

The Impact of Chinese City Tour's Restorative Servicescape on Tourist Satisfaction : Focusing on the Mediating Effect of Perceived Values

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Abstract

A study of this paper is to analyze how Chinese tourists perceive factors of restorative servicescape in China, and how restorative servicescape impacts tourist satisfaction. The results of the study were as follows: First, restorative servicescape had a significant positive effect on perceived values. Second, servicescape had a significant positive effect on satisfaction. Third, perceived values had a significant positive effect on satisfaction.

By determining the effect of the Chinese city tour visitors' perceived restorative servicescapes on the satisfaction, the following research contributes to providing solutions that allow visitors to have a positive perception on the service environment of city tour. Furthermore, with regard to the service environment development and management, the results of the study suggest effective and efficient developing strategies that enable the city tour in China to build a competitive advantage.

1. Introduction

With the advent of the era of inter city competition, cities are making efforts through urban tourism to improve their competitiveness. Urban tourism carries the specific image of a city and is a combination of intrinsic characteristics and tourism. Urban tourism provides emotional value, social value, and other values beyond economic value, and plays an important role in activating urban areas. In addition, urban tourism (city tour) has the most effective advantage of publicizing the city. In order to improve the competitiveness of the city, urban tourism is becoming more and more important.

Urban tourism is also very active in China, because with the economic growth, people in many cities in China have not only increased in appearance, but also changed in lifestyle and values. They seek leisure through tourism. However, most Chinese urban tourism fails to play a good role in promoting the charm of the city due to insufficient development, lack of symbolism, insufficient public facilities and circulation system, and imperfect government support and policies. Due to the lack of a new tourism development based on changes in tourist orientation,

this change is urgent while determining the strategic direction of urban tourism development.

In addition, in order to prevent the spread of new coronavirus pneumonia, the epidemic prevention policies of various countries in the world have brought great changes to our society. The international tourism market is facing the worst situation due to the restrictions on foreign tourists' entry by various countries. However, due to the restrictions on overseas tourism, the proportion of foreign tourists has dropped significantly, but the domestic people who cannot travel abroad occupy a place. (Nianchuan. 2021). Moreover, due to the sudden decrease of activity space, the decrease of direct communication objects and other problems, there have been negative psychological problems such as distrust of public information, loss of interest, tension, uneasiness, and despair. Moreover, negative psychological symptoms such as depression and anxiety can be alleviated through tourism.

According to the recent announcement of the National Bureau of Statistics, China's per capita GDP will exceed 10,000 US dollars in 2019, with more diversified tourist demand and strong spiritual and cultural demand (the National Bureau of Statistics of China). Kebbede (2017) said that the urban environment will cause pressure and have a negative impact on mental health. Considering the importance of urban tourism in the early stage and the activity of domestic tourism in China after the new coronavirus pneumonia, Rosenbaum and Massiah (2011) will reduce human fatigue. It should be noted that the service is defined as the environment of recovery function.

Research on restorative servicescape includes hotel, casino, restaurant, resort. Although it is conducted in the field of airlines, there are few empirical studies on urban tourism restorative servicescape, so it will be of great significance to approach it. At the same time, in quite a number of previous studies, experiential perceived value is the main factor affecting satisfaction. Therefore, in terms of the impact of perceived restorative service scale on tourism satisfaction in urban tourism, testing the media effect of perceived value will also give a variety of enlightenment in theory and practice.

In this regard, this study, by examining the impact of China's urban tourism restorative servicescape on tourist satisfaction and the perceived media effect in its relationship, makes an experimental approach to the previously unrealized urban tourism restorative servicescape, and puts forward some useful practical plans for China's city tour development.

2. Materials

2.1 Restorative servicescape

Servicescape has been used as a variety of terms such as physical environment and stimulation, atmosphere, tangible materials, evidence, tangible clues, etc. (Kotler. 1973; Baker. 1986; Song Zhouwei. 2017). Now, these words can use the same concept when referring to the environmental factors in the service space. Rosenbaum et al.(2009) The theory of attention recovery is a theory that frees modern people from tired life, stays in a comfortable environment with rich sensory elements such as flowing streams and fragrant flowers, and feels that physical and mental fatigue has been cured, which is helpful to the recovery of human body and mind (Kaplan. 1995). This is a theory developed on the basis of classifying humanism into directional spontaneity and nonspontaneous unconsciousness. Directed spontaneity refers to the efforts made by modern people to concentrate on specific information or activities, curb desultory and devote consciousness in their daily life. Repeating this kind of directed spontaneous attention, inhibiting scattered stimuli, causing physical, psychological, and fatigue Yes (Kotler. 1973). According to the theory of attention recovery, the environment in which directed

attention fatigue can be recovered through five senses when people do not pay attention is called recovery environment (Kaplan. 1995). Moreover, Rosenbaum (2009) and other studies confirmed that the recovery characteristics studied in the natural environment can be extended to the field of commercial services. Rosenbaum and Massiah (2011) defined the concept of restorative service metrics, and conducted research on restorative service metrics in many fields.

Kaplan and Kaplan (1989) and other scholars regard extrication, extension, charm and harmony as the constituent factors of the scale of restorative servicescape. In terms of the constituent factors of the scale of restorative services, most of the first researchers based on the theory of attention recovery, extrication, charm, coherence Applicability factors (Kaplan. 1995;Quan Hezong. 2019). In this regard, this study also considers the components of the restorative service scale as a multidimensional concept consisting of four sub elements: deviation, charm, coherence and suitability based on the theory of attention recovery.

After getting rid of tired work or daily life, you can feel the environment you are getting rid of psychologically through the environment you are far away from. Charming refers to the physical environment that attracts people through stimulating charm. Coherence refers to the overall harmonious environment that people perceive in a certain scale of environment. Suitability refers to the environment that can be perceived to conform to personal values or preferences.

Some researches analyzed the impact of attention recovery on life satisfaction based on the natural basis of curing tourists. The results showed that attention recovery has a great impact on life satisfaction through feelings. Also the relationship between the restorative servicescape rink of the compound resort and customer satisfaction in the research, and the results showed that the restorative servicescape rink had a high impact on customer satisfaction through the happiness factor in the emotional response.

2.2 Tourism Satisfaction

Fridgen (1991) defined that the concept of tourism satisfaction directly related to tourism marketing is to generate the potential for tourists to revisit or recommend to others in tourism destinations. Tourism satisfaction can be said to be the attitude of tourists in the process of the relationship between the expectations before the visit and the results of the visit (Shen Jizhe, 2004). Based on the previous research, this study also defines tourism satisfaction as the expectation of tourists before coming to the city and the actual feeling after the actual tourism experience, and conducts research.

In the study of Jin Zhenyu and Jin Daoying (2015), the relationship between attention recovery and life satisfaction was analyzed, taking curing tourists as the object. The results showed that attention recovery affected life satisfaction through emotion. Park Min'er (2016) conducted an empirical analysis on the structural relationship between restorative service skating and leisure satisfaction in the resort.

2.3 Perceived Value

The concept of perceived value has been variously defined according to different researchers and research objects. In the case of considering value, Zeithaml (1988)'s most commonly used concept in the marketing field is the overall analysis of subjective value objects. Jin Nanzhu (2009) said that the value of being late is the convenience that can be enjoyed for the expenses paid by oneself. In this study, the concept of tourist perceived value is defined as the subjective evaluation of tourists on tourism products or services in urban tourism activities, and it is measured with social value, emotional value and monetary value, accepting the views of Sweeney and Soutar (2001) and Quan Hejun (2019). Social value refers to the effectiveness produced by the product capability improved by social concept, while emotional value refers to the effectiveness produced by the emotion or emotional state produced by the product. Moreover, the value of money means the efficiency derived from products with the change of short-term and long-term costs of the amount perception.

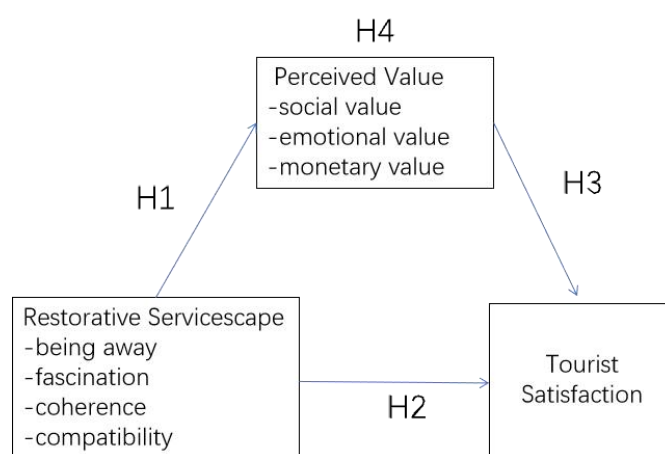
In the research of Jin Xianzhe and Zheng Jihan (2018), the value detail factors introduced in ecotourism are regarded as emotional value, functional value and cognitive value, and the relationship between

customer satisfaction and action intention is considered. After verification, among the perceived values, functional value has a positive and only positive (+) impact on customer satisfaction and action intention. Then, in the study of the typical scale (2010), we learned the structural relationship between the characteristics of tourist destinations, tourists' perceived value, satisfaction and action intention. The results show that the characteristics of tourist destinations have a certain impact on tourists' perceived happiness value and utility value (+).

3. Methodology and Procedures

3.1 Research Model Settings

This study aims to verify the impact of urban tourism restorative servicescape on tourism satisfaction, as well as the media effect of perceived value in these relationships. In order to achieve this research purpose, the research model shown in [Figure 1] below is set.



[Figure 1] Research model

3.2 Setting of research assumptions

1) Restorative servicescape measurement and its relationship with perceived value

Hypothesis 1. Restorative servicescape metrics will have a positive (+) impact on perceived value.

2) Relationship between restorative servicescape and tourist satisfaction

Hypothesis 2. Restorative servicescape will have a positive (+) impact on tourist satisfaction.

3) The relationship between perceived value and tourism satisfaction

Hypothesis 3. The perceived value will have a positive (+) impact on tourist satisfaction.

4) The intermediary role of perceived value in the relationship between restorative servicescape and tourist satisfaction

Hypothesis 4. In the relationship between restorative servicescape and tourist satisfaction, perceived value will show a media effect.

3.3 Variable operability definition and measurement

In this study, based on previous studies (Hartig, et al., 1997a; Park Min'er, 2016; Quan Hezhong, 2019, restorative servicescape is defined as the physical environment for experiencing psychological recovery in urban tourism. From the perspective of restorative servicescape, it is divided into four factors: being away, fascination, coherence, and compatibility. According to the different sub factors, the four questions are measured on the scale of 5 points discount.

For urban tourism, tourism satisfaction is defined as the actual feelings after tourism experience, compared with the tourists' expectations in advance. Based on the research, as a single dimension factor,

three items were used and measured on the scale of 5 rebates.

Finally, perceived value is defined as tourists' subjective evaluation of tourism products or services in tourism activities. It is divided into three factors: social value, emotional value, and monetary value. Three questions and nine questions are measured with a scale of 5 points.

3.4 Data collection and analysis methods

The purpose of this study is to understand the city tourism restorative servicescape and its impact on tourist satisfaction, as well as the perceived value of media effect. In terms of questionnaire, we made an electronic questionnaire through WenJuanXing website (a special website for online questionnaire), published a link on SNS (WeChat), and conducted an online questionnaire survey on people with urban tourism experience in the past one year (January 1, 2021 to December 31, 2021). From January 17 to February 17, 2022, a total of 416 people answered within about 30 days. Except for 66 people whose answers were obviously dishonest or not suitable for statistical analysis, 350 people were valid samples and statistical analysis was conducted using the statistical procedure SPSS22.0 factor analysis, and regression analysis.

4. Results and Discussion

4.1 Demographic characteristics

In order to master the general characteristics of the respondents, frequency analysis was carried out, and the demographic characteristics of the samples mastered are shown in [Table 1] below.

Table 1.1: Demographic characteristics of samples

distinguish	project	Frequency (n=350)	(%)
Gender: female	Male	179	51.1
	female sex	171	48.9
Marriage or not	unmarried	125	35.7
	married	225	64.3
Age	Under 20	16	4.6
	Over 20	67	19.1
	Over 30	78	22.3
	Over 40	93	26.6
	Over 50	56	16.0
	Over 60	40	11.4
education	Under high school	41	11.7
	3-year schooling and graduation	76	21.7
	4-year schooling and graduation	166	47.4
	Graduate students in school and graduation	67	19.1
occupation	student.	64	18.3
	Specialized occupation	52	14.9
	civil servant	44	12.6
	clerk	94	26.9
	Individual business	28	8.0
	other	68	19.4

1-year urban tourism recovery	Episode 1	102	29.1
	2-3 times	166	47.4
	4-5 times	54	15.4
	More than 6 times	28	8.0
Urban tourism partners	Alone	48	13.7
	family members	133	38.0
	Friends	116	33.1
	lover	29	8.3
	Group/Fellowship	22	6.3
	other	2	0.6
Methods of obtaining urban tourism information	External advertising	36	10.3
	website	68	19.4
	news media	71	20.3
	Acquaintances (family, friends, etc.)	114	32.6
	Promotional materials	21	6.0
	other	40	11.4
Average monthly income	Less than 3000 yuan	67	19.1
	Above RMB 3000~below RMB 6000	133	38.0
	Above RMB 6000~below RMB 9000	111	31.7
	Above RMB 9000~below RMB 12000	18	5.1
	Above 12000 yuan	21	6.0

4.2 Reliability and feasibility factor analysis

4.2.1 Analysis on reliability and exploratory factors of urban tourism restorative servicescape

The result of exploratory factor analysis on 16 issues of urban tourism restorative servicescape (being away 4 issues, fascination 4 issues, coherence 4 issues, compatibility 4 issues) is as shown in Table 2. The KMO value of the urban tourism restorative servicescape is .862, and the variables used for factor analysis are well selected. There is also a factor bearing value of .715~. As high as .872, the four factors extracted are very suitable. Each intrinsic value is respectively factor 1 (being away) 2.237, factor 2 (fascination) 2.941, factor 3 (coherence) 2.556, factor 4 (compatibility) 2.509, which explains the overall variable: factor 1 (being away) 14.916%, factor 2 (fascination) 19.607%, factor 3 (coherence) 17.041%, factor 4 (compatibility) 16.725%, and the total cumulative dispersion explanatory power 68.290%. In the process of extracting the scale factor of restorative servicescape, "1. When I was sightseeing in the city, I felt that I had repeatedly divorced from reality." The factor bearing value of one problem is less than 0.4, or the commonness is less than 0.4, so the problem is excluded from the factor structure. A second exploratory factor analysis was conducted and 14 factors were generated. Approximation χ^2 of Bartlett's Sphericity Test $\chi^2 = 2456.805$ (df=105, $p < .001$) .

Based on the above analysis results, the composition factors of the scale of restorative services proposed in this study are appropriate in concept, and the composition variables can also be said to be suitable as a whole.

Item	project	factor capacity	generality	Aigen price	dispersed Explanatory
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(Reliability)					power%
Being away (.839)	2. City tourism gives me a rest.	.750	.621	2.237	14.916
	3. Urban tourism has freed me from the complex life.	.803	.793		
	4. City tourism helps me get rid of daily pressure.	.791	.743		
Fascination (.814)	5. The cities you have visited have fascinating characteristics.	.779	.616	2.941	19.607
	6. I want to better understand the cities I have visited.	.768	.655		
	7. I want to spend more time in the cities I have visited.	.775	.685		
	8. There are many things worth seeing in the cities you have visited.	.718	.604		
Coherence (.798)	9. The cities visited are too complicated.	.795	.653	2.556	17.041
	10. The cities visited are too chaotic.	.872	.791		
	11. The cities visited are too casual.	.715	.674		
	12. The cities that once visited are too disorderly.	.863	.777		
Compatibility (.737)	13. City tourism meets my preferences.	.794	.607	2.509	16.725
	14. In the process of city tourism, the city and I seem to be integrated.	.726	.699		
	15. Feel like a tourist city.	.802	.718		
	16. It's a pleasure to be in the city you have visited.	.718	.708		

(%)=68.290, KMO=.862, Bartlett's $\chi^2=2456.805$, $df=105$, $P=.000$

Table 1.2: Analysis Results of Reliability and Feasibility Factors of Restorative Servicescape

4.2.2 Reliability and exploratory factor analysis of tourist satisfaction

Exploratory factor analysis of tourism satisfaction generates one factor from three measurement variables, and the results are the same as those in Table 3. Approximation χ^2 of Bartlett's Sphericity Test $\chi^2=736.918$ ($df=3$, $p<.001$). When the sample suitability test of KMO is more than 0.5, it is considered that factor analysis is appropriate. 721 is appropriate for this study. KMO's measure value of sampling suitability test is .721, which is good. The factor bearing value is .873~.940, very suitable. The other intrinsic value is 2.499, and the dispersion of the overall variable shows that the force is 83.301%. Based on the analysis results of the award, the constituent factors of tourism satisfaction proposed in this study are appropriate in concept, and the constituent variables can also be said to be suitable as a whole.

Table 1.3: Analysis Results of Reliability and Feasibility Factors of Tourist Satisfaction

Item (Reliability))	project	factor capacity	generality	Aigen price	dispersed Explanator y power%
Tourisit satisfactio n (. 898)	1. The city tourism is more satisfactory than the expectation before the city visit.	.940	.854	2.499	83.301
	2. Satisfied with the decision of city tourism.	.924	.883		
	3. Urban tourism is generally satisfactory.	.873	.763		

(%)=83.301, KMO=.721, Bartlett's $\chi^2=736.918$, $df=3$, $P=.000$

4.2.3 Analyze the reliability and exploration factors of perceived value

The results of exploratory factor analysis on 9 questions of late value (3 questions of social value, 3 questions of emotional value and 3 questions of monetary value) are the same as those in Table 4. The KMO value of late value is. 894, and the variables used for factor analysis are well selected. And the factor carrying value is also. 779~. As high as 888, the 3 factors extracted are very suitable. Each intrinsic value is 2.654 for factor 1 (social value), 2.583 for factor 2 (emotional value), and 2.466 for factor 3 (monetary value), which explains 29.491% for factor 1 (social value), 28.705% for factor 2 (emotional value), and 27.400% for factor 3 (monetary value). The total cumulative dispersion is 85.596%. Approximation χ^2 of Bartlett's Sphericity Test $\chi^2=2812.771$ ($df=36$, $p<.001$), when the sample suitability test of KMO is above 0.5, it is considered that factor analysis is appropriate. 894 is appropriate for this study. Based on the above analysis results, the components of perceived value proposed in this study are conceptually appropriate, and the variable fields that constitute these values are generally appropriate.

Item (Reliability))	project	factor capacity	generality	Aigen price	dispersed Explanatory power%
social value (.891)	1. Through urban tourism I feel comfortable.	.802	.792	2.654	29.491
	2. City tourism has improved my relationship with others.	.847	.854		
	3. Through city tourism, you can feel the pleasant experience with others.	.779	.829		
Emotional value (.936)	4. I had a good time through city tourism.	.814	.874	2.583	28.705
	5. I feel better through city tourism.	.871	.903		
	6. City tourism is a time to bring me happiness.	.870	.895		
Money value (. 898)	7. In terms of urban tourism, the price is moderate.	.818	.818	2.466	27.400
	8. Value of expenses paid for urban tourism I can feel it.	.859	.867		
	9. The tour is economical.	.888	.871		

Table 1.4: Analysis Results of Reliability and Feasibility Factors of Perceived Value

4.3 Validate assumptions

4.3.1 The relationship between urban tourism restorative servicescape, perceived value and tourist satisfaction.

The impact of restorative servicescape on perceived value is obtained. According to the survey, the being away, fascination, coherence and compatibility of the restorative servicescape have a statistical attention limit (+) effect on social value, emotional value and monetary value respectively. Show results Hypothesis 1 was adopted.

Table 1.5: Verification Results of Hypothesis 1

dependent variable	Model	Non standard coefficient		Standard coefficient		Attention level	Collinearity statistics	
		B	standard error	β	t		tolerance	VIF
Emotional value		1.569	.203		7.710	.000***		
	Being away	.178	.046	.206	3.857	.000***	.600	1.668
	Fascination	.349	.063	.322	5.529	.000***	.503	1.988
	Coherence	.080	.032	.103	2.466	.000***	.984	1.017
	Compatibility	.198	.059	.200	3.327	.014**	.470	2.126
R ² = .411, revised R ² = .405, F= 60.269 p= .000***, Durbin-Watson 2.042								
social value		.802	.203		3.949	.000***		
	Being away	.053	.046	.061	1.150	.025**	.600	1.668
	Fascination	.282	.063	.260	4.480	.000***	.503	1.988
	Coherence	.057	.032	.073	1.765	.038**	.984	1.017
	Compatibility	.394	.059	.398	6.639	.000***	.470	2.126
R ² = .416, revised R ² = .409, F= 61.436 p= .000***, Durbin-Watson 2.074								
Monetary value		1.549	.254		6.096	.000***		
	Being away	.237	.058	.251	4.104	.000***	.600	1.668
	Fascination	.114	.079	.097	1.448	.049*	.503	1.988
	Coherence	.047	.041	.056	1.168	.024*	.984	1.017
	Compatibility	.208	.074	.194	2.809	.005**	.470	2.126
R ² = .225, revised R ² = .216, F= 24.984 p= .000***, Durbin-Watson 1.864								
*: p<.05, **: p<.01, ***: p<.001								

Secondly, it analyzes the impact of restorative servicescape on tourist satisfaction. The results show that being away, fascination, coherence and compatibility are limited (+) impacts, but the impact of coherence on tourism satisfaction is not paid attention to statistically. Therefore, Hypothesis 2 is partially adopted.

Table 1.6: Verification Results of Hypothesis 2

dependent variable	Model	Non standard coefficient		Standard coefficient	t	P	Collinearity statistics	
		B	standard error	β			tolerance	VIF
Tourism satisfaction		.857	.178		4.809	.000***		
	Being away	.149	.041	.175	3.631	.000***	.576	1.735
	Fascination	.260	.054	.244	4.824	.000***	.520	1.921
	Coherence	.073	.030	.097	2.453	.989	.989	1.011
	Compatibility	.408	.048	.429	8.555	.000***	.530	1.886
R ² = .546, revised R ² = .541, F= 102.522, p= .000***, Durbin-Watson 1.764								
: p<.01, *: p<.00								

Thirdly, it analyzes the impact of perceived value on tourism satisfaction. The results show that social value, emotional value and monetary value all have an impact on the degree of attention (+) of tourism satisfaction. Therefore, Hypothesis 3 is adopted.

Table 1.7: Verification Results of Hypothesis 3

dependent variable	Model	Non standard coefficient		Standard coefficient	t	Attention level	Collinearity statistics	
		B	standard error	β			tolerance	VIF
Tourism satisfaction		.586	.176		3.319	.001**		
	social value	.238	.047	.240	5.073	.000***	.641	1.560
	Emotional value	.356	.048	.359	7.428	.000***	.616	1.623
	Monetary value	.256	.039	.281	6.615	.000***	.797	1.254
R ² = .502, revised R ² = .497, F= 116.105. p= .000***, Durbin-Watson 1.687								
*: p<.05, **: p<.01, ***: p<.001								

4.3.2The media effect of perceived value

Table 1.8: Verification Results of Hypothesis 4-1

Model		Non standard coefficient		Standard coefficient	t	Attention level
		B	standard deviation	β		
1		.802	.203		3.949	.000***
	cast off	.053	.046	.061	1.150	.025**
	Charm	.282	.063	.260	4.480	.000***
	Consistency	.057	.032	.073	1.765	.038**
	Suitability	.394	.059	.398	6.639	.000***
R ² = .416, revised R ² = .409, F= 61.436 p= .000***						
		.747	.177		4.219	.000***
2						
	cast off	.205	.040	.239	5.104	.000***
	Charm	.296	.055	.276	5.400	.000***
	Consistency	.073	.030	.097	1.453	.989
	Suitability	.332	.052	.339	6.416	.000***
R ² = .547, revised R ² = .542, F= 104.063, p= .000***						
		.624	.178		3.498	.001**
3						
	cast off	.197	.040	.229	4.962	.000***
	Charm	.253	.056	.236	4.549	.000***
	Consistency	.032	.028	.042	1.147	.252
	Suitability	.271	.054	.277	5.015	.000***
	social value	.153	.046	.155	3.309	.001**
R ² = .561, revised R ² = .554, F= 87.840, p= .000***						
*: p<.05, **: p<.01, ***: p<.001						

According to the survey, the deviation of the downstream factors of the scale of restorative services, the sense of fascination, and the media effect of the social value of the downstream factors of the perceived value of adaptability have an impact on tourism satisfaction. Therefore, assume that 4-1 is part of the debt is selected.

Table 1.9: Verification Results of Hypothesis 4-2

Model		Non standard coefficient		Standard coefficient	t	Attention level
		B	standard deviation	β		
1		1.569	.203		7.710	.000***
	cast off	.178	.046	.206	3.857	.000***
	Charm	.349	.063	.322	5.529	.000***
	Consistency	.080	.032	.103	2.466	.000***

Suitability		.198	.059	.200	3.327	.014**
R ² = .411, revised R ² = .405, F= 60.269 p= .000***						
2		.747	.177		4.219	.000***
	cast off	.205	.040	.239	5.104	.000***
	Charm	.260	.054	.244	4.824	.000***
	Consistency	.073	.030	.097	1.453	.989
	Suitability	.332	.052	.339	6.416	.000***
R ² = .547, revised R ² = .542, F= 104.063, p= .000***						
3		.355	.184		1.930	.054
	cast off	.161	.039	.187	4.079	.000***
	Charm	.209	.055	.195	3.809	.000***
	Consistency	.004	.027	.011	1.122	.903
	Suitability	.282	.050	.289	5.604	.000***
	Emotional value	.250	.045	.252	.252	.000***
R ² = .584, revised R ² = .578, F= 96.650, p= .000***						
*: p<.05, **: p<.01, ***: p<.001						

The results show that tourism satisfaction is affected by the effect. Therefore, assumption 4-2 is partially adopted.

Table 1.10: Verification Results of Assumptions 4-3

Model	Non standard coefficient		Standard coefficient	t	Attention level	
	B	standard deviation	β			
1		1.549	.254	6.096	.000***	
	cast off	.237	.058	.251	4.104	.000***
	Charm	.114	.079	.097	1.448	.049*
	Consistency	.047	.041	.056	1.168	.024*
	Suitability	.208	.074	.194	2.809	.005**
R ² = .225, revised R ² = .216, F= 24.984 p= .000***						
	.747	.177		4.219	.000***	

2	cast off	.205	.040	.239	5.104	.000***
	Charm	.296	.055	.276	5.400	.000***
	Consistency	.073	.030	.097	1.453	.989
	Suitability	.332	.052	.339	6.416	.000***

$R^2 = .547$, revised $R^2 = .542$, $F = 104.063$, $p = .000***$

		.422	.178		2.373	.018*
3	cast off	.156	.039	.181	3.956	.000***
	Charm	.272	.053	.254	5.183	.000***
	Consistency	.019	.027	.017	1.496	.620
	Suitability	.288	.050	.294	5.768	.000***
	Monetary value	.210	.036	.230	5.849	.000***

$R^2 = .561$, revised $R^2 = .554$, $F = 87.840$, $p = .000***$

*: $p < .05$, **: $p < .01$, ***: $p < .001$

According to the survey, the deviation of downstream factors of the scale of restorative services, the sense of fascination, and the media effect of money value, the downstream factors of adaptive perceived value, have an impact on tourism satisfaction. Therefore, assumptions 4-3 are partially adopted.

5. Conclusion and Suggestion

This study takes urban tourists as the object, and examines the impact of urban tourism servicescape on tourist satisfaction and the media effect of perceived value in the relationship between them. And according to the research results obtained in this study, the management idea of improving tourism activity through efficient management of urban tourism in the future is proposed.

In the implementation and results of this study, the theoretical and practical implications are as follows. First of all, in the case of the complete interruption of the inflow of overseas tourists due to the spread of the global new coronavirus pneumonia, in order to improve the reality of the deterioration of the tourism industry, this paper takes domestic tourists who quickly become necessary conditions for the survival of urban tourism enterprises as the object, examines the tourism environment with restorative characteristics they pursue and love - the factors of restorative service sketch and perceived value, and believes that this study is a timely theoretical method.

At the same time, as the basic information of the plan to improve the regional activity by expanding the Chinese tourists in the urban tourism industry of China, the following practical enlightenment is proposed.

According to the survey, the deviation, charm and suitability of the restorative service scale will have a positive (+) impact on perceived value and satisfaction. Therefore, in China's urban areas, efforts should be made to break away from the psychological space composition such as daily life and the visually attractive environment composition. From the perspective of the continuity of the scale of restorative servicescape and the natural basis, it is necessary to systematize and organize the project composition and safety of tourists' tourism activities and the natural environment protection of urban tourism.

First, it is important to understand tourists' preferences and needs for amenities. No matter the size of the urban environment, the buildings in the places and facilities can attract tourists, promote exploration, have a rich feeling, and tourists should have fun. In addition, it should also ensure that visitors visit the city, what they expect and what they want to do are consistent with what the environment can provide. Therefore, when creating the environment of the scenic spot, we should try to reduce damage and roads or signs that are not in harmony with the natural environment, so as to maintain the original beauty of nature. The result is that, regardless of the size of the city, in all tourism environments, in addition to physical and physical aspects, the above three restorative factors should also be fully utilized to guide tourist satisfaction. But many scenic spots have roads, signs, toilets, parking lots, etc. that are not in harmony with the natural environment. When it is inevitable to combine artificial factors, in order not to distract attention, it is necessary to maintain harmony with the environment and avoid violating the purpose of tourists visiting nature.

It also verifies the media effect of perceived value in the relationship between restorative service skating and tourism satisfaction, The result will be to create a tourism environment that is far away from psychology and can be put into rest and personal affairs through various celebrations or activities in the city to stimulate the emotional value of Chinese tourists. And by setting preferential prices, expanding reservation services, providing additional discounts related to other enterprises such as points with digital platforms, we strive to provide a widely applicable preferential tourism environment and increase the economic value of Chinese tourists. Moreover, in order to keep the communication between tourists smooth, efforts should be made to increase social value through interesting games that can be directly participated in, such as folk game experience.

Despite the above research achievements, this study still has the following limitations: First of all, compared with the existing research on the scale of restorative services, there may be disputes on the sub factors and scales. Different from the research on the service scale accumulated for a long time in different fields, the research on the scale of restorative services is based on the concept that the healing function of the scale of restorative services in the natural environment is feasible in the business environment, and uses the measurement terms based on the theory of attention recovery. In the future, the restorative service landscape scale will be tested in different urban environments, and the effectiveness of restorative service scenarios will be compared under different cultural backgrounds. In this regard, it is necessary to conduct active follow-up research in the future.

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