Constant	1.925**	3.407**	3.320**	
	Gender	-.039	-.143*	-.149*	1.712
	Age	.226	.041	.011	1.815
	Education	.133	.035	.043	1.380
	Revenue	-.007	-.037	-.015	1.652
	Family	.029	.018	.037	1.775
	Profession	.063*	.008	.004	1.093
	<i>Independent Variables</i>				
2	Attitude		-.500**	-.466**	1.430
	Perceived Value		-.825**	-.941**	2.398
	Work Pressure		2.509**	2.667**	2.684
<i>Moderator</i>					
3	Attitude*Work Pressure			.501**	2.245
	Perceived Value*Work Pressure			-.601**	2.595
	Attitude*Perceived Value			.219**	1.660
	F	2.217	29.548	23.819	
	ΔR^2	0.032	0.369	0.019	
	ΔF	2.217*	81.533**	4.373**	
	Durbin-Watson	2.145			

Source: own

Note: ** indicates the statistic is significant at the 0.01 level; * indicates the statistic is significant at the 0.05 level.

the average values of measurement items. The values of independent variables are the values centralized by means.

M1 is the model with added control variables, M2 is the model with added control variables and explanatory variables, M3 is the model with added control variables, explanatory variables and interactions of explanatory variables and moderating variable. The results show that the regression coefficient of attitude to revisit intention is -0.466, and the regression coefficient of perceived value to revisit intention is -0.941. Both are significant at 0.01 level. Therefore, hypothesis 1 and 2 are confirmed.

Moderating effect and main effect are two relatively independent processes. Whether the main effect of independent variables or

dependent variables is significant or not, the influence process of independent variables and dependent variables may be affected by moderate variables. Therefore, in order to test the moderating effect of work pressure on the relationship between independent variables and dependent variables, the interaction terms of work pressure and independent variables are added to M1 and M2.

The results in Tab. 3 show that after adding the interaction term, the ratio of change in R^2 reached a significant level (ΔF is 4.373). Therefore, Hypothesis 3 that work pressure can significantly moderate the relationship between independent variables and dependent variable is confirmed.

In the model, the regression coefficients of the interaction terms are all positive, indicating that after eliminating the interaction of independent variables the greater the work pressure of leisure tourists, the greater the impact of perceived value on the revisit intention. Under different work pressures, tourists' pursuit of physical and mental relaxation strengthens the influence of perceived value on the revisit intention.

As a whole, no matter what the tourists' work pressure is, their revisit intention increases with the increase of their attitude. However, the greater the work pressure, the smaller the slope of their attitude towards their revisit intention. This shows that the improvement of their attitude level has a smaller impact on their revisit intention. In other words, the work pressure plays a negative moderating role between the leisure tourists' attitude and their revisit intention.

Conclusions

Empirical research in this paper shows that the revisit intention is directly affected by two variables, perceived value and attitude, which is consistent with the previous theoretical analysis. Perceived value plays an important role in the formation of revisit intention because the ultimate goal of leisure tourism is to acquire a psychological perception. Since the introduction of customer value as variables into the research of consumer behavior and behavioral intentions, scholars (Zeithaml, 1988; Jiang & Ding, 2018) have not reached a consensus on the role of customer value in the formation of consumer behavioral intentions. The empirical results of this study show that perceived value has a significant impact on the revisit intention. The higher the perceived value, the stronger the revisit intention. That is related to the service characteristics of tourism products, because the service products are invisible, the quality of which mainly depends on the subjective feelings of tourists, and the perceived value is the direct result of this judgment. From the empirical investigation, it can be found that obviously the feature of the tourism destination is short trip and short time. That is to say, the process of construction of leisure tourism destination greatly stimulate the tourism consumption of residents in the near-field, with the great proportion of tourists in the three-hour traffic circle, who usually take their

leisure tours on weekends and holidays, mostly with 1 or 2 days' tours. In the current social development trend that tourists' time has been more fragmented, people's desires for tourism arise usually because they want to seek for self-relaxation and release of their pressure. Therefore, the value judgment of tourists on tourism behavior is a very important factor.

This study shows that work pressure has a significant moderating effect on the relationship between perceived value and revisit intention on leisure tourism destinations, and this moderating effect is negative. Relevant studies have proved that the higher the value that expressed by tourism destination to tourists, the higher the benefits that tourists will get, the stronger intention of tourists choosing such tourism destination, and the more competitiveness of the tourism destination. Since perceived value is influenced by the resource abundance and environment of tourism destination, thus in order to improve the revisit intention of the tourism destination, much attention must be paid to continuously optimizing the tourism environment and strive with great efforts to provide integral and unique tourism value. As far as leisure tourism is concerned, the stronger the sense of spiritual or physical recovery that tourists get from the tourism resources and tourism environment, the higher the perceived value. The more the tourists' work pressure in their daily life, the more their perceived values are, the lower their revisit intention to the leisure tourism destinations, because work pressure requires less perceived value, thus the sensitivity of perceived value is lower. Therefore, the revisit intention is lower. For the low work pressure workers, since they are more sensitive to perceived value, they have more intention on the pursuit of novel tourism experience. When choosing different types of leisure tourism destinations, they are always tend to choose new types in order to pursue higher perceived value. Therefore, the revisit intention to leisure tourism is not high.

This study shows that work pressure has a significant moderating effect on the relationship between attitude and revisit intention to leisure tourism destinations, and this moderating effect is also negative. In the related research of TPB, attitudes have a significant positive impact on behavioral intentions. The stronger the attitude, the stronger the behavioral intentions. This study, through linear regression, further verifies

the positive correlation between attitudes and revisit intention to leisure tourism destinations. This study also proves that, for leisure tourism, work pressure plays a negative regulatory role in the process of the impact of attitude on the revisit intention to leisure tourism destinations. No matter what kind of work pressure that the tourists have, the revisit intention increases with the increase of their attitude. However, for the high-work-pressure tourists, with more work pressure, the increase of attitude will have less impact on the revisit intention.

Through comparison, it can be found that the moderating effect of work pressure is different on the process how perceived value and attitude of tourists affect their revisit intention to leisure tourism destinations. The moderating effect of work pressure on perceived value is significantly stronger than that on attitude. This study explains the moderating effect of work pressure in the formation mechanism of revisit intention of leisure tourism destinations. At the same time, there are some limitations, which need to be improved in future research. Firstly, although the change of revisit intention is fully considered in the survey, the time frame of the change is not clearly divided in this study. According to relevant studies (e.g. Jang & Feng, 2007), the revisit intention is different in different periods. Due to the limitations of survey means, the time of revisit intention is not clearly reflected in this study; secondly, this study regards work pressure as a moderator, which is based on real observation. At the same time, we also notice that when leisure tourists encounter extreme situations, such as great pressure or no pressure, no matter their attitude and perceived value, the moderating effect of work pressure is not significant, and tourists revisit intention to leisure tourism destination is very low.

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Abstract

HOW DOES WORK PRESSURE MODERATE THE FORMATION MECHANISM OF REVISIT INTENTION OF LEISURE TOURISM DESTINATIONS**Huamin Li, Xuejing Zhang, Dalia Streimikiene, Zinaida Hipters**

Tourism destination choosing intention is the key field of tourism behavior research and tourism marketing. Though previous studies confirm that tourist's perceived value has a significant impact on tourism destination choosing intention, there has been little research to date the formation mechanism of tourism destination choosing intention. Especially for leisure tourism destination, because of the purpose of leisure, there must be some factors that play an important role in the formation mechanism. This paper, using the hierarchical regression analysis method to analyze the formation of leisure tourism destinations from the perspective of the Theory of Planned Behavior, constructs an extended model of formation mechanism, including leisure value, work pressure and attitude. Using random sampling survey method, the data have been collected in different types of leisure tourism destinations, and have been used to explore the differences in tourists' revisit intention of leisure tourism destinations under different levels of work pressure. The results show that the perceived value and attitude of leisure tourists have a significant impact on their revisit intention. During the process of activating the impact, the work pressure has apparently negative moderating effects. Among them, the moderating effect on the perceived value is obviously stronger than on the attitude. This study shows that work pressure has a significant moderating effect on the relationship between attitude and revisit intention to leisure tourism destinations, and this moderating effect is also negative. What is more, we show that the moderating effect of work pressure is different on the process how perceived value and attitude of tourists affect their revisit intention to leisure tourism destinations. The moderating effect of work pressure on perceived value is significantly stronger than that on attitude.

Key Words: Work pressure, attitude, tourists' value, revisit intention, moderating effect.

JEL Classification: J39, D02, L83, Z33.

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