

HOW DESTINATION SOCIAL RESPONSIBILITY IMPROVES INTERNATIONAL TOURISTS' REVISIT INTENTION: DOES DESTINATION REPUTATION MATTER?

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Abstract: This study examines the impact of destination social responsibility (DSR) on the revisit intention (RI) of international tourists, emphasizing the mediating role of relationship quality (RQ) and the moderating role of destination reputation (DR). By integrating the Stimulus–Organism–Response (SOR) framework, Social Exchange Theory, and Attribution Theory, this research develops a comprehensive conceptual model to capture the complex dynamics among these variables in the context of international tourism. Empirical testing was conducted using partial least squares structural equation modeling (PLS–SEM) on survey data collected from 732 international tourists who had previously visited Vietnam at least once. The analysis revealed several noteworthy findings. First, destination social responsibility has a significant and positive direct effect on revisit intention, demonstrating that socially responsible initiatives by destinations can encourage tourists to return. Second, RQ partially mediates the relationship between DSR and RI, indicating that elements such as trust, satisfaction, and the perceived strength of the tourist–destination relationship serve as key mechanisms through which positive perceptions of DSR are converted into behavioral intentions. Third, DR was found to significantly moderate these effects, enhancing the influence of DSR on both RQ and RI when the destination enjoys a strong reputation. This implies that destinations perceived as reputable can leverage DSR efforts more effectively to strengthen relationships with tourists and encourage repeat visits. The study offers both theoretical and practical contributions. Theoretically, it extends the understanding of how DSR operates through relational mechanisms and interacts with reputation to shape tourist behavior. Practically, the findings suggest that destination managers and policymakers should strategically invest in DSR initiatives while simultaneously managing and enhancing destination reputation. By combining socially responsible practices with reputation-building efforts, destinations can cultivate stronger relationships with tourists, increase revisit intentions, and maintain a competitive edge in the global tourism market. Overall, this research highlights the strategic importance of integrating social responsibility and reputation management to foster sustainable tourism development and long-term destination loyalty.

Keywords: destination social responsibility, relationship quality, revisit intention, destination reputation, Vietnam

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INTRODUCTION

In the context of global tourism undergoing profound transformations in the aftermath of crises such as the pandemic and increasing environmental challenges, restructuring destination development strategies toward sustainability has become a top priority for many countries. One of the key pillars to achieve this goal is the promotion of destination social responsibility (DSR). DSR is increasingly recognized as a strategic approach to building a positive destination image, enhancing tourist experiences, and maintaining long-term competitiveness (Ramli et al., 2024). However, while the role of social responsibility has been extensively studied in business contexts, particularly at the firm level through corporate social responsibility (CSR), extending this concept to the destination ecosystem level, where multiple actors co-create value, has received limited scholarly attention. Most existing studies on CSR in tourism focus primarily on individual service providers such as hotels, airlines, or restaurants, examining how CSR activities influence customer loyalty, satisfaction, or supportive behavior (Wang et al., 2024). Nevertheless, a tourism destination is not merely an aggregation of service firms, but a complex socio-environmental entity shaped by public policies, local cultures, and community engagement. As such, traditional CSR perspectives fall short of capturing the systemic nature of DSR and may overlook broader structural elements shaping tourist experiences. This gap underscores the need for research that conceptualizes DSR as a property of the entire destination, reflecting tourists' perceptions of the collective responsible behavior of all tourism stakeholders, from local governments and businesses to community residents and non-profit organizations (Fennell et al., 2025).

Another critical issue is that existing studies have yet to offer a comprehensive theoretical model explaining how DSR influences tourist behavior, particularly revisit intention, a key indicator of loyalty and destination sustainability. While several studies have confirmed that CSR can positively impact consumer behavior in service sectors, the

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psychological mechanisms by which DSR shapes tourist decisions remain underexplored. In this regard, relationship quality between tourists and the destination is measured by tourist satisfaction and tourism trust, emerges as a promising mediating factor that may explain how DSR fosters long-term tourist commitment. This aligns with the principles of relationship marketing, which focuses on the significance of building and maintaining long-term, mutually beneficial relationships with customers (Martínez García de Leaniz et al., 2025). However, there is a dearth of research that integrates these components into a unified framework, particularly in the context of international tourism. Notably, the mediating role of relationship quality between DSR and revisit intention remains empirically underdeveloped, thereby limiting our understanding of how socially responsible destinations influence repeat visitation behavior, especially in an era of intensified global competition among destinations. In addition to the mediating mechanism, this study introduces destination reputation (DR) as a moderating variable to further explain the boundary conditions of the DSR-behavioral intention relationship. Reputation is a crucial intangible asset for destinations, shaping tourists' perceptions, emotions, and decision-making processes (Hassan & Soliman, 2021). However, the interaction between DR and DSR in shaping relationship quality and revisit intention has yet to be clearly defined. A critical question arises: Can a destination with a high DSR but a poor reputation generate the same level of satisfaction and loyalty as one with both a high DSR and a strong reputation? Addressing this gap is essential for advancing theoretical models of tourist behavior. From an academic standpoint, this study contributes to the tourism literature by broadening the scope of DSR beyond the firm level and toward a systemic, destination-level construct.

This study also heightens the mediating and moderating mechanisms that explain how DSR influences revisit intention, addressing theoretical voids in current behavioral tourism models. Furthermore, the simultaneous application of social exchange theory, stimulus–organism–response theory, and attribution theory theories enhances the explanatory power of the proposed framework and strengthens its relevance for future empirical investigations. Finally, this research will provide destination policymakers, managers, and tourism stakeholders with actionable insights into how DSR and DR can be leveraged to build lasting relationships with international tourists. Managers can craft targeted strategies that enhance destination reputation and foster tourist loyalty. This is especially pertinent for countries like Vietnam, which are striving to position themselves as sustainable and socially responsible destinations in the global tourism landscape.

THEORETICAL BACKGROUND

This study is based on three classic theories: social exchange theory (SET), stimulus–organism–response (SOR) framework, and attribution theory (AT). The SET theory was developed by Blau (1964), a valuable insight into understanding tourist behavior (Ahmad et al., 2023). It offers a robust theoretical framework to explain the interactions between tourists and the entities they encounter at their destinations. According to this theory, social relationships are maintained based on the benefits and costs perceived by each party during their interactions. If tourists believe they are receiving greater value than what they give in return, such as feeling respected, having a positive experience, or engaging in socially responsible practices, they are more likely to maintain these relationships through positive behaviors, such as returning to the destination or recommending it to others. Additionally, this study incorporates the SOR model proposed by Mehrabian & Russell (1974) as a key theoretical foundation for explaining the psychological processes that occur in visitors when they encounter external stimuli. In this model, the DSR stimulus elicits emotional and cognitive responses in tourists. These responses are reflected by internal states (organisms), such as satisfaction and trust in a destination, two critical components of the relationship between tourists and the places they visit. Ultimately, revisit intention acts as the response, demonstrating the conclusion of the information and emotion processing. Attribution theory suggests that people often interpret others' behaviors by attributing them to intrinsic or extrinsic motives (Martinko et al., 2007).

In the context of tourism, destination reputation (DR) acts as a moderating factor that influences how tourists interpret the motives behind DSR. When a destination has a strong reputation, tourists are more likely to view DSR initiatives as driven by intrinsic motivations, such as genuine concern for the community or a commitment to ethical practices. This perception enhances the perceived sincerity of DSR efforts, which in turn strengthens relationship quality and the likelihood of return visits. Conversely, a weak destination reputation may undermine the credibility of DSR initiatives.

HYPOTHESIS DEVELOPMENT

1. Destination social responsibility

Destination social responsibility is a concept that has not yet achieved full consensus within the academic community, and a universally accepted definition remains elusive. Scholars often approach DSR by adapting the well-established concept of CSR to the complex dynamics of the tourism industry. CSR, which emerged in the 1930s and gained significant traction in business administration, was classically defined by Bowen (1953) as the responsibility of businesses to implement policies that do not harm social interests. However, when CSR is applied to tourism destinations, researchers face a unique set of challenges. The model, originally designed for individual entities, struggles to capture the multidimensional characteristics and complex interactions among stakeholders in these locations (Agapito et al., 2023).

While CSR primarily focuses on the socially responsible behaviors of individual businesses such as hotels, travel agencies, or restaurants, DSR demands a broader approach. It requires the responsible involvement of not only businesses but also local governments, social organizations, resident communities, tourists, and other relevant groups in sustainably managing and developing destinations. As an evolved form of CSR, DSR is tailored to the collective dynamics of tourism destinations. Su et al. (2017) introduced the DSR concept, emphasizing the collective responsibility of all stakeholders at a destination. This collective responsibility aims to minimize negative environmental, economic, and social impacts while maximizing the value of the destination for visitors. DSR goes beyond legal obligations or mere profit motives, reflecting a commitment to protect common interests and focusing on community development and

environmental conservation. Such initiatives can include sustainable development policies, responsible tourism planning, and creating educational and culturally enriching tourism experiences. These efforts are communicated to visitors through tourism services, the attitudes of local residents, and the overall atmosphere at the destination.

Despite variations in scope and composition, most definitions of DSR encompass the three pillars of sustainable development: economic, social, and environmental. However, DSR is not a one-dimensional concept. It represents a complex, multidimensional approach to sustainable tourism that transcends the traditional metrics of CSR. A prevailing trend in academic literature recognizes DSR as a multidimensional concept, highlighting the need for more nuanced and context-sensitive measurement approaches. Yu & Hwang (2019) built upon well-known CSR model of Carroll (1979), which includes economic, legal, ethical, and philanthropic elements, to address this gap. They developed an international assessment scale for DSR that operates as a second-order construct with five dimensions: (1) economic responsibility, (2) legal responsibility, (3) ethical responsibility, (4) philanthropic responsibility, and (5) environmental responsibility. This scale not only reflects diverse social expectations but is also tailored to the specific characteristics of the tourism industry.

2. Revisit intention

Revisit intention refers to a person's willingness or readiness to return to the same tourism destination. It is widely recognized as one of the most accurate predictors of actual revisit behavior, such as purchasing a travel package to the same location (Han & Kim, 2010). In this context, DSR plays a significant role. DSR pertains to the ethical and sustainable practices adopted by a tourism destination to minimize negative impacts while maximizing positive contributions to the local community and environment. These practices can greatly influence tourists' intentions to revisit a destination.

Tourists' evaluations of DSR affect their perceptions of a destination in several ways (Yu & Hwang, 2019). For instance, tourists may prioritize their health and well-being. Destinations that are perceived to lack social or environmental responsibility such as those associated with pollution, high crime rates, disease outbreaks, or excessive noise, are likely to be avoided. Conversely, destinations that demonstrate high social responsibility are viewed more favorably, which increases the likelihood of tourists returning. Additionally, a strong commitment to DSR indicates that natural, historical, and cultural attractions are well-preserved. These authentic experiences not only allow tourists to engage with elements they may not encounter in their daily lives but also evoke positive emotional responses, such as inspiration and uplift, toward the destination, thereby reinforcing their intention to revisit. From a theoretical perspective, the relationship between DSR and revisit intention (RI) can be effectively explained using the SET theory (Ahmad et al., 2023). This theory posits that individuals, including tourists, are inclined to engage in and maintain social relationships based on reciprocity, where each party evaluates the benefits and costs derived from their interactions. A relationship is likely to persist if individuals perceive that the benefits outweigh the costs. In the context of tourism, SET provides valuable insights into how and why tourists may develop loyalty-related behaviors, such as revisit intention, after experiencing a socially responsible destination. When a destination engages in responsible practices such as environmental protection, community support, public safety, and cultural heritage preservation, tourists receive not only functional value (like quality services and clean surroundings that contribute to their comfort and enjoyment) but also emotional and ethical value, including a sense of respect, alignment with social values, or pride in choosing a sustainable and responsible destination. According to SET, these perceived benefits represent the "value received" in the exchange relationship. For tourists, one of the most evident and tangible forms of "reciprocation" is their intention to return to the destination in the future and recommend it to others. In this light, the act of revisiting may not only reflect a personal preference but also serve as a demonstration of gratitude for the meaningful and responsible experience the destination has provided, in line with SET's core principle of positive social exchange. Furthermore, empirical evidence from Hassan & Soliman (2021) confirms the positive association between DSR and tourists' revisit intention, reinforcing the theoretical assumption. Thus, the following hypothesis is proposed:

H₁: Destination social responsibility positively influences revisit intention of international tourists.

3. Relationship quality

In the realm of relationship marketing, relationship quality is a key concept that reflects the sustainability and effectiveness of the bond between customers and a brand or organization. Deb et al. (2025) defined relationship quality as an overall assessment of the strength and value of a relationship formed through accumulated interactions over time. It is typically viewed as a second-order construct, often measured through essential components like satisfaction and trust, which are particularly significant in tourism destinations (Alves et al., 2019; Gao et al., 2021). Destination satisfaction generally indicates how well a tourist's experiences align with their pre-trip expectations. Destination trust refers to the belief that the destination will fulfill its promises, especially those communicated through marketing and promotional efforts (Li & Yang, 2022). In recent years, destination management organizations have increasingly adopted DSR practices. These initiatives, which include reducing carbon emissions, preserving natural resources, and adhering to green tourism standards, not only contribute to the long-term sustainability of destinations but also enhance tourists' experiences. The SOR model of Mehrabian & Russell (1974) suggested that external stimuli like DSR can impact tourists' internal states, leading to increased levels of satisfaction and trust, both fundamental elements of relationship quality. Furthermore, from the perspective of the SET theory, tourists are more likely to develop positive attitudes and stronger trust when they perceive that a destination engages in DSR practices in a responsible and genuine manner, focusing on the public good rather than merely commercial interests. Specifically, DSR initiatives aimed at benefiting the wider community such as protecting local residents, preserving cultural heritage, and safeguarding ecosystems, play a crucial role in creating a sense of psychological safety, fostering emotional attachment, and strengthening the connection between tourists and the destination. This relationship is a vital aspect of the tourist experience and is essential for the sustainability of the bond. Therefore, Hypothesis H₂ is suggested:

H₂: Destination social responsibility positively influences relationship quality between tourists and the destination.

Tourists often choose their destinations based on their perceptions of attributes that they believe will best fulfill their needs and expectations (Stylos et al., 2017). According to Seetanah et al. (2020), a tourist's revisit intention in the future is significantly influenced by how well the destination's attributes align with their actual needs. This concept of perceived fit is vital in shaping revisit intention. When visitors have experiences that meet or surpass their expectations, they are more likely to form a positive evaluation of the destination, fostering a compelling motivation to return. Robust empirical studies have demonstrated that satisfaction and trust, two fundamental components of relationship quality, play a crucial role in driving revisit intention. In this context, relationship quality refers to the overall satisfaction and trust a tourist holds towards a destination. Torabi et al. (2022) revealed that a higher level of satisfaction dramatically increases the likelihood of tourists returning to the same destination. Trust, in particular, stands as a critical factor in mitigating perceived risk and uncertainty, especially when information is incomplete or unreliable (Su et al., 2017). When tourists perceive that a destination's information, services, or promises are credible, they are imbued with a sense of security and confidence, propelling them toward future visits. Conversely, when trust erodes, due to misleading promotions, inconsistent service quality, or disappointing experiences, tourists may hesitate and significantly reduce their likelihood of returning. This observation is consistent with the principles of the SET, which posits that trust emerges when one party in a relationship is perceived as acting with integrity and reliability, while meeting mutual expectations. Misleading promotions in particular can drastically undermine trust. When such perceptions take root, individuals are more inclined to maintain their relationship with the destination, leading to positive reciprocal behavior in the tourism context, this translates to a greater likelihood of return visits. To summarize, tourists who perceive a high level of relationship quality evidenced through satisfaction and trust are far more likely to develop emotional attachment and favorable attitudes toward a destination. This, in turn, dramatically strengthens their revisit intention. Thus, this study proposes the following hypothesis:

H₃: Relationship quality positively influences international tourists' revisit intention.

When tourists perceive that authentic intentions and genuine goodwill drive a destination's social responsibility initiatives, they are significantly more likely to cultivate trust and satisfaction toward that destination. These positive emotional responses can lead to enhanced attitudes and supportive behaviors, particularly an increased intention to revisit. When tourists perceive that authentic intentions and genuine goodwill drive a destination's social responsibility initiatives, they are significantly more likely to cultivate trust and satisfaction toward that destination. These positive emotional responses can lead to enhanced attitudes and supportive behaviors, particularly an increased intention to revisit. Acknowledgment of responsible practices at a destination not only enhances tourists' perception of value but also fosters long-lasting loyalty. To elucidate this behavioral process, the current study employs the SOR framework (Uddin et al., 2025). This framework illustrates that external stimulus, specifically, DSR can profoundly influence an individual's internal psychological state (the organism), including factors such as satisfaction and trust. These internal states, in turn, drive behavioral responses, particularly revisit intention. In alignment with this theoretical model, relationship quality captured through tourist satisfaction and trust serves as a critical mediating variable that clarifies how perceptions of DSR translate into behavioral outcomes. In essence, DSR impacts revisit intention indirectly by enhancing the depth of the relationship tourists share with the destination. When DSR is perceived positively, it not only fortifies tourists' emotional attachment and confidence in the destination but also catalyzes their desire to return. This study proposes the following hypothesis:

H₄: Relationship quality mediates the positive relationship between destination social responsibility and revisit intention of international tourists.

4. Destination reputation

Destination reputation is shaped by the collective evaluations, perceptions, and experiences of key stakeholders, including tourists, local residents, businesses, and destination management organizations (Yamashita & Takata, 2020). Unlike the more subjective and individualized concept of destination image, a reputation reflects a stable and unified social judgment. It embodies a shared belief in the trustworthiness and credibility of a destination. As noted by Darwish & Burns (2019), destinations with robust reputations are viewed as more reliable, consistently offering high-quality service and a compelling reason for tourists to return, elements that profoundly influence initial perceptions and expectations.

Drawing on attribution theory, individuals often assess behavior by attributing it to intrinsic or extrinsic motives. When a destination boasts a positive reputation, its socially responsible actions (DSR) are more likely to be perceived by tourists as stemming from genuine intrinsic motivations such as a sincere commitment to societal and environmental well-being rather than mere marketing strategies. This constructive perception cultivates deeper trust and satisfaction towards the destination. Conversely, a weak or ambiguous reputation can breed skepticism among tourists, leading them to view DSR efforts as superficial or driven by external incentives, thereby undermining their potential impact on relationship quality. In this context, destination reputation functions not only as a critical perceptual factor but also as a vital moderator that amplifies the relationship between DSR and relationship quality (i.e., satisfaction and trust). The benefits of DSR on relationship quality are likely to be significantly enhanced when a destination enjoys a strong reputation, as tourists are more inclined to recognize these responsible actions as authentic and credible. So, the following hypothesis is posited:

H₅: Destination reputation positively moderates the relationship between DSR and RQ.

Attribution theory is a key concept in consumer behavior, suggesting that individuals evaluate the actions of others based on whether they attribute those actions to intrinsic (internal) or extrinsic (external) motives. In marketing, this theory is especially important when examining the impact of brand reputation. A brand's reputation significantly affects how consumers interpret socially responsible actions (Praprom & Laipaporn, 2025). When a company with a poor reputation engages in corporate social responsibility activities, consumers often question the authenticity of these

efforts, viewing them as self-serving attempts to enhance the brand's image. On the other hand, a positive reputation leads consumers to perceive these actions as genuine and motivated by intrinsic values, fostering more favorable attitudes toward the brand. Translating this concept to the tourism sector, destination reputation serves as a lens through which tourists assess destination social responsibility. A destination with a strong reputation is more likely to be seen as trustworthy, and its DSR initiatives are viewed as authentic commitments rather than mere promotional strategies.

This positive perception enhances tourists' trust and emotional connection, ultimately increasing their revisit intention. Conversely, if a destination has a weak or unclear reputation, tourists may question the sincerity of its DSR efforts. This skepticism can diminish or neutralize the positive effects of DSR on revisit intention. Consequently, destination reputation acts as a moderator that influences the strength of the relationship between DSR and tourists' behavioral responses. It is clear that destination reputation shapes how tourists interpret the motives behind DSR, which in turn affects their actions. A strong reputation increases the likelihood that tourists will view DSR as authentic, thereby amplifying its positive impact on revisit intention. Therefore, the following hypothesis is proposed (Figure 1):

H₆: Destination reputation positively moderates the relationship between DSR and RI.

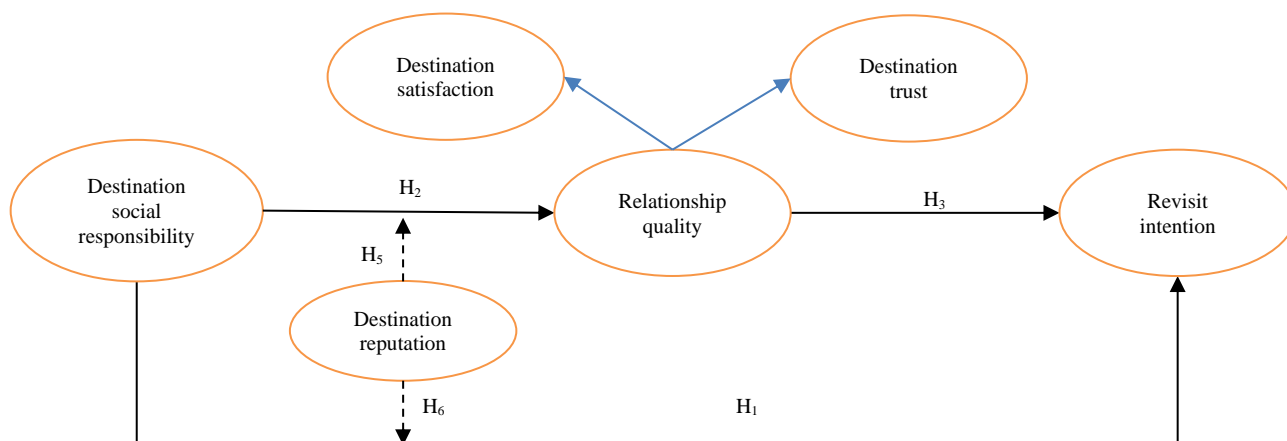


Figure 1. The conceptual model

RESEARCH METHODS

In this study, measurement scales were selected and adapted based on previously validated research from reputable sources. Referencing these prior studies ensures theoretical validity and allows for comparability of findings across similar research in the tourism field. However, since these scales were originally developed in different cultural and national contexts, it was necessary to revise the wording and confirm their contextual appropriateness before launching the main survey. Following the pretest phase, the study proceeded to the main quantitative survey, targeting international tourists who had visited Vietnam at least once. This sampling criterion ensured that respondents had firsthand experience evaluating key constructs such as destination social responsibility, relationship quality, destination reputation, and revisit intention. The survey was conducted between May and July 2024 through direct, on-site distribution of questionnaires in key tourist destinations, including Ho Chi Minh City, Hanoi, Da Nang, and Hoi An. A total of 770 questionnaires were distributed, with all being fully returned during this period. Once data collection was completed, a screening process was implemented to assess data quality. A total of 38 questionnaires were excluded due to invalid responses, such as respondents who had never been to Vietnam or those who selected the same response for all items, resulting in 732 usable responses. Descriptive statistics include gender, age, and marital status, are summarized and presented in Table 1.

Table 1. Demographic statistics

	N=732	Frequency	Percent
Gender	Male	448	61.2
	Female	284	38.8
Age	Under 25 years old	164	22.4
	25 - 34 years old	250	34.2
	Above 34 years old	318	43.4
Marital status	Married	433	59.2
	Single	289	39.5
	Other	10	1.4

RESULTS

The measurement model was rigorously evaluated through an examination of both reliability and validity indicators, as illustrated in Figure 2. To assess reliability, Cronbach's alpha (CA) and Composite Reliability (CR) were utilized as key metrics. According to the recommendation by Hair et al. (2019), a scale is considered to have acceptable internal consistency if both CA and CR values exceed the threshold of 0.70. In this study, the minimum CA and CR values across all constructs were 0.733 and 0.878, respectively (as presented in Table 2), confirming that the measurement instruments exhibit good reliability. In terms of convergent validity, the outer loading of each observed variable was examined.

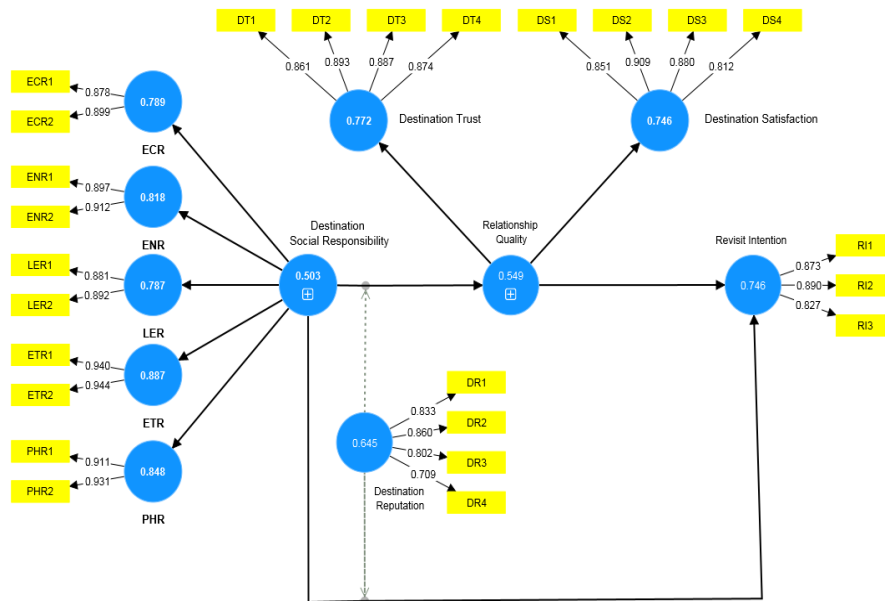


Figure 2. The measurement model

Following the criteria proposed by Hair et al. (2019), a factor loading greater than 0.50 indicates that the indicator reliably measures the associated latent construct. The results from Figure 2 and Table 2 showed that all item loadings surpass this benchmark, reinforcing the adequacy of the measurement model. Additionally, average variance extracted (AVE) was used as another indicator of convergent validity. Hair et al. (2019) also suggested that an AVE value above 0.50 is required to confirm that the majority of variance in the indicators is captured by the construct. Table 3 revealed that AVE values range from 0.503 to 0.848, supporting the model's convergent validity.

Table 2. The reliability and validity of constructs

Constructs	Coded	Items	CA	CR	AVE	MOL
Destination social responsibility	DSR	10	0.890	0.910	0.503	0.662
Economic responsibility	ECR	2	0.733	0.882	0.789	0.878
Environmental responsibility	ENR	2	0.778	0.900	0.818	0.897
Legal responsibility	LER	2	0.729	0.881	0.787	0.881
Ethical responsibility	ETR	2	0.873	0.940	0.887	0.940
Philanthropic responsibility	PHR	2	0.821	0.918	0.848	0.911
Destination reputation	DR	4	0.814	0.878	0.645	0.709
Relationship quality	RQ	8	0.883	0.907	0.549	0.697
Destination satisfaction	DS	4	0.886	0.922	0.746	0.812
Destination trust	DT	4	0.902	0.931	0.772	0.861
Revisit intention	RI	3	0.829	0.898	0.746	0.827

Notes: CA = Cronbach's Alpha; CR = Composite reliability; MOL = Minimum Outer Loading; AVE = Average Variance Extracted

Table 3. Fornell-Larcker criterion

Constructs	DSR	DR	RQ	RI
DSR	(0.709)			
DR	0.813	(0.803)		
RQ	0.591	0.448	(0.741)	
RI	0.557	0.450	0.620	(0.864)

Notes: The values in parentheses represent the square roots of the AVEs for the latent constructs

Table 4. Variance inflation factor of constructs

Construct	DS	DT	ECR	ENR	ETR	LER	PHR	RQ	RI
DSR			1.000	1.000	1.000	1.000	1.000	2.944	2.648
DR								2.983	2.991
RQ	1.000	1.000							1.584
DSR*DR								1.036	1.063

Discriminant validity was assessed using the Fornell-Larcker criterion, which compares the square root of each construct's AVE with the correlations between that construct and others. As demonstrated in Table 3, the square root of the AVE for RQ was 0.741, exceeding its highest inter-construct correlation (e.g., 0.591, 0.448, 0.620). This indicated that each construct is empirically distinct and measures a unique concept. Finally, to detect multicollinearity issues, the variance inflation factor (VIF) was examined. Hair et al. (2019) recommended that VIF values should be below 5 to avoid concerns of multicollinearity. Table 4 showed that all VIF values fall within an acceptable range, with the maximum being 2.983,

confirming that multicollinearity is not a problem in the model. The structural model evaluation was conducted to examine the hypothesized relationships among key constructs, with the results presented in Figure 3 and detailed in Table 5.

Table 5. Results of hypothesis testing

Hypothesis	Relationship			β	P-values	Conclusion
	DSR	→	ECR	0.832	0.000	
	DSR	→	ENR	0.779	0.000	
	DSR	→	LER	0.811	0.000	
	DSR	→	ETR	0.717	0.000	
	DSR	→	PHR	0.768	0.000	
	RQ	→	DS	0.852	0.000	
	RQ	→	DT	0.850	0.000	
H ₁	DSR	→	RI	0.277	0.000	Accepted
H ₂	DSR	→	RQ	0.667	0.000	Accepted
H ₃	RQ	→	RI	0.428	0.000	Accepted
H ₅	DSR*DR	→	RQ	0.115	0.000	Accepted
H ₆	DSR*DR	→	RI	0.095	0.000	Accepted

The analysis reports both the standardized path coefficients and associated p-values, providing a comprehensive view of the model's predictive validity and explanatory power. The major findings are discussed in the following sections:

Hypotheses H₁ and H₂: The empirical results provide strong support for the first three hypotheses. Specifically, destination social responsibility was found to have a significant and positive impact on revisiting intention, and relationship quality. The standardized regression coefficients for these relationships are 0.277, and 0.667, respectively, with all corresponding p-values falling below the 0.05 threshold for statistical significance. These results underscore the importance of DSR as a foundational driver of tourists' revisit intention and relationship quality. Thus, H₁ and H₂ were supported.

Hypotheses H₃: The study further confirms that RQ act as significant antecedents of RI. The path from RQ to RI yielded a coefficient of 0.428. This relationship was statistically significant with p-values of 0.000, indicating a very strong level of support. These findings are consistent with prior tourism and marketing literature, which suggests that relationship quality (destination satisfaction and destination trust) is a critical psychological mechanism that translate perceptions into behavioral outcomes. Therefore, H₃ was supported.

Hypotheses H₄: The mediating role of RQ in the relationship between DSR and RI were examined through indirect effect analysis. As presented in Table 6, the indirect effect of DSR on RI via RQ was found to be 0.285, and statistically significant at the 0.00 level. Importantly, the direct effect of DSR on RI remained significant, suggesting that RQ function as partial mediators rather than full mediators. These findings provide nuanced insight into how destination social responsibility influences revisiting intention, not only directly but also indirectly through enhancing relationship quality. So, H₄ was supported. Hypotheses H₅ and H₆: The study also explored the moderating role of destination reputation in the relationships between DSR and RQ as well as DSR and RI. Interaction terms for each of these three relationships were analyzed, and the results demonstrated positive and statistically significant moderating effects with coefficients of 0.115, and 0.095, respectively. These effects were significant at the 5% level ($p < 0.05$) (Table 5), they provided empirical evidence that DR strengthens the impact of DSR on other constructs.

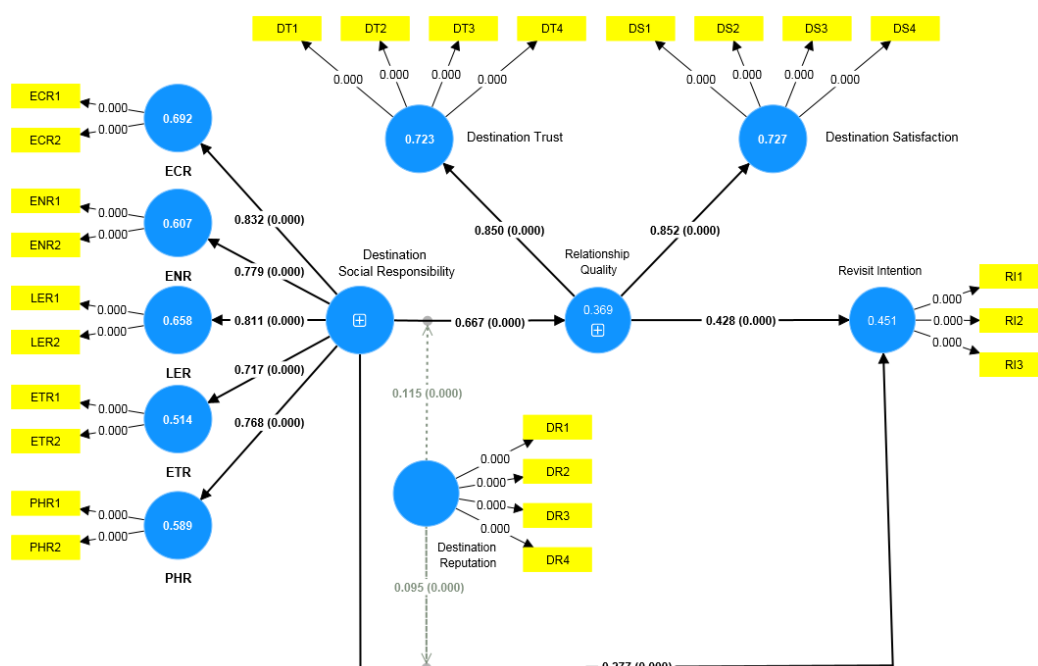


Figure 3. The structural model

Table 6. The mediation role of relationship quality

Hypothesis	Relationship	Direct effect		Indirect effect		Types of mediation effect	Conclusion
		β	Sig	β	Sig		
H ₄	DSR \rightarrow RQ \rightarrow RI	0.277	0.000	0.285	0.000	Partial meditation	Accepted

These findings suggest that the positive influence of DSR on tourist outcomes is amplified when the destination is perceived as having a strong and favorable reputation (Figure 4). Therefore, H₅ and H₆ were supported.

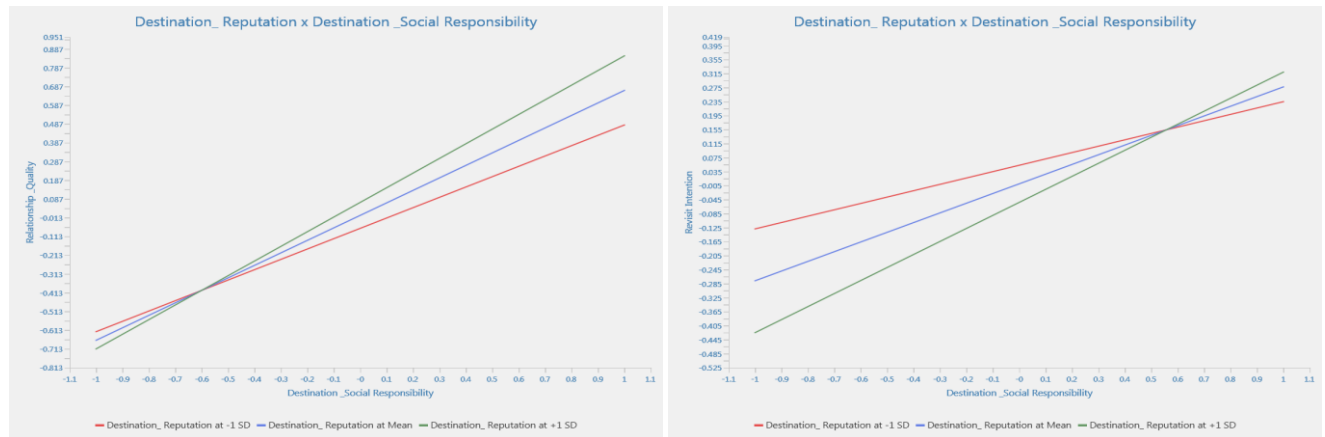


Figure 4. The moderating role of destination reputation

The explanatory power of the model was further assessed through the coefficient of determination (R^2) for each dependent variable. The R^2 value for RI was found to be 0.451, indicating that approximately 45.1% of the variance in tourists' intention to revisit is explained by DSR and RQ combined. Additionally, DSR accounted for 36.9% of the variance in RQ. According to benchmarks established by Hair et al. (2019), R^2 values of 0.02, 0.13, and 0.26 represent small, medium, and large effect sizes, respectively, within the behavioral sciences. Based on this guideline, the R^2 values observed in this study reflect a substantial effect size, supporting the model's practical relevance and its robustness in predicting consumer behavior in the tourism context.

THEORETICAL CONTRIBUTIONS

This study aims to explore how destination social responsibility influences international tourists' revisit intention. Drawing on three foundational theories: SOR model, SET theory, and attribution theory. This research proposes an integrated conceptual model that explains the psychological and behavioral mechanisms linking DSR to RQ and RI.

First, this research expanded the SOR framework by modeling tourist decision-making as a three-phase process: pre-visit, during-visit, and post-visit. Within this framework, DSR is conceptualized as a stimulus (S) during the pre-visit stage, relationship quality, operationalized through satisfaction and trust, represents the organism (O) during the visit, and revisit intention serves as the behavioral response (R) post-visit. This approach clarifies the temporal sequence of behavioral formation and reinforces the applicability of the SOR model in international tourism contexts. Second, the study contributes to tourism literature by validating DSR as a key antecedent of revisit intention, thereby extending the application of the SET theory to destination marketing. According to SET, when tourists perceive that a destination engages in socially responsible behavior such as environmental protection or community support, they are inclined to reciprocate by forming positive behavioral intentions, such as returning to or recommending the destination. This study provides empirical evidence for the direct effect of DSR on revisit intention, a connection that previous studies have often failed to establish.

Third, the research enhances theoretical understanding by integrating attribution theory into the model. Attribution theory posits that individuals evaluate behaviors based on perceived underlying motives, either intrinsic or extrinsic. DR serves as a perceptual filter through which tourists interpret the motivations behind DSR. When a destination has a strong reputation, tourists are more likely to attribute DSR to intrinsic motives, such as authenticity or genuine concern, which enhances their satisfaction and trust. In contrast, weak or unclear reputations may lead tourists to view DSR efforts as promotional or insincere, thereby reducing their effectiveness. This attributional process supports the study's moderating hypothesis and introduces a novel theoretical contribution to destination research. Fourth, regarding measurement, the study proposes a second-order structure for DSR, reflecting its multidimensional nature. While previous research has often treated DSR as a unidimensional construct, this study draws from the CSR model of Carroll (1979) and evaluates DSR across five dimensions: economic, legal, ethical, philanthropic, and environmental responsibilities. The results confirmed high reliability, convergent validity, and discriminant validity, thereby providing a more rigorous and comprehensive measurement framework for DSR in tourism studies. Fifth, although relationship quality has long been recognized as important predictors of consumer behavior in marketing, their mediating role in tourism, specifically in the relationship between DSR and revisit intention has been largely overlooked. This study addressed that gap by confirming that relationship quality acts as a crucial mediator, reinforcing the idea that perceived social responsibility fosters emotional bonds and behavioral commitment toward destinations. Sixth, the study introduces destination reputation as a novel

moderator in tourism literature. The interaction analysis reveals that the positive effects of DSR on relationship quality and revisit intention are amplified when destination reputation is high. These findings position destination reputation not merely as an independent variable but as a contextual factor that shapes how tourists interpret and respond to DSR efforts. To the best of the author's knowledge, this is the first study to empirically validate the moderating role of DR in this context, enriching our understanding of interactive effects in responsible tourism research. Finally, while most prior studies have focused on domestic tourists, this research addresses an empirical gap by targeting international tourists visiting Vietnam. By collecting direct responses from international travelers, the study enhances its external validity and contributes valuable cross-cultural insights to the broader literature on sustainable tourism and tourist behavior in emerging destinations.

MANAGERIAL IMPLICATIONS

The findings of this study present several important managerial implications for destination management organizations and stakeholders in the tourism industry, especially in light of increasing competition among destinations and the growing need to foster tourist loyalty. First, the results indicate that DSR significantly influences revisit intention by enhancing the relationship quality between tourists and the destination. When tourists perceive that a destination actively engages in socially responsible initiatives such as environmental conservation, heritage preservation, community support, and ethical business practices, they are more likely to feel a connection to the destination, trust it, and be satisfied with their experiences. These positive evaluations often lead to stronger intentions to revisit and typically result in favorable word-of-mouth recommendations or online reviews. Therefore, stakeholders in the destination including local authorities, tourism businesses, tour operators, accommodations, and host communities should view DSR not just as an ethical obligation, but as a strategic asset that enhances the long-term competitiveness and sustainability of the destination.

DSR initiatives should be developed systematically, consistently, and integrated into the destination's long-term strategic planning. These initiatives could involve carbon-reduction programs, environmental awareness campaigns, volunteer opportunities for tourists, fair and ethical business practices, and partnerships with local communities. Importantly, effectively communicating these actions and ensuring transparency are vital for helping tourists recognize the destination's genuine commitment to social responsibility, rather than perceiving it as a mere marketing tactic.

Furthermore, the study underscores that relationship quality, encompassing satisfaction and trust, is a key predictor of tourists' behavioral intention. Therefore, destination stakeholders should focus on creating emotionally rich and meaningful touchpoints that foster empathy and a sense of belonging among tourists. This can be achieved through personalized services, authentic cultural experiences, opportunities for interaction with locals, and immersive storytelling. Additionally, systematically monitoring satisfaction and trust levels via regular surveys or digital feedback platforms is essential for assessing service effectiveness and refining destination strategies over time. Another significant insight is the moderating role of destination reputation in enhancing the impact of DSR initiatives. A well-reputed destination is more likely to be viewed as genuinely motivated by its responsible actions, significantly boosting relationship quality and revisit intention. In contrast, destinations with weak or ambiguous reputations risk having their DSR efforts perceived as inauthentic or purely promotional. Therefore, building and managing reputation should be a core strategic priority within DSR initiatives. Destination managers should identify their core values and unique attributes, develop a compelling brand story, and implement consistent branding strategies to establish clear positioning in the minds of international tourists.

8. LIMITATIONS AND DIRECTIONS FOR FUTURE RESEARCH

While this study provides several valuable theoretical and practical insights, it is important to acknowledge certain limitations and suggest areas for future research to improve the generalizability and depth of the findings. First, the current research utilized a convenience sample of international tourists visiting selected destinations in Vietnam. This sampling method may restrict the generalizability of the results to the broader population of international travelers. Therefore, future studies should consider employing probability sampling techniques such as stratified or systematic random sampling to ensure greater representativeness. Second, although DSR is theoretically acknowledged as a multidimensional construct, this study treated it as a unidimensional higher-order variable for the sake of parsimony and analytical clarity. While this simplification aids in exploring the relationship between DSR and other latent constructs (such as relationship quality and revisit intention), it may overlook the distinct effects of individual DSR dimensions. Future research should consider breaking down DSR into its core components: economic, legal, ethical, philanthropic, and environmental responsibilities and examine their individual and differential impacts on tourist behavior. It would also be beneficial to investigate whether these dimensions have unique mediating or moderating roles within extended theoretical models. In summary, addressing these limitations in future research will not only enhance the scientific rigor of the findings but will also contribute richer empirical evidence to the expanding literature on tourist behavior and destination social responsibility, particularly in international and cross-cultural contexts.

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