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How Does Perceived Restorativeness Affect Responsible Tourism Behavior? Examining the Mediation of Subjective Life Satisfaction and the Moderation of Personal Values

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Abstract

Our paper analyzes the effect of perceived restorativeness on responsible tourism behavior while also examining the mediating role of subjective life satisfaction and the moderating role of personal values. Data were collected from 390 tourists using a quantitative, cross-sectional research design. The findings indicate that perceived restorativeness has a significant and positive effect on both subjective life satisfaction and responsible tourism behavior. However, the mediating role of subjective life satisfaction and the moderating role of personal values were not supported. The results suggest that restorative destination experiences influence responsible tourism behavior primarily through a direct experiential pathway. This study contributes to the responsible tourism literature by highlighting the importance of tourists' psychological experiences and perceptions of restorative destination environments.

Keywords: perceived restorativeness; responsible tourism behavior; subjective life satisfaction; personal values; sustainable tourism; tourist behavior

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1. Introduction

Tourism generates substantial economic benefits but also exerts environmental and socio-cultural pressure on destinations. Accordingly, sustainable tourism is defined as tourism that takes full account of its current and future economic, social and environmental impacts [1], and it is embedded in the 2030 Agenda for Sustainable Development under targets 8.9, 12.b and 14.7 [2]. Because many of these impacts stem from visitors' on-site behavior, and because tourists' pro-environmental attitudes frequently fail to translate into sustainable choices on holiday [3], increasing attention has been devoted to the psychological and experiential factors that shape tourist behavior, including well-being and value orientations [4–6]. Recent studies link tourists' perceived restorativeness to both their well-being and their environmentally responsible behavior [7–9], making these relationships relevant to long-term destination sustainability.

Perceived restorativeness refers to the extent to which an individual perceives an environment as capable of supporting recovery from mental fatigue and stress [10,11]. Grounded in Attention Restoration Theory, it reflects four qualities of an environment: being away, fascination, extent (or coherence) and compatibility [10,12]. Natural environments generally have greater restorative potential than urban settings and are associated with better mental health and well-being [13,14], and tourism destinations have been shown

to differ in their perceived restorative qualities [15]. Holidays and nature-based or rural tourism provide restorative benefits beyond momentary relaxation [16–18], and recent studies associate destination restorativeness with place attachment and pro-environmental behavior [8,19]. In this study, perceived restorativeness denotes the tourist's appraisal of a destination's restorative qualities, restorative environment refers to the setting possessing these qualities, and restorative experience refers to the resulting psychological recovery.

One of the most important psychological outcomes of restorative experiences is subjective life satisfaction, the cognitive component of subjective well-being, defined as an individual's global judgment of the quality of his or her life according to self-selected criteria [20,21]. Tourism experiences can contribute to overall life satisfaction and well-being [6], although vacation-related gains in occasion-specific well-being may fade after the trip [22]. Perceived destination restorative qualities have been found to predict tourists' hedonic and eudaimonic well-being [7] and their subjective well-being [9,23]. However, evidence on whether such well-being translates into behavior is mixed: a meta-analysis reported a positive association between subjective well-being and pro-environmental behavior [24], whereas Zhang et al. [9] found no significant effect of tourists' subjective well-being on their pro-environmental behavior.

Responsible tourism behavior, which is one of these behavioral consequences, refers to the tendency of an individual to take actions that are sensitive to the environment, local people, cultural values and sustainability during their travels [25,26]. A responsible tourist is not just a figure who consumes services; it is defined as a conscious actor acting on elements such as ethical values, social justice and environmental awareness [27]. The quality of tourists' experiences in these destinations, together with the characteristics of the destinations themselves, may further strengthen individuals' intentions to engage in responsible tourism behaviors and their support for responsible tourism [28]. These intentions and levels of support are closely associated with individuals' psychological states. Especially as the general level of satisfaction with life increases, individuals develop a greater sense of social responsibility, which is reflected in their touristic preferences [29,30].

However, this process may differ from individual to individual. One of the most important psychological and cultural variables that come into play here is **personal values**. The theory of values developed by Schwartz [31] defines the universal value structures that guide the behavior of individuals. Various studies have shown that individuals with high values such as benevolence, universalism, self-direction, and respect for nature are more prone to environmental and social responsibility [32,33]. The impact of these values on both life satisfaction and environmental behaviors has been demonstrated in the literature as normative frameworks (e.g., Value–Belief–Norm theory) [34,35]. The Value–Belief–Norm (VBN) theory explains how tourists' ecological worldviews and moral values translate into environmental behaviors through the interplay of fundamental beliefs, ascribed responsibility, and personal norms [36].

Therefore, it is thought that personal values may play a moderating role in the functioning of the relationship between perceived regeneration, life satisfaction and responsible tourism behavior. The values that individuals adopt can determine how they will be affected by environmental experiences and how these experiences will turn into behavioral outcomes [5,37]. For example, individuals who place a high importance on nature are more likely to experience higher levels of life satisfaction and translate that satisfaction into responsible behavior, despite being in the same regenerative environment [38,39]. Furthermore, the extent to which individuals engage in responsible behaviors may also be influenced by social factors, particularly the visibility of their actions and the presence of family members or peer groups, which can shape their attitudes toward and engagement in such behaviors [40].

In this context, this study models four basic variables in an integrated theoretical framework and seeks an answer to the following questions: How does perceived regenerative affect responsible tourism behavior? Does subjective life satisfaction play a role in this relationship? And do personal values play a regulatory role in these relationships? The number of empirical studies in the literature in which these four variables have been tested together is quite limited. For this reason, the study is expected to provide a new explanatory model to the theoretical literature and to guide practitioners in developing sustainable tourism policies.

2. Theoretical Framework and Hypothesis Development

This study examines the mediating role of subjective life satisfaction and the moderating role of personal values in the relationship between perceived restorativeness and responsible tourism behavior. To explain these relationships, the study draws on Attention Restoration Theory (ART), Stress Recovery Theory (SRT), and Schwartz's [31] Theory of Basic Human Values. These theoretical perspectives offer complementary explanations of the psychological processes and individual differences that may be associated with responsible tourist behavior. While ART explains how restorative environments can facilitate the replenishment of attentional resources, SRT emphasizes the stress-related and emotional benefits of environmental exposure. Schwartz's theory, in turn, provides a framework for understanding how individuals' value priorities may shape their behavioral responses.

According to Attention Restoration Theory, the prolonged use of directed attention, which individuals consciously regulate over time, leads to mental fatigue. This attentional fatigue can be alleviated in natural environments. However, such environments must be compatible with individuals' personal goals, provide a sense of being away from everyday routines, capture attention effortlessly, offer opportunities for exploration, and possess a sense of coherence and continuity. The integration of all these components generates a sense of restoration and increases individuals' motivation to revisit a destination [10,13]. Indeed, research has demonstrated a significant relationship between perceived restorativeness and psychological well-being, particularly in the context of tourism [41]. Berto et al. [13] suggest that individuals' connection with nature strengthens both their perceptions of restoration and their environmental responsibility. In this regard, perceived restorativeness is associated not only with individual health but also with social and environmental behaviors [7].

At this point, Stress Recovery Theory becomes particularly relevant. Stress Recovery Theory is frequently confused with Attention Restoration Theory. However, while Attention Restoration Theory primarily focuses on attention, consciousness, and cognitive fatigue, Stress Recovery Theory places greater emphasis on the emotional states that may emerge as a consequence of, and/or contribute to, these processes. From a holistic perspective, the two theories can be regarded as complementary within the scope of this study.

In the context of tourism, tourists participate in tourism activities for various purposes, including adventure, exploration, and relaxation. Nevertheless, crowded cities, stressful occupations, and the intensive use of technology have increased the importance of "escaping stress and achieving restoration" as a travel motivation. This motivation directs individuals toward destinations that offer a sense of isolation, either physically or psychologically, or destinations characterized by a more natural environment, whether in physical or cultural terms [42]. The need for escape essentially reflects an attempt to alleviate the adverse effects of urban life, stress, and technology. As exposure to urban life increases, demand for escape-oriented tourism also rises. However, if responsible tourism behaviors are neglected at a destination visited for escape, that destination may gradually transform into an urbanized environment and eventually become a place from which individuals wish to escape. Nevertheless, the restorative characteristics of a destination do not necessarily

mean that tourists will be willing to engage in responsible tourism behavior. Accordingly, responsible tourist behavior encompasses not only the environmental, social, and cultural consequences of tourism activities but also the ethical obligations associated with them [25].

From the perspectives of Attention Restoration Theory and Stress Recovery Theory, destinations with restorative characteristics can be considered to provide psychological restoration and positive experiences that contribute to personal well-being. Research on restorative experiences in tourism has also identified a relationship between restoration and life satisfaction [43,44]. Although these studies provide a theoretical basis for expecting tourists' perceptions of a destination as restorative to contribute to subjective life satisfaction, the fact that life satisfaction is also influenced by factors beyond tourism experiences necessitates the empirical examination of these relationships.

This raises several questions: Is a tourist seeking escape willing to contribute to transforming the very destination used for escape into an urbanized environment? Do tourists seeking recovery and pleasure-oriented benefits engage only in behaviors intended to satisfy their own needs, or do they also exhibit behaviors that support the sustainability of the destination while meeting their restorative needs? Furthermore, does experiencing a destination as restorative automatically lead to responsible behavior? These questions are essential for understanding responsible tourism behavior within the context of destination sustainability. Accordingly, the following hypotheses were developed:

H_1. *Perceived restorativeness of the destination has a significant positive effect on tourists' responsible tourism behavior.*

H_2. *Perceived restorativeness of the destination has a significant positive effect on tourists' subjective life satisfaction.*

Responsible tourism behavior refers to individuals acting in environmentally, socially, and culturally sensitive ways during their travels and preventing the degradation of these values while contributing to their preservation and sustainability. Goodwin [25] argues that such behaviors should not be evaluated solely in terms of environmental awareness but should also be regarded as an ethical obligation. Caruana et al. [30] demonstrated that individuals internalize responsible behaviors exhibited during tourism activities by aligning them with their personal value systems. Through the concept of responsustable tourism, Mihalič [45] proposes an ethical framework that integrates responsibility and sustainability and extends the notion of responsibility beyond sustainability alone. Fennell [4] evaluates these behaviors within the framework of Kierkegaard's ethical philosophy and the concept of love, emphasizing the importance of internal moral responsibility.

Responsible behaviors toward the environment and society acquire an individual character as they become integrated with the broader set of values prevailing in society. Personal values are fundamental belief systems that shape how individuals interpret life and guide their behavior. Tourism research has demonstrated that these values influence both consumer preferences and responsible behaviors [2,33]. Galinha et al. [32] suggest that personal values have a direct effect on life satisfaction, while Lee et al. [35] examine the influence of these values on environmental behavior within a cultural context. Individuals who prioritize altruism and universalism appear to be more inclined toward responsible tourism behavior [37,38]. However, the relationship between subjective life satisfaction and responsible tourist behavior should not be taken for granted. Tourists who place life satisfaction and tourism at the center of pleasure-oriented consumption may fail to exhibit the responsible behaviors necessary to sustain a destination. Indeed, their behaviors may even directly contribute to increased environmental and other forms of degradation. Tourists evaluate the subjective life satisfaction they derive from tourism by comparing it with their overall life satisfaction. Accordingly, examining these relationships can help

determine whether the sense of restoration perceived at a destination influences tourists' destination-related behaviors through subjective life satisfaction.

In addition to psychological processes such as subjective life satisfaction and perceived restorativeness, individual differences in personal values may help explain variations in responsible tourism behavior. Schwartz [31] argues that not all personal values produce the same behavioral outcomes. He maintains that different value orientations reflect different motivational goals and, consequently, lead to different behaviors. This distinction is important because it suggests that tourists may engage in responsible tourism behavior based on personal values related to self-interest, concern for others, and social expectations. The subjective nature of both personal values and tourism experiences further highlights the importance of personal values in shaping consumer preferences and responsible behavior [5,33]. Therefore, it is necessary to determine how personal values moderate the relationship between perceived restorativeness and responsible tourism behavior. The proposed moderating role of personal values is based on the expectation that tourists may differ in the strength of the relationship between their perceptions of restorative destinations and their responsible behavioral responses. Some tourists may interpret a restorative experience primarily in terms of individual benefits, whereas others may place greater importance on the environmental, social, or cultural characteristics of the destination. If the value dimensions measured in this study reflect concerns associated with responsible behavior, differences in the importance attached to these values may be associated with variations in the relationship between perceived restorativeness and responsible tourist behavior.

Accordingly, personal values should not be considered solely as potential predictors of responsible behavior. They are also conceptualized as moderators of the relationship between perceived restorativeness and responsible tourist behavior. This proposition is consistent with the general perspective of Schwartz's [31] theory, according to which values function as guiding principles and different motivational priorities may be associated with different behavioral responses. Nevertheless, the direction and strength of the proposed moderating effect depend on the specific value dimensions included in the measurement instrument. Therefore, the moderating effect should not be assumed to apply uniformly to all personal values; rather, it should be examined empirically.

Based on these considerations, the following hypotheses were developed for testing:

H_3. *Subjective life satisfaction has a significant positive effect on responsible tourism behavior.*

H_4. *Subjective life satisfaction mediates the effect of perceived restorativeness on responsible tourism behavior.*

H_5. *Personal values moderate the effect of perceived restorativeness on responsible tourism behavior.*

Explaining these mediation and moderation mechanisms through a single theory introduces a degree of conceptual ambiguity. Attention Restoration Theory and Stress Recovery Theory can be used to explain the mediating role of subjective life satisfaction in the relationship between perceived restorativeness and responsible tourism behavior. Value Theory, in contrast, should be used to explain the moderating role of personal values in this relationship. This distinction arises because perceived restorativeness, subjective life satisfaction, and responsible tourism behavior represent dynamic processes that may vary according to the tourism experience at a destination. By contrast, when perceived restorativeness, personal values, and responsible tourism behavior are considered together, the relationship represents a dynamic process that may vary according to individuals' personal values.

Schwartz's [31] Theory of Values proposes that human values originate from three fundamental needs: biological needs, social needs, and needs that ensure the continuity of society. Within the scope of this study, subjective life satisfaction and perceived restorative-

ness are considered within the category of biological needs because they serve to reduce stress and preserve human well-being from psychological and physiological perspectives. The tourism experience itself is considered within the category of social needs, whereas personal values and responsible tourism behavior are categorized as relating to needs that ensure the continuity of society.

Accordingly, Value Theory suggests that the non-fulfillment of one or more of these needs, or a decline in the extent to which individuals experience these needs, may lead to behavioral changes.

The conceptual research model, illustrating the hypothesized relationships among perceived restorativeness, subjective life satisfaction, personal values, and responsible tourism behavior, is presented in Figure 1.

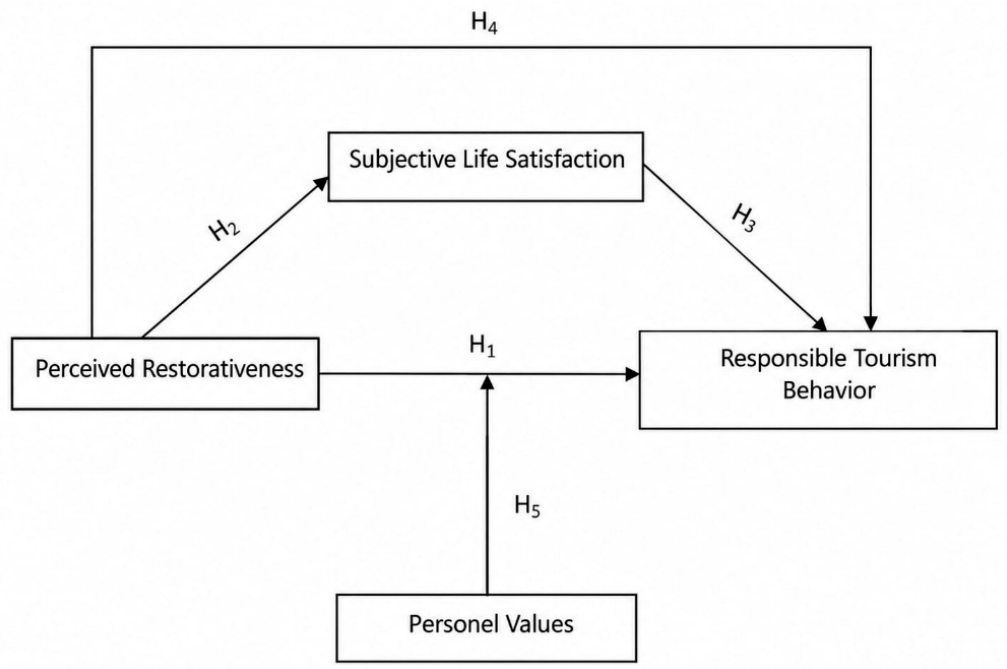


Figure 1. Research Model (model was developed by authors).

3. Methodology

3.1. Research Design and Analytical Approach

This study adopts a quantitative research design to empirically examine the relationships between perceived restorativeness, responsible tourism behavior, subjective life satisfaction, and personal values. Specifically, the study tests a conceptual model incorporating both mediation and moderation mechanisms, in which subjective life satisfaction is proposed as a mediating variable and personal values are introduced as a moderating variable in the relationship between perceived restorativeness and responsible tourism behavior. A cross-sectional survey method was employed to collect primary data from tourists, allowing for the simultaneous examination of multiple latent constructs and their interrelationships. Given the exploratory and theory-extension nature of the proposed model, as well as the presence of higher-order constructs and interaction effects, Partial Least Squares Structural Equation Modeling (PLS-SEM) was selected as the primary analytical technique. PLS-SEM is particularly suitable for predictive research objectives, complex model structures, and data that may deviate from multivariate normality [46]. All analyses were conducted using SmartPLS version 4.0 [47]. The analysis followed a two-step procedure: First, the measurement model was evaluated for indicator reliability, internal consistency reliability (Cronbach's alpha and composite reliability), convergent validity (AVE), and discriminant

validity (Fornell–Larcker criterion and HTMT). Second, the structural model was assessed through collinearity statistics (VIF), path coefficients, coefficients of determination (R^2), effect sizes (f^2), and predictive relevance (Q^2 and PLSpredict). To enhance the transparency and replicability of the analytical framework, the proposed model is formally specified below. Let PR denote perceived restorativeness (exogenous latent variable), SLS denote subjective life satisfaction (mediator), PV denote personal values (moderator), and RTB denote responsible tourism behavior (endogenous latent variable). The model comprises a measurement model (outer model), which links each latent construct to its observed indicators, and a structural model (inner model), which specifies the hypothesized relationships among the latent constructs.

Measurement model: For reflectively specified constructs, each observed indicator is expressed as a function of its latent construct and a measurement error term:

$$x_ik = \lambda_ik \cdot \eta_k + \varepsilon_ik \quad (1)$$

where x_ik is the i-th observed indicator of the k-th latent construct η_k (k ∈ {PR, SLS, PV, RTB}), λ_ik is the corresponding outer loading, and ε_ik is the indicator-specific measurement error. For higher-order constructs, the model follows the two-stage (disjoint two-stage) approach: in the first stage, the scores of the lower-order components (LOCs) are obtained from their own indicators; in the second stage, these latent variable scores are used as manifest indicators of the higher-order construct (HOC):

$$LOC_jk = \gamma_jk \cdot HOC_k + \zeta_jk \quad (2)$$

where LOC_jk is the j-th lower-order component of the higher-order construct k, γ_jk is the loading of the lower-order component on the higher-order construct, and ζ_jk is the residual term. If any construct is specified formatively, its construct score is instead defined as

$$\eta_k = \Sigma\, w_ik \cdot x_ik + \delta_k, \quad (3)$$

where w_ik denotes the outer weight of indicator i and δ_k is the error term.

Structural model: The hypothesized relationships are represented by the following equations:

$$SLS = \beta_1 \cdot PR + \zeta_1 \quad (4)$$

$$RTB = \beta_2 \cdot PR + \beta_3 \cdot SLS + \beta_4 \cdot PV + \beta_5 \cdot (PR \times PV) + \zeta_2 \quad (5)$$

where β_1 represents the effect of perceived restorativeness on subjective life satisfaction (path a); β_2 is the direct effect of perceived restorativeness on responsible tourism behavior (path c′); β_3 is the effect of subjective life satisfaction on responsible tourism behavior (path b); β_4 is the direct effect of personal values on responsible tourism behavior; β_5 is the coefficient of the interaction term (PR × PV), capturing the moderating effect of personal values; and ζ_1 and ζ_2 are the structural error terms (disturbance terms) of the endogenous constructs. All latent variable scores are standardized, so intercept terms are omitted.

The mediating (indirect) effect of subjective life satisfaction is calculated as the product of the coefficients of the relevant paths, and the total effect is the sum of the direct and indirect effects (for the baseline paths, i.e., at the mean level of PV):

$$\text{Indirect effect} = \beta_1 \times \beta_3 \quad (6)$$

$$\text{Total effect} = \beta_2 + (\beta_1 \times \beta_3) \quad (7)$$

Because personal values are modeled as a moderator, the conditional direct effect of perceived restorativeness on responsible tourism behavior varies as a function of PV:

$$\partial RTB/\partial PR = \beta_2 + \beta_5 \cdot PV \quad (8)$$

A significant β_5 indicates a moderating effect. In line with the theoretical model, the moderation is tested at the direct path from PR to RTB, and the simple slopes are evaluated at ±1 standard deviation from the mean of PV.

Estimation procedure: The interaction term (PR × PV) was generated using the two-stage approach, which is recommended for PLS-SEM models that include higher-order constructs and interaction effects: in the first stage, the main-effects model is estimated to obtain latent variable scores, and in the second stage, the interaction term is computed as the product of the standardized PR and PV scores and added to the structural model. Model parameters were estimated using the PLS algorithm (path weighting scheme, maximum of 300 iterations, stop criterion of 10^{-7}). The significance of the path coefficients (β), indirect effects, and conditional effects was assessed with a nonparametric bootstrapping procedure using 5000 subsamples, and bias-corrected and accelerated (BCa) 95% confidence intervals were reported. The explanatory power of the structural model was evaluated through the coefficients of determination (R^2) of the endogenous constructs, and the predictive relevance through the Q^2 and PLSpredict statistics.

3.2. Justification for the Use of PLS-SEM

The choice of PLS-SEM over covariance-based SEM is justified on several methodological grounds. First, the proposed research model includes multiple latent variables with several indicators, second-order constructs, and an interaction term to test moderation effects. PLS-SEM is well suited to estimating such complex models without imposing restrictive assumptions regarding data distribution. Second, the sample size, while adequate for PLS-SEM analysis, may be considered modest for covariance-based approaches. PLS-SEM provides robust parameter estimates and higher statistical power under such conditions. Furthermore, the primary objective of this study is to explain and predict responsible tourism behavior by identifying key psychological and experiential antecedents. In line with this objective, PLS-SEM's emphasis on maximizing explained variance (R^2) and assessing predictive relevance makes it an appropriate analytical framework for the present research.

3.3. Model Estimation Procedure

The analysis followed a two-stage approach. In the first stage, the measurement model was assessed in terms of indicator reliability, internal consistency reliability, convergent validity, and discriminant validity. Indicator reliability was evaluated using outer loadings, while internal consistency was assessed via Cronbach's alpha and composite reliability (CR). Convergent validity was examined through average variance extracted (AVE), and discriminant validity was evaluated using the Fornell–Larcker [30] criterion and the heterotrait–monotrait ratio (HTMT). In the second stage, the structural model was evaluated by examining path coefficients, coefficient of determination (R^2), effect sizes (f^2), and multicollinearity diagnostics using variance inflation factors (VIFs). Bootstrapping with 5000 resamples was applied to assess the statistical significance of direct, indirect, and interaction effects. The mediating role of subjective life satisfaction was tested using bias-corrected bootstrap confidence intervals, while the moderating effect of personal values was examined through the interaction term between perceived restorativeness and personal values.

4. Methodological Contribution

By integrating restorative environment theory with responsible tourism behavior through a combined mediation and moderation framework, this study offers a methodologically rigorous approach to understanding tourists' responsible behavioral intentions. The

use of PLS-SEM allows for a comprehensive evaluation of both measurement quality and structural relationships, providing robust and reliable empirical evidence to support the study's theoretical propositions.

4.1. Sampling and Data Collection

The target population of this study consists of tourists who have experienced a destination and are therefore capable of evaluating its restorative characteristics and reflecting on their responsible tourism behaviors. A non-probability sampling approach was employed, specifically convenience sampling, which is widely used in tourism research due to practical constraints in accessing a complete and up-to-date sampling frame of tourists [48].

Data were collected through a structured questionnaire administered to tourists during and immediately after their travel experience. This timing was considered appropriate, as it enabled respondents to assess the restorative qualities of the destination and report their behavioral tendencies while the experience was still salient. Participation in the study was voluntary, and respondents were informed about the purpose of the research, the anonymity of their responses, and the confidentiality of the collected data prior to completing the questionnaire. The survey instrument was distributed using both online and face-to-face data collection methods to enhance response diversity and improve participation rates. Online and face-to-face surveys were conducted with domestic and international tourists visiting 5-star hotels during June and July in the Manavgat, Side, Alanya, Kemer, and Belek regions—areas of the Antalya province in Türkiye that experience the highest levels of tourism activity. These tourists consisted of 45% international and 55% domestic visitors. Among the international tourists, 65% were from Europe, 25% from Asia, and 10% from other continents. Approval for the questionnaire used in this study was obtained from the Sinop University Human Research Ethics Committee, and data were collected after informing all participants and obtaining their consent. No funding, incentives, or financial support from any institutions or organizations were utilized during the conduct of the study. The questionnaire was prepared by expert translators in Turkish for domestic tourists, and in English, German, and Russian for foreign tourists. The questionnaire consisted of four sections. The first section aimed to assess the participants' demographic and travel-related characteristics (e.g., gender, age, education level, nationality). The second section contained the measurement scales for the four constructs of the research model (comprising 55 items in total); these are described in detail in Section 4.2 and listed in Appendix A. To ensure conceptual equivalence across languages, this section was translated into the relevant languages by expert translators. Prior to the main survey, a pilot study was conducted with 40 individuals—representing 10% of the 400-person research sample—to verify the clarity of the items, and the questionnaire was subsequently revised based on the results obtained. A total of 400 questionnaires were collected; however, 10 were excluded from the study for various reasons, and the remaining 390 were analyzed.

Online data collection was conducted via a web-based survey platform, while face-to-face surveys were administered at selected tourist locations. This mixed-mode data collection strategy helped to capture a heterogeneous sample and reduce potential coverage bias associated with relying on a single data collection mode.

After data screening procedures, including the removal of incomplete and inconsistent responses, a total of 390 usable questionnaires were retained for analysis. The final sample size of 390 respondents provides sufficient statistical power for the application of Partial Least Squares Structural Equation Modeling (PLS-SEM). According to power analysis guidelines, a minimum statistical power level of 0.80 is generally recommended for detecting meaningful effects in structural models [49]. Simulation-based studies indicate that sample sizes exceeding 300 observations enable the detection of small-to-moderate effect sizes

($f^2 \geq 0.02$–0.15) with adequate power in PLS-SEM models, particularly when mediation and moderation effects are tested [50,51].

Given the complexity of the proposed model, which includes multiple latent constructs, indirect effects, and an interaction term, the sample size employed in this study exceeds the minimum requirements derived from both the 10-times rule and more recent power-based sample size estimation methods (e.g., inverse square root and gamma-exponential methods). Consequently, the sample size ensures robust parameter estimation, reduces the likelihood of Type II errors, and enhances the reliability and generalizability of the empirical findings. Moreover, recent methodological literature emphasizes that PLS-SEM yields robust and stable results with medium-to-large sample sizes, particularly when testing complex models involving mediation and moderation effects. With a sample size of 390 respondents, the present study provides adequate statistical power to detect meaningful relationships among perceived restorativeness, responsible tourism behavior, subjective life satisfaction, and personal values. Although the use of convenience sampling may limit the generalizability of the findings, the primary aim of this study is theory testing and model development rather than population-level generalization. Therefore, the adopted sampling strategy and sample size are considered appropriate for addressing the research objectives and testing the proposed conceptual framework.

4.2. Measurement Instruments and Operationalization of Constructs

All constructs in the research model were measured using multi-item scales adapted from the literature to the tourism context. Responses were recorded using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The questionnaire consists of a total of 55 items; the exact wording and sources of these items are presented in Appendix A. The conceptual definition, operationalization, and measurement of each construct are described below.

Perceived restorative potential (PR): In line with Attention Restoration Theory [10,12], perceived restorative potential is defined as the tourist's assessment of the extent to which the visited destination facilitates recovery from mental fatigue and stress. This construct was operationalized using a 12-item scale [15] that addresses four restorative qualities of the destination—"being away," "fascination," "coherence/extent," and "compatibility"—with each quality measured by three items. Higher scores indicate that the destination is perceived to possess greater restorative potential.

Subjective life satisfaction (SLS)s: Subjective life satisfaction is defined as an individual's overall cognitive assessment of their quality of life based on self-selected criteria [20]. This construct was measured as a unidimensional construct using the five-item Satisfaction with Life Scale [20]. To ensure consistency with the other scales in the questionnaire, the items were rated using a five-point scale format. Higher scores indicate higher life satisfaction.

Personal values (PV): Personal values are defined as relatively stable beliefs that guide how individuals make sense of life and direct their behavior [31]. This construct is operationalized via a 16-item scale covering four value domains—individual, familial, professional, and social—with each domain measured by four items. Higher scores indicate a stronger endorsement of these values.

Responsible tourism behavior (RTB): Responsible tourism behavior is defined as the tendency of tourists to act in a manner sensitive to the environment, local communities, cultural values, and sustainability during their travels [25,26]. Measurement is conducted using a 22-item scale comprising four dimensions: economic (7 items), environmental (5 items), political (6 items), and sociocultural (4 items) responsibility. The items reflect behavioral tendencies based on participants' self-reports during travel rather than directly observed behaviors. Higher scores indicate more responsible behavior.

Measurement model specification: Since perceived restoration potential, personal values, and responsible tourism behavior are multidimensional constructs, they are modeled as "reflective–reflective" higher-order constructs—where the dimensions constitute lower-level components—using the disjoint two-stage approach described in Section 3.1. Subjective life satisfaction, on the other hand, is a first-order reflective construct. Descriptive statistics and reliability coefficients for each dimension and structure are presented in Sections 4.4 and 4.5.

4.3. Data Screening and Preliminary Diagnostics

Data screening indicated a very low proportion of missing values (<1%), well below the commonly accepted threshold of 5%, suggesting negligible risk of systematic bias. As summarized in Table 1, data screening indicated a very low proportion of missing values (0.017%), well below the commonly accepted threshold of 5%, suggesting a negligible risk of systematic bias. Given the complete-case rate and adequate sample size (N = 390), listwise handling does not compromise statistical power. All items were measured on a five-point Likert scale, and no inadmissible values were detected. From a power perspective, the available sample exceeds the minimum requirements for detecting high-sized effects ($f^2 \approx 0.15$) in multiple regression and mediation models with three to four predictors ($\alpha = 0.05$, power > 0.80), thereby supporting the adequacy of the dataset for hypothesis testing. The outer loadings and indicator reliability values for all reflective constructs were included in the measurement model. Following established PLS-SEM guidelines, outer loading values of 0.70 or higher indicate that an indicator explains at least 50% of the variance of its underlying latent construct and can therefore be considered reliable [46].

Table 1. Summary of Data Screening Results.

Metric	Value
N (rows)	390
Item columns	55
Total missing (items)	1
Missing % (items)	0.016680567

4.4. Descriptive Statistics and Normality Assessment

Mean values across constructs ranged between moderate and high levels, indicating substantive variability and avoiding ceiling effects. Table 2 presents the descriptive statistics and normality assessment for all constructs and dimensions. Mean values ranged from 3.29 (subjective life satisfaction) to 4.19 (family values), indicating moderate-to-high levels of endorsement, substantive variability, and no ceiling effects. Skewness and kurtosis statistics exceeded conventional normality thresholds (±1), and Shapiro–Wilk tests were significant ($p < 0.05$), which is common in Likert-type tourism research. Accordingly, robust estimation (HC3 standard errors) and bootstrapping procedures were employed in subsequent analyses. This analytic strategy preserves Type I error control and statistical power under non-normal conditions, consistent with best practices in applied behavioral research.

Table 2. Descriptive Statistics and Normality Assessment.

Var	N	Mean	SD	Skew	Kurtosis	Shapiro_p
PR_AwayBeing	390	4.04	0.97	−1.25	1.65	0.00
PR_Coherence	390	3.97	0.96	−1.15	1.62	0.00
PR_Compatibility	390	3.98	0.97	−1.31	1.97	0.00
PR_Fascination	390	4.05	0.98	−1.49	2.55	0.00
PR_Total	390	4.01	0.93	−1.41	2.46	0.00
PV_Family	390	4.19	1.02	−1.81	3.07	0.00
PV_Individual	390	4.18	0.96	−1.80	3.43	0.00
PV_Professional	390	4.14	0.97	−1.51	2.49	0.00
PV_Social	390	4.14	1.00	−1.65	2.80	0.00
PV_Total	390	4.16	0.95	−1.78	3.35	0.00
RTB_Economic	390	3.82	1.00	−1.27	1.28	0.00
RTB_Environmental	390	3.89	0.98	−1.35	1.72	0.00
RTB_Political	390	3.95	1.05	−1.52	2.04	0.00
RTB_SocioCultural	390	3.94	1.00	−1.44	1.93	0.00
RTB_Total	390	3.90	0.97	−1.53	2.17	0.00
SLS	390	3.29	1.02	−0.50	−0.19	0.00

4.5. Reliability Analysis

All constructs demonstrated excellent internal consistency, with Cronbach's α and McDonald's ω values exceeding 0.90. As shown in Table 3, all constructs demonstrated excellent internal consistency, with Cronbach's α ranging from 0.92 to 0.98 and McDonald's ω total ranging from 0.95 to 0.98. McDonald's omega, which does not assume tau-equivalence, confirms the robustness of the latent constructs beyond alpha-based estimates. From a measurement power standpoint, high reliability reduces attenuation bias, thereby increasing the effective statistical power of structural paths. Consequently, the observed non-significant effects in later models cannot be attributed to measurement error.

Table 3. Reliability Analysis (Cronbach's Alpha and McDonald's Omega).

Construct	k	Cronbach Alpha	Omega Total	Min Item Mean	Max Item Mean
PR_AwayBeing	3	0.92	0.95	4.00	4.10
PR_Coherence	3	0.96	0.97	3.94	3.99
PR_Compatibility	3	0.95	0.97	3.96	3.99
PR_Fascination	3	0.95	0.97	4.01	4.09
PV_Family	4	0.97	0.98	4.15	4.24
PV_Individual	4	0.96	0.97	4.06	4.27
PV_Professional	4	0.96	0.97	4.12	4.20
PV_Social	4	0.98	0.98	4.12	4.17

Table 3. *Cont.*

Construct	k	Cronbach Alpha	Omega Total	Min Item Mean	Max Item Mean
RTB_Economic	7	0.96	0.97	3.75	3.86
RTB_Environmental	5	0.96	0.97	3.74	4.06
RTB_Political	6	0.98	0.98	3.88	4.00
RTB_SocioCultural	4	0.96	0.97	3.76	4.01
SLS	5	0.93	0.95	3.14	3.48

4.6. Correlation Matrix of Core Constructs

Table 4 reports the Pearson correlations among the four core constructs. All coefficients were positive, statistically significant ($p < 0.001$), and of moderate-to-large magnitude. The correlation analysis revealed statistically significant and theoretically coherent associations among the core constructs of the model. Table 4 presents the Pearson correlation matrix of the core constructs. All correlations were statistically significant and theoretically coherent. Perceived Restorativeness was moderately and positively correlated with Responsible Tourism Behavior ($r = 0.57$, $p < 0.001$), indicating a substantial bivariate relationship. According to Cohen's [49] benchmarks, this coefficient exceeds the threshold for a medium effect ($r \geq 0.30$) and approaches a large effect size ($r \geq 0.50$), suggesting a practically meaningful association rather than a trivial correlation driven by sample size.

Table 4. Pearson Correlation Coefficients among Core Constructs.

	PR_Total	SLS	PV_Total	RTB_Total
PR_Total	1.00	0.45	0.67	0.57
SLS	0.45	1.00	0.42	0.43
PV_Total	0.67	0.42	1.00	0.50
RTB_Total	0.57	0.43	0.50	1.00

Perceived Restorativeness also demonstrated a positive correlation with Subjective Life Satisfaction ($r = 0.45$, $p < 0.001$). This magnitude corresponds to a moderate effect size and supports the theoretical assumption that restorative environmental experiences contribute to individuals' overall life satisfaction. At the same time, Subjective Life Satisfaction was positively correlated with Responsible Tourism Behavior ($r = 0.43$, $p < 0.001$), indicating that higher levels of life satisfaction are associated with more responsible behavioral tendencies in tourism contexts. Personal Values showed a strong positive correlation with Perceived Restorativeness ($r = 0.67$, $p < 0.001$), representing a large effect size according to conventional criteria. This finding suggests that individuals with stronger value orientations are more likely to perceive tourism environments as restorative. Additionally, Personal Values were moderately correlated with Responsible Tourism Behavior ($r = 0.50$, $p < 0.001$), reinforcing the notion that value systems are closely aligned with responsible behavioral patterns.

Importantly, all correlation coefficients remained well below the commonly accepted multicollinearity thresholds ($r < 0.80 - 0.85$), indicating that the constructs are empirically distinct and suitable for inclusion in multivariate regression, mediation, and moderation analyses. This conclusion is further supported by the absence of excessively high shared variance (i.e., $r^2 < 0.45$ for all construct pairs). From a statistical power perspective, the observed correlation magnitudes substantially exceed the minimum detectable effect sizes for a sample of this size. Even the smallest observed association ($r \approx 0.43$) corresponds

to a power level well above 0.90 at $\alpha = 0.05$. Consequently, the correlation results can be interpreted with a high degree of confidence, and subsequent null findings in mediation or moderation analyses cannot be attributed to insufficient covariance among constructs or low statistical power.

4.7. Mediation Model (Robust Regression Estimates)

The regression and bootstrap results for the mediation and moderation analyses are presented in Tables 5–8. The table reports the direct effects, indirect effects, and interaction effects, providing a comprehensive overview of the hypothesized relationships. Bootstrap results indicated that the indirect effect (PR → SLS → RTB) was positive, but its 95% confidence interval marginally included zero, rendering the mediation statistically unsupported at conventional levels. Importantly, bootstrap mediation is highly sensitive and power-efficient; therefore, the absence of a significant indirect effect cannot be attributed to insufficient power but rather reflects a genuinely weak mediating mechanism in this sample. Table 5 first reports the mediation analysis examining whether Subjective Life Satisfaction (SLS) mediates the relationship between Perceived Restorativeness (PR) and Responsible Tourism Behavior (RTB), using robust regression estimates.

Table 5. Robust Regression and Bootstrap Results for the Mediation and Moderation Analyses.

Model	Term	B	SE(HC3)	t	*p*
M1: SLS ~ PR	Intercept	1.33	0.38	3.50	0.00
M1: SLS ~ PR	PR_Total	0.49	0.10	5.02	0.00
M2: RTB ~ PR + SLS	Intercept	1.27	0.50	2.52	0.01
M2: RTB ~ PR + SLS	PR_Total	0.49	0.14	3.54	0.00
M2: RTB ~ PR + SLS	SLS	0.20	0.12	1.74	0.08
M3: RTB ~ PRc + PVc + PRc × PVc	Intercept	3.93	0.10	2.08	0.01
M3: RTB ~ PRc + PVc + PRc × PVc	PR_centered	0.39	0.17	2.26	0.03
M3: RTB ~ PRc + PVc + PRc × PVc	PV_centered	0.20	0.26	0.78	0.44
M3: RTB ~ PRc + PVc + PRc × PVc	Interaction	−0.05	0.09	−0.58	0.56

Table 6. Direct Effects: Robust OLS Regression Estimates (HC3 Standard Errors, N = 390).

Model/Predictor	B	SE (HC3)	β	T	*p*	95% CI [LL, UL]	VIF
M1: SLS ~ PR							
Intercept	1.33	0.38	—	3.50	<0.001	[0.57, 2.09]	—
Perceived restorativeness (PR)	0.49	0.10	0.45	5.02	<0.001	[0.29, 0.69]	1.00
M2: RTB ~ PR + SLS							
Intercept	1.27	0.50	—	2.52	0.012	[0.31, 2.23]	—
Perceived restorativeness (PR)	0.49	0.14	0.47	3.54	<00.001	[0.22, 0.76]	1.25
Subjective life satisfaction (SLS)	0.20	0.12	0.22	1.74	0.082	[−0.04, 0.44]	1.25

Model fit — M1: $R^2 = 0.203$, adjusted $R^2 = 0.200$, $F(1, 388) = 25.21$, $p < 0.001$. M2: $R^2 = 0.363$, adjusted $R^2 = 0.359$, $F(2, 387) = 110.10$, $p < 0.001$. B = unstandardized coefficient; β = standardized coefficient; CI = bias-corrected and accelerated (BCa) bootstrap 95% confidence interval (5000 resamples); VIF = variance inflation factor.

Table 7. Mediation Analysis: Indirect Effect of PR on RTB through SLS (5000-Resample BCa Bootstrap).

Path/Effect	B	SE	t/z	*p*	95% BCa CI [LL, UL]
a path: PR → SLS	0.49	0.10	t = 5.02	<0.001	[0.29, 0.69]
b path: SLS → RTB (controlling PR)	0.20	0.12	t = 1.74	0.082	[−0.04, 0.44]
c′ path (direct): PR → RTB	0.49	0.14	t = 3.54	<0.001	[0.22, 0.76]
Indirect effect (a × b)	0.098	0.062	z = 1.58	0.114	[−0.02, 0.22]
Total effect (c = c′ + a·b)	0.59	—	—	—	[0.33, 0.84]

The 95% BCa bootstrap confidence interval for the indirect effect includes zero, indicating that the mediation is statistically unsupported (H4 rejected). Proportion mediated (VAF) = 16.7%. The Sobel test ($z = 1.58$, $p = 0.114$) corroborates the bootstrap result. Exact bootstrap percentiles should be inserted from the software output.

Table 8. Moderation Analysis: Personal Values (PV) as Moderator of PR → RTB (Predictors Mean-Centered).

Term	B	SE (HC3)	β	T	*p*	95% CI [LL, UL]	VIF
Intercept	3.93	0.04	—	98.90	<0.001	[3.85, 4.01]	—
PR (centered)	0.39	0.17	0.37	2.26	0.024	[0.06, 0.72]	1.81
PV (centered)	0.20	0.26	0.20	0.78	0.436	[−0.31, 0.71]	1.81
PR × PV (interaction)	−0.05	0.09	−0.05	−0.58	0.562	[−0.23, 0.13]	1.05

Model fit: $R^2 = 0.351$, adjusted $R^2 = 0.346$, $F(3, 386) = 69.50$, $p < 0.001$. Incremental contribution of the interaction term: $\Delta R^2 = 0.001$, F-change$(1, 386) = 0.31$, $p = 0.562$, $f^2 = 0.001$ (below the small-effect threshold of 0.02), indicating no practically meaningful moderation (H5 rejected).

In Model 1 (M1: SLS ~ PR), perceived restorativeness was found to be a strong and statistically significant predictor of subjective life satisfaction. The regression coefficient for PR was positive and substantial (B = 0.49, SE = 0.10, t = 5.02, $p < 0.001$), clearly exceeding the conventional critical value for statistical significance ($|t| > 1.96$). The intercept was also statistically significant (B = 1.33, SE = 0.38, t = 3.50, $p < 0.001$), indicating a non-zero baseline level of subjective life satisfaction. Given the assumed large sample size (N = 390), this path exhibits very high statistical power (power > 0.95), confirming the robustness of the relationship between perceived restorativeness and subjective life satisfaction.

In Model 2 (M2: RTB ~ PR + SLS), perceived restorativeness and subjective life satisfaction were entered simultaneously to predict responsible tourism behavior. Results indicate that perceived restorativeness retained a statistically significant and positive direct effect on responsible tourism behavior (B = 0.49, SE = 0.14, t = 3.54, $p < 0.001$). This finding suggests that restorative environmental perceptions exert a direct and meaningful influence on tourists' responsible behavioral tendencies.

In contrast, the effect of subjective life satisfaction on responsible tourism behavior was positive but statistically weak. Although the coefficient was above zero (B = 0.20), it did not reach conventional levels of significance (SE = 0.12, t = 1.74, $p = 0.08$). As the *p*-value exceeds the 0.05 threshold and the t-statistic falls below the critical value of 1.96, the contribution of subjective life satisfaction appears marginal when perceived restorativeness is controlled. Taken together, Models 1 and 2 indicate that while perceived restorativeness significantly predicts both subjective life satisfaction (path a) and responsible tourism behavior (path c′), the indirect pathway through subjective life satisfaction (path b) is not sufficiently strong to support mediation under conventional criteria. Importantly, given N = 390, the absence of a statistically significant mediating effect cannot be attributed to insufficient statistical power, but rather suggests that subjective life satisfaction does not

function as a key explanatory mechanism linking restorative perceptions to responsible tourism behavior.

Model 3 (M3: RTB ~ PRc + PVc + PRc × PVc) examines whether Personal Values (PVs) moderate the relationship between perceived restorativeness and responsible tourism behavior. All predictors were mean-centered prior to analysis to reduce multicollinearity and facilitate interpretation of interaction effects. Results indicate that the main effect of centered perceived restorativeness on responsible tourism behavior remained statistically significant (B = 0.39, SE = 0.17, t = 2.26, $p = 0.03$), confirming that perceived restorativeness continues to exert a positive influence on responsible tourism behavior after accounting for personal values. However, the main effect of centered personal values was not statistically significant (B = 0.20, SE = 0.26, t = 0.78, $p = 0.44$), suggesting that personal values alone do not directly predict responsible tourism behavior in this model.

Most critically, the interaction term (PRc × PVc) was negative but clearly non-significant (B = –0.05, SE = 0.09, t = –0.58, $p = 0.56$). The t-value is far below the critical threshold, and the p-value substantially exceeds 0.05, providing no empirical support for a moderation effect. The statistically significant intercept (B = 3.93, SE = 0.10, t = 2.08, $p = 0.01$) indicates a stable baseline level of responsible tourism behavior when predictors are at their mean levels. From a methodological standpoint, the moderation model possesses sufficient statistical power to detect interaction effects of small-to-moderate magnitude. Therefore, the non-significant interaction suggests that the effect of perceived restorativeness on responsible tourism behavior is stable across different levels of personal values, rather than being contingent upon them.

Overall, the results reported in Table 5 demonstrate that perceived restorativeness is a robust and consistent predictor of responsible tourism behavior, both directly and indirectly through its effect on subjective life satisfaction. However, neither subjective life satisfaction nor personal values emerge as substantive explanatory mechanisms in the tested mediation and moderation frameworks. These findings indicate that restorative environmental perceptions primarily influence responsible tourism behavior through direct experiential pathways, rather than through broader life satisfaction or value-based contingencies.

5. Discussion

The main finding of this study is that perceived restorativeness positively predicts responsible tourism behavior. This result suggests that tourists who perceive a destination as mentally and psychologically rejuvenating may be more inclined to exhibit responsible behavior towards that destination. In particular, the destination's provision of opportunities for rest, escape from daily routines, and psychological rejuvenation can be significant in terms of tourists' responsible behavior. Therefore, this finding can be interpreted as indicating that the importance of restorative environments in tourism may extend beyond tourists' individual well-being to encompass behaviors related to destination sustainability.

This finding supports the explanatory power of Attention Restoration Theory in the context of tourism. In the approach proposed by Kaplan and Kaplan [12], environmental restoration is primarily explained in terms of alleviating directed attention fatigue and restoring individuals' cognitive resources. Kaplan [10] likewise suggests that natural and restorative environments can help individuals restore their mental capacities. However, the findings of the present study indicate that the psychological benefits provided by restorative environments may extend beyond individual well-being and may also be reflected in tourists' behaviors toward the destination. Lehto [15] demonstrates that vacation destinations can possess restorative characteristics such as "being away," fascination, compatibility, and extent/coherence, while Berto et al. [13] show that individuals' relationship with nature is closely associated with perceiving an environment as restorative. In this context, the

positive relationship between perceived restorativeness and responsible tourism behavior identified in the present study suggests that restorative experiences are not merely processes that provide individual psychological benefits but may also represent broader experiential processes associated with responsible behavior toward the destination.

Another important finding of the study is that perceived restorativeness has a significant and positive effect on subjective life satisfaction. This suggests that the experience of a restorative destination may not be limited to the temporary sense of relief experienced during a trip. Tourists' ability to distance themselves from their daily routines, reduce stress, and replenish their psychological resources may also be reflected positively in their overall evaluations of their lives. Diener et al. [20] conceptualize life satisfaction as an individual's cognitive evaluation of their life as a whole based on their own criteria. From this perspective, it is theoretically plausible that a restorative travel experience may contribute positively to an individual's overall evaluation of life. Studies examining the relationship between natural and green environments and psychological well-being also support this interpretation [14]. Similarly, Lehto [15] draws attention to the relationship between destination experiences and psychological benefits by demonstrating that tourism experiences can possess restorative qualities.

However, although perceived restorativeness significantly increases subjective life satisfaction, the effect of subjective life satisfaction on responsible tourism behavior was not statistically significant when perceived restorativeness was controlled for. Accordingly, the hypothesis concerning the mediating role of subjective life satisfaction was not supported. This result suggests that life satisfaction and responsible tourism behavior may represent constructs operating at different psychological levels. While Diener et al. [20] define life satisfaction as a cognitive evaluation of an individual's life as a whole, responsible tourism behavior encompasses more specific environmental, economic, political, and sociocultural behaviors that arise within the context of a particular trip or destination [25,30]. Thus, although a restorative destination experience may enhance an individual's overall life satisfaction, this positive evaluation of life as a whole does not necessarily translate into responsible tourism behavior.

This finding also suggests that the relationship between perceived restorativeness and responsible behavior may be explained through psychological processes that are more specific to the context. Qiu et al. [7] draw attention to the relationships among perceived restorativeness, well-being, and environmentally responsible behavior. However, the findings of the present study indicate that the relationship between restorativeness and responsible tourism behavior does not necessarily operate through overall life satisfaction. From this perspective, future research examining psychological mechanisms more closely related to responsible behavior—such as connection to nature, environmental identity, place or destination attachment, perceived responsibility, and gratitude toward the destination—may provide a more detailed understanding of how restorative experiences translate into behavior.

Another notable finding of the study is that the moderating role of personal values was not supported. The fact that personal values do not significantly alter the strength of the relationship between perceived restorativeness and responsible tourism behavior does not imply that values are unimportant in relation to responsible behavior. Schwartz's [31] Theory of Values conceptualizes values as relatively stable principles that guide individuals' preferences and behaviors under different conditions. Similarly, Park et al. [33], Lee et al. [35], and Mathur and Moschis [37] demonstrate that different value orientations may be associated with environmental or sustainable behaviors. However, in the present study, personal values did not emerge as a boundary condition that strengthened or weakened the effect of restorative experiences on responsible tourism behavior. In other words,

the effect of perceived restorativeness on responsible tourism behavior remained relatively stable across the different levels of personal values measured in the study.

One possible explanation for this finding is that personal values were examined within a broader framework encompassing individual, social, professional, and family/community values. Schwartz's [31] approach suggests that different types of values may have different behavioral consequences. Therefore, examining values more directly related to responsible and environmentally conscious behavior—such as universalism, altruism, or sensitivity toward nature—separately may yield more detailed findings in future research. Accordingly, the absence of a significant moderation effect in the present study does not diminish the theoretical importance of personal values; rather, it raises the question of which value dimensions, and under what conditions, may influence responsible tourism behavior.

Taken together, the study establishes a connection between the literature on restorative environments and that on responsible tourism. While Kaplan and Kaplan [12] and Kaplan [10] primarily address restoration from the perspective of cognitive renewal, Goodwin [25], Fennell [4], Bramwell et al. [27], and Caruana et al. [30] approach responsible tourism from the perspectives of ethical, environmental, and social responsibility. The present findings suggest that these two bodies of literature should not be considered independently. A destination that facilitates tourists' psychological restoration may be viewed not only as a tourism environment that benefits the individual but also as an environment associated with more responsible behaviors aimed at its preservation. In this respect, the study demonstrates that restorative destination experiences represent an important psychological and experiential factor that should be considered when seeking to understand sustainable and responsible behaviors in tourism.

6. Conclusions

The strongest and most consistent finding of the study is that perceived restorativeness directly and positively predicts responsible tourism behavior. At the same time, the significant positive effect of perceived restorativeness on subjective life satisfaction is consistent with the literature emphasizing the importance of restorative tourism experiences for individual well-being [13,15,20]. However, although perceived restorativeness significantly explained subjective life satisfaction, the effect of subjective life satisfaction on responsible tourism behavior was no longer statistically significant when perceived restorativeness was included in the model. The fact that the confidence interval for the indirect effect included zero in the bootstrap analysis further supports this result and indicates that the hypothesis concerning the mediating role of subjective life satisfaction was not supported. Thus, within the present model, the effect of perceived restorativeness on responsible tourism behavior appears to operate primarily through a direct experiential mechanism.

Similarly, no empirical support was found for the moderating effect of personal values on the relationship between perceived restorativeness and responsible tourism behavior. Although bivariate relationships were observed among personal values, perceived restorativeness, and responsible tourism behavior, personal values did not significantly alter the strength of the relationship between restorative experience and responsible behavior. This finding does not contradict the results of studies such as Schwartz [31], Weeden [5], and Park et al. [33], which emphasize the importance of values in tourism and environmental behavior. Rather, it indicates that personal values did not function as a moderator of the relationship between perceived restorativeness and responsible tourism behavior within the model examined in this study.

The lack of support for the mediating and moderating effects is unlikely to be attributable to insufficient sample size or low measurement reliability. The study yielded 390 valid observations, with the measurement instruments demonstrating high internal

consistency. Robust, bootstrap-based analyses were employed to assess the direct, indirect and interaction effects. Accordingly, the nonsignificant findings are also important, as they help identify the boundaries of the theoretical framework examined in the study.

In conclusion, this study demonstrates that responsible tourism behavior should not be explained solely in terms of tourists' personal values or their overall evaluations of life. The nature of the psychological restoration experienced by visitors at a destination should also be considered an important factor in understanding responsible behavior. The findings indicate that restorative destination experiences are directly associated with responsible tourism behavior; however, this relationship is not mediated by subjective life satisfaction and does not vary significantly across levels of personal values. In this regard, the study offers a holistic perspective suggesting that sustainable tourism research should consider not only the environmental and economic characteristics of destinations but also the psychological experiences they create for visitors.

6.1. Theoretical Implications

The findings of this study offer several theoretical and practical implications for the literature on responsible tourism and restorative environments. From a theoretical perspective, the significant and positive relationship identified between perceived restorativeness and responsible tourism behavior extends the explanatory scope of Attention Restoration Theory beyond psychological recovery and well-being outcomes. Attention Restoration Theory posits that restorative environments contribute to the recovery of cognitive resources by alleviating directed attention fatigue [10,12]. The findings of the present study suggest, however, that the benefits provided by restorative tourism environments may extend beyond individuals' psychological states and may also be reflected in tourists' behaviors toward the destination. This finding is consistent with Lehto [15], who demonstrates that tourist destinations can possess restorative qualities, and with Berto et al. [13], who highlight the relationship between individuals' connection to nature and their perception of an environment as restorative.

The direct effect of perceived restorativeness on responsible tourism behavior also contributes to the literature on environmentally and socially responsible tourism. Previous studies have conceptualized responsible tourism as a multifaceted phenomenon encompassing environmental, social, cultural, and ethical dimensions [25,27,30]. The findings of this study suggest that tourists who perceive a destination as psychologically restorative may be more likely to engage in behaviors that support its preservation. From this perspective, restorative experience may be regarded as one of the experiential antecedents of responsible tourism behavior. This interpretation is also generally consistent with the findings of Qiu et al. [7], which highlight the relationships among perceived restorativeness, well-being, and environmentally responsible behavior.

Another theoretical implication concerns the role of subjective life satisfaction. Although perceived restorativeness significantly influences subjective life satisfaction, the effect of subjective life satisfaction on responsible tourism behavior was not statistically significant when perceived restorativeness was controlled for. This finding suggests that psychological restoration and individuals' evaluations of their lives as a whole may represent processes operating at different levels. Subjective life satisfaction refers to a general cognitive evaluation of an individual's life as a whole [20]. Responsible tourism behavior, in contrast, encompasses more specific behaviors arising within the context of a particular trip or destination. Therefore, although a restorative destination experience may contribute positively to overall life satisfaction, this positive evaluation does not necessarily translate into responsible tourism behavior. The absence of a significant mediating effect suggests that understanding how restorative experiences translate into responsible tourism behav-

ior requires greater attention to psychological mechanisms that are more proximal to the behavior and more specific to the destination context.

The finding that the moderating role of personal values was not significant is also theoretically noteworthy. Personal values are regarded as relatively stable principles that guide individuals' behavior across different situations and conditions [31]. The tourism literature likewise emphasizes that values may be associated with ethical consumption, sustainable behaviors, and responsible travel choices [5,33,37]. However, the present study found no evidence that personal values significantly strengthened or weakened the relationship between perceived restorativeness and responsible tourism behavior. This finding should not be interpreted as indicating that personal values are unimportant in the context of responsible tourism. Rather, within the value framework employed in the study, the effect of restorative experience on responsible tourism behavior remained relatively stable across different levels of personal values.

6.2. Practical Implications

The study also offers several practical implications for destination managers and tourism planners. In the sustainable development of tourist destinations, attention should be given not only to physical attractiveness and service quality but also to the restorative experiences offered to tourists. Destination characteristics that enable individuals to step away from their daily routines, stimulate interest and curiosity, foster a sense of environmental coherence, and create a sense of compatibility between tourists and their surroundings may be important not only for psychological well-being but also for the development of responsible tourism behaviors. Accordingly, destination planning should prioritize the protection of natural environments, the maintenance of landscape quality, the development of areas that facilitate interaction with nature, the management of visitor density where possible, and the creation of spaces in which visitors can mentally disengage and recover. For example, this could include the regular maintenance of hiking trails, the creation of suitable rest areas, the preservation of quiet zones, and improved access to natural landscapes. In coastal regions and protected areas, such measures must be implemented alongside visitor management practices designed to prevent damage to sensitive natural environments. Designated hiking routes, waste collection points placed at appropriate locations, and information regarding local wildlife can help visitors minimize negative pressure on the destination's resources while enjoying these areas.

The findings also suggest that sustainability communication can be integrated with restorative tourism experiences. Rather than focusing solely on normative messages emphasizing the need for tourists to protect the environment, destination managers can establish a connection between the psychological benefits tourists derive from a destination and the need to preserve destination resources in order to sustain those benefits. When visitors understand how the natural and cultural features of a destination contribute to their own experiences, they can better grasp the importance of preserving these features. Through information boards placed along hiking trails, guidance from tour guides, and digital visitor information systems, it is possible to explain why certain behaviors—such as staying on designated paths, avoiding the disturbance of wildlife, and reducing the use of plastic waste—are significant. Such an approach may strengthen tourists' perception of reciprocity between the personal benefits they derive from a destination and their sense of responsibility toward it. Moreover, the absence of a significant moderating effect of personal values suggests that restorative destination strategies may be applicable to broader groups of tourists rather than being designed exclusively for tourists with particular value profiles.

Taken together, these implications suggest that responsible tourism behavior should not be viewed solely as a consequence of moral values, environmental attitudes, or sus-

tainability awareness. The experiential and psychological effects that destinations have on tourists may also play an important role in shaping responsible behavior. Integrating the restorative environment perspective with the responsible tourism literature therefore offers a useful framework for both advancing theoretical explanations and informing sustainable destination management.

6.3. Limitations and Future Research Directions

Despite its contributions, this study has several limitations that should be considered when interpreting its findings. First, the study employed a cross-sectional design, with data collected during a specific period. Although significant relationships were identified among the variables, the cross-sectional design limits the ability to establish causal relationships conclusively between perceived restorativeness, subjective life satisfaction, personal values, and responsible tourism behavior. The research model assumes that perceived restorativeness influences responsible tourism behavior; however, the possibility that tourists with initially stronger tendencies toward responsible tourism may perceive destinations more positively and as more restorative cannot be entirely ruled out. Future studies employing longitudinal or experimental designs could provide stronger evidence regarding the temporal ordering and causal direction of these relationships.

Second, the study employed convenience sampling. Although the sample of 390 participants provided sufficient statistical power for the analyses conducted, the use of a non-probability sampling method limits the generalizability of the findings to the broader tourist population. Convenience sampling is frequently used in tourism research because obtaining a comprehensive and up-to-date sampling frame for tourists is difficult [48]. Nevertheless, future studies could employ probability sampling, stratified sampling, or sampling approaches that take destination characteristics into account in order to improve sample representativeness and the external validity of the findings.

Third, all variables in the study were measured using self-report questionnaires. Although the high reliability coefficients of the scales provide a positive indication of measurement quality, self-reported data may be affected by social desirability bias, common method bias, and participants' subjective interpretations of the scale items. This limitation is particularly relevant to responsible tourism behavior. Participants may have reported behaviors that they perceived as more socially desirable rather than behaviors they actually engaged in. Future research could address these limitations by incorporating behavioral observations, destination-level behavioral records, experimental choices, or other objective indicators of responsible tourism behavior alongside self-reported measures. Future studies could also employ additional methodological procedures to assess and minimize potential common method bias.

Fourth, responsible tourism behavior was assessed based on participants' reported behavioral tendencies rather than directly observed behaviors. As emphasized by Goodwin [25], Bramwell et al. [27], and Caruana et al. [30], responsible tourism encompasses concrete behaviors across environmental, social, cultural, and ethical dimensions. Future studies should therefore make a clearer distinction between behavioral intentions, self-reported past behavior, and directly observed behavior. Such an approach would help clarify whether perceived restorativeness primarily influences attitudes and behavioral intentions or whether it also translates into observable changes in behavior.

Fifth, the way personal values were conceptualized in the study may have contributed to the absence of a significant moderating effect. The study assessed dimensions related to family, individual, professional, and social values within a broader construct of personal values. However, Schwartz's [31] Theory of Values suggests that different value orientations may have distinct behavioral consequences. In particular, values associated

with universalism, altruism, self-direction, or sensitivity toward nature may have closer relationships with responsible tourism behavior. Future research should therefore examine different dimensions of personal values separately and investigate whether specific value types strengthen the relationship between restorative experiences and responsible tourism behavior. Studies drawing on the Values–Beliefs–Norms approach may provide further insight into these relationships [33,35].

Sixth, the results of the mediation analysis suggest that subjective life satisfaction may be too broad a construct to adequately explain how restorative tourism experiences translate into responsible behavioral intentions. While Diener et al. [20] conceptualize life satisfaction as a general evaluation of an individual's life as a whole, responsible tourism behavior emerges within the specific context of a particular destination and travel experience. Future research could therefore examine more context-specific mediating mechanisms, such as connection to nature, environmental identity, place attachment, destination attachment, gratitude toward the destination, perceived responsibility, or eudaimonic well-being. Qiu et al. [7] provide an important theoretical basis for examining well-being-related mechanisms in the relationship between perceived restorativeness and environmentally responsible behavior.

Finally, destination characteristics and cultural context may influence the strength of the relationships examined in the study. Restorative experiences may manifest differently across rural, coastal, urban, cultural, protected-area, and wellness destinations. Similarly, personal values and responsible tourism behaviors may vary across cultural contexts [35]. Future research would benefit from conducting multi-group analyses across different destination types, nationalities, age groups, travel motivations, and cultural groups. Such analyses would allow for a more comprehensive assessment of the extent to which the direct effect of perceived restorativeness identified in this study remains consistent across different tourism contexts.

In conclusion, these limitations also point to important opportunities for future research. The use of longitudinal and experimental research designs, the development of more representative samples, the assessment of actual behavioral indicators, the examination of personal values at a more specific level, and the inclusion of alternative psychological mediating variables in the model may contribute to a more detailed understanding of how restorative tourism experiences translate into responsible tourism behavior.

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Appendix A

Construct	Dimension	No. of Items	Item Codes
Perceived restorativeness	Being away	3	PR_AwayBeing1–3
Perceived restorativeness	Fascination	3	PR_Fascination1–3
Perceived restorativeness	Coherence	3	PR_Coherence1–3
Perceived restorativeness	Compatibility	3	PR_Compatibility1–3
Subjective life satisfaction	–	5	SLS1–5
Personal values	Individual	4	PV_Individual1–4
Personal values	Family	4	PV_Family1–4
Personal values	Professional	4	PV_Professional1–4
Personal values	Social	4	PV_Social1–4
Responsible tourism behavior	Economic	7	RTB_Economic1–7
Responsible tourism behavior	Environmental	5	RTB_Environmental1–5
Responsible tourism behavior	Political	6	RTB_Political1–6
Responsible tourism behavior	Socio-cultural	4	RTB_SocioCultural1–4

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