GLOBAL BUSINESS & FINANCE REVIEW

www.gbfrjournal.org

Exploring the roles of multidimensional versus unidimensional construct of destination social responsibility in explaining destination trust and relationship continuity*

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A B S T R A C T

Purpose: The purpose of this study is to explore the roles of tourists' perceived destination social responsibility (DSR) in predicting destination trust and relationship continuity by utilizing multidimensional versus unidimensional construct of DSR.
Design/methodology/approach: This study develops the two-stage model; a first-stage model includes multidimensional constructs of DSR, and a second-stage model includes an integrated construct of unidimensional DSR. Modern cultural heritage tourism destinations in Korea were selected for this study context. In order to test and compare the results of the two models, partial least squares structural equation modelling (PLS-SEM) was applied with 385 online survey responses.
Findings: The results showed that trust plays a significant role in mediating the relationship between DSR and relationship continuity in the both models. However, the effect of DSR becomes differentiated depending on multidimensional versus unidimensional construct of DSR.
Research limitations/implications: Theoretical and practical implications, and research limitations with future research directions are suggested.
Originality/value: This study compares dimensional structure of DSR in predicting destination trust and relationship continuity in a context of modern cultural heritage tourism destination.

Keywords: destination social responsibility, DSR, destination trust, relationship continuity, modern cultural heritage

I. Introduction

From a sustainable tourism perspective, responsible

actions of destinations can be achieved by introducing a concept of destination social responsibility (DSR) (Su, Hsu, & Swanson, 2017). DSR is considered as an ethical framework that helps destination organizations and individual tourists act for societal benefits at large (Su & Huang, 2019; Su, Huang, & Huang, 2018). The concept of DSR was developed based on corporate social responsibility (CSR) concerning the responsibility of diverse tourism stakeholders such

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as tourism businesses, tourists, and residents (Hassan & Soliman, 2021; Su et al., 2018). DSR has been conceptualized in various ways to improve social values of tourism destinations, and explained though multiple pillars such as responsible society, environment, economy, philanthropy, stakeholder, voluntariness, and legal-ethics (e.g., Su et al., 2018; Tran, Hwang, Yu, & Yoo, 2018).

Tourists continue interacting with the tourism destinations where they can find social or psychological values (Su, Lian, & Huang, 2020). When tourists are aware and understand the values from DSR activities of destinations where they have visited, they would develop destination trust (Su et al., 2020), and keep their relationships with the destinations (Yu & Hwang, 2019). Trust has been thus viewed as a seminal factor to continue the relationship with destinations (Vlachos, Tsamakos, Vrechopoulos, & Avramidis, 2009). In this regard, increases in the awareness of DSR may lead to trust and future behaviour by explaining why tourism destinations do something for society. However, the role of trust has not been sufficiently explored in understanding its association with DSR and relationship continuity, which is the first research gap of this study.

In addition, the way to gauge DSR has been discussed with two different approaches: multidimensional approach (e.g., Su & Haung, 2019; Yu & Hwang, 2019) versus unidimensional approach (e.g., Hassan & Soliman, 2021; Tran et al., 2018). For example, Yu and Hwang (2019) focused on economic, environmental, and philanthropic responsibility to understand individual effects of each of DSR pillars on destination image and tourists' loyalty. Tran et al. (2018) however, focused on the integrated feature of DSR, as a unidimensional approach, to predict emotion and satisfaction. Previous studies have used two approaches to explain the roles of DSR in explaining tourists' perceptions and behaviour toward destinations (Tran et al., 2018; Yu & Hwang, 2019). As such, it is still inconclusive whether or when multidimensional versus unidimensional approach would be appropriate. This is the second research gap of this study.

The purpose of this study is to explore the roles of tourists' perceived DSR in predicting destination trust and relationship continuity by utilizing the multidimensional versus unidimensional construct of DSR. To address this research purpose, this study develops the two-stage model; a first-stage model includes multidimensional constructs of DSR, and a second-stage model includes an integrated construct of unidimensional DSR. Then, this study tests and compares the results of the two models. By achieving the research purpose, this study expects to contribute to tourism literature on DSR and tourism destination management. The theoretical implications would be suggested by assessing the multidimensional versus unidimensional approach of DSR, and its relationship with trust and relationship continuity. The insights into tourism destination management will be provided for destination organizations regarding the development of DSR and its application to destination marketing to increase the tourists' awareness of DSR and to increase responsible behaviour.

II. Literature Review

A. Destination Social Responsibility

The nature of DSR is rooted in CSR. CSR is evolved in the 1950s (Bowen, 2013) and generally defined as the economic, legal and moral responsibility considered in the business activities of an enterprise to some extent as required by the corporate stakeholders (Maignan & Ferrell, 2004). Previous studies have classified CSR into different categories or dimensions, and identified their effects on consumer responses in the marketing and management literature. For example, Carroll's (1979) early conceptualisation of CSR included four dimensions of responsibility: economic, ethical, legal and philanthropic. Dahlsrud (2008) emphasized five dimensions: economic, environmental, social, stakeholder, and voluntariness. As such, activities supporting CSR can involve a wide range of tactics focusing on a variety of different CSR dimensions.

While a large and growing body of literature has

investigated CSR focusing on the social responsibility of firms or organisations as individual entities, recent studies have extended and adopted the main principle of CSR in different contexts beyond the scope of corporations, including tourism and hospitality sectors (Font et al., 2016; Kim et al., 2016; Park et al., 2017; Theodoulidis et al., 2017). In a context of tourism destinations, however, researchers addressed that the CSR concept does not completely cover the issues of destinations (Su et al., 2018). In addition, tourism researchers argued that the theory of CSR does not fully represent destinations' responsibility (Tran et al., 2018; Yu & Hwang, 2019). A destination's responsibility includes all interconnected stakeholders and necessitate their concerted efforts to sustainability. At the level of destinations, tourism experiences are provided by multiple entities from public to private organizations (Su et al., 2020), thus challenging to address tourists' concerns.

Su et al. (2018) introduced the concept of DSR as an extended idea, examining the responsibilities of all tourism stakeholders at a destination level from holistic perspective. Su et al. (2017, p. 490) define DSR as "perceptions of obligations and activities that are applied to all stakeholders, including tourists, community residents, employees, investors, governments, suppliers, and competitors". It is evident that no single agreed conceptualisation of DSR has dominated in previous research, and researchers emphasized that several frameworks of DSR would be suggested depending on stakeholders and destination contexts. Su and Huang (2019) showed that DSR activities include environmental, social, economic, stakeholder, and voluntary responsibilities. Tran et al. (2018) identified the multidimensionality of tourists' perceived DSR with four dimensions: economic, environmental, legal-ethical, and philanthropic. Yu and Hwang (2019) concluded that there are three distinct dimensions of DSR, including economic, environmental and philanthropic responsibilities, perceived by tourists, however the study results showed legal and ethical responsibilities were not valid. Alternatively, Su et al. (2020) developed the residents' perceived DSR scale with five dimensions: economic, environmental,

social, voluntariness, and stakeholder. Su et al. (2020) called for further research examining multidimensional DSR scales from various perspective of stakeholders such as tourists, businesses, and government.

The economic, environmental, social dimensions of DSR are generally included to capture tourists' perception of destinations' responsibilities as key factors toward sustainable cultural tourism development (Hassan & Soliman, 2021; Yu & Hwang, 2019). Researchers argued that organisations are responsible to meet stakeholders' expectations by taking their actions and policies into account based on the triple bottom line of economic, social, and environmental sustainability (Aguinis, 2011; Su et al., 2020). Economic dimension refers to destinations' responsibility that provides direct and indirect impact on the community economy (Hassan & Soliman, 2021; Yu & Hwang, 2019). Social responsibility is related to the social impact on the community to achieve social needs and better develop the community (Su et al., 2020). Environmental responsibility pertains to the engagement of destinations in practices to achieve sustainable development by protecting and benefiting the environment (Tran et al., 2018). In sustainable tourism domain, DSR with the triple bottom line dimensions plays critical role in informing destination's actions and policies to tourists and consequently inducing tourists' responsible behaviours.

Along with the triple bottom lines of sustainability, ethical and philanthropic responsibilities are often considered together in explaining organizations' responsibility (Tran et al., 2018; Yu & Hwang, 2019). Specifically, corporations' investments or government funds in tourism destination development and resources management might be able to engage with local communities, potential partners and customers, and other related stakeholders. In destinations, organizations such as DMOs, and related agencies are required to ethically behave in communicating with various stakeholders to maximize social benefits. This notion can be underpinned by ethical responsibility (Tran et al., 2018). Furthermore, destinations can be involved in social or charity activities by using their revenue in the line with philanthropic responsibility (Yu &

Hwang, 2019).

Therefore, this study includes five dimensions of DSR including economic, environmental, social, ethical, and philanthropic responsibilities, focusing on investigating tourists' perceived DSR and assessing the role DSR in inducing related tourist behaviours. Specifically, this study explores whether and how multidimensional versus unidimensional construct of DSR can better explicate their functions in predicting related consequences such as destination trust and relationship continuity. Therefore, we explore the role of DSR by suggesting the following research question:

RQ1. How do the five dimensions of DSR (in a first-stage model) versus the integrated construct of unidimensional DSR (in a second-stage model) play their roles differently in predicting tourist behaviour?

B. Destination Trust

Su et al. (2020) defined destination trust as the tourists' overall perception of the destination's competence, benevolence, and credibility. In more practical terms, destination trust provides tourists who choose to visit a particular destination with the assurance that service delivery will be transparent, reliable, and risk and hassle free (Abubakar & Ilkan, 2016). From the perspective of tourists, Abubakar and Ilkan (2016) specified that destination trust refers to a tourists' willingness to rely on the ability of a tourism destination to perform its advertised functions. In the tourism and hospitality industry, consumer perceived trust has been considered as an important antecedent of the consumer's post-purchase behaviour (Kim, Chung, & Lee, 2011; Orth & Green, 2009). Since tourism products are produced and consumed simultaneously, destination marketers or managers must ensure that tourists trust that promised services are delivered before tourism products are actually consumed.

When destinations are involved in socially responsible practices to interact with their key stakeholders such

as tourists (Su et al., 2020), their expectations and concerns should be handled to increase their trust before the product purchasing (Jalilvand et al., 2017). In particular, social exchange theory claimed that trust is formed when one party recognize that its exchange partners are integral and reliable in the line with their expectation (Blau, 1964). Specifically, Su et al. (2020) proposed that destination trust can be evoked through reciprocity and continuous social exchange, which contributes to sustained social relationships and individuals' supportive behaviours. As such, destination trust is a tourist's overall perception of the destination's competence, reputation, and credibility, which reflects the ability and willingness of the destination to provide promised services for tourists.

Limited literature provides empirical evidence that supports the relationship between tourists' perceived destinations' responsibility and their trust toward destinations (e.g., Hassan & Soliman, 2021; Su, Lian, & Huang, 2020). Hassan and Soliman (2021) showed a significant relationship between DSR and destination trust. Su et al. (2020) argued that tourists motive attribution of DSR has an impact on destination trust. Su et al. (2017) also provide a meaningful insight on the relationship that tourist perceived fairness of destination service providers significantly affect tourist trust toward destination service providers. Artigas, Yrigoyen, Moraga, and Villalón (2017) explained when tourists have certain perceptions about destinations' environment or physical characteristics, then this perception is an antecedent of the destinations' trust-based connection with the trusts. Existing literature permits us to develop the first set of hypotheses that is, DSR positively influences destination trust. In addition, this study attempts to explore the roles of each of the five dimensions of DSR in predicting destination trust. The following hypotheses are proposed:

H1a-e. Five dimensions of DSR-i.e., economic (H1a), environmental(H1b), social(H1c), ethical(H1d), and philanthropic(H1e)-positively influence destination trust, respectively. (first-stage model)

H1. An integrated construct of unidimensional DSR positively influences destination trust. (second-stage model)

C. Relationship Continuity

In a management and service marketing discipline, many researchers focused on a customer-organisation relationship and its impact on: service success/failures (Berry, 1995), and customer engagement beyond consumption (Vivek et al., 2012). In the tourism sector, former studies have focused on tourists' satisfaction, loyalty and their intention to (re)visit a destination (Lu et al., 2016; Su & Huang, 2019), and emphasized tourists' continuous relationship with destinations. DSR stresses the continuing and active communications among destination stakeholders, thus understanding relationship continuity in DSR studies is critical (Su et al., 2020).

The existing tourism literature has indicated the destination trust can result in diverse behavioural consequences. There have been studies revealing trust as an important factor in affecting tourists' satisfaction (Olson & Ahluwalia, 2021; Tseng, 2017), loyalty (Su et al., 2017), and commitment (Wang et al., 2020). According to a recent study by Zheng et al. (2022), destination trust is an effective means of minimizing tourist perceptions of risk and uncertainty, which induce continuing behaviours. Tourists are more inclined to keep their attention to and relationship with destinations when they believe the tourism products or services provided by destinations are reliable and trustworthy (Filieri et al, 2021; Pop et al, 2022). Based on the noted prior research, the following hypotheses are developed.

H2a-b. Destination trust positively influences relationship continuity.

Individuals could make judgments about the social responsibility of tourism destinations, which in turn, permeate their decision-making process (Tran et al., 2018). More specifically, tourists are the important stakeholders of tourism destinations, and their perceptions of DSR can determine their future actions towards the destination. Su et al. (2020) claimed that, when the destination is proactive by acting for the fulfilment of social responsibility, tourists are willing to continue visiting the destination in the future trip. Thus, in the post-trip stage, future behaviour can be determined in response to the destination's sincere efforts to improve social values.

Given the importance of DSR and its behavioural consequences, previous studies have provided relevant empirical evidence from visitors' perspectives. When creating and maintaining sustainable tourist destinations, DSR emphasizes the importance of all concerned stakeholders' responsible efforts. In particular, in recent years, there have been a growing number of studies focusing on tourists' corresponding behaviours of social responsibility. Su and Swanson (2017) found that DSR positively influences tourists' environmentally responsible behaviour. Su et al. (2018) investigated the effect of DSR perception on tourists' intentions to revisit to a destination and recommend it to their friends, and discovered that DSR is positively correlated with both revisit and recommendation intentions. Recent studies (e.g., Su et al., 2020) have examined the relationships between DSR and tourists' intention to visit. Accordingly, the following hypotheses are developed.

H3a-e. Five dimensions of DSR-i.e., economic(H1a), environmental(H1b), social(H1c), ethical (H1d), and philanthropic(H1e)-positively influence relationship continuity, respectively. (first-stage model)

H3. An integrated construct of unidimensional DSR positively influences relationship continuity. (second-stage model)

D. Mediating Role of Destination Trust

DSR initiatives of organizations can explain the decision-making process of tourists based on interaction amongst stakeholders (Su et al., 2020). To explain

tourists' behaviour, destination trust has been considered a key factor that links the relationship between DSR and desire to maintain the relationship with the destinations (Hassan & Soliman, 2021; Su et al., 2020). The key assumption to trust the other party is based on the expectancy and the belief that the party keep promises regardless of whether nobody request or force the actions (Bhattacharya et al., 1998; Vlachos et al., 2009). Drawing on social exchange theory (Blau, 1964), Su et al. (2020) argued that people support a tourism destination by fulfilling their interests in the destination when a DSR activity is built to fulfil the social benefit. The social exchange thus needs to consider honest relationships between parties to build trust about the other parties' actions as reliable and trustworthy (Swaen & Chumpitaz, 2008).

Destination can sustain the destination reputation (e.g., eco-friendly destination); and based on such reputation, consumers visit the destination and obtain related knowledge to be remembered for the assessment about the destination (Su et al., 2020). In other words, consumer utilize their experience in evaluating the destination, which leads to the formation of the destination-related perception for determining relationship continuity towards the destination. Specifically, when consumers trust the organizations, they desire to do something together as patrons in the future (Vlachos et al., 2009). The outcome behaviour based on beneficial exchange between destinations and tourists can be

also articulated by trust (Su et al., 2020). As such, theoretical and empirical evidence implies that the DSR and trust can be key predictors to help socially responsible destinations sustain their relationships with consumers (Hassan & Soliman, 2021; Su et al., 2020). Therefore, we propose:

H4a-e. Destination trust mediates the relationship between five dimensions of DSR-i.e., economic(H4a), environmental(H4b), social(H4c), ethical(H4d), and philanthropic(H4e)-and relationship continuity. (first-stage model)

H4. Destination trust mediates the relationship between an integrated construct of unidimensional DSR and relationship continuity. (second-stage model)

Based on above hypotheses, the research framework with the first- and second-stage models is developed (see Figure 1).

III. Methodology

A. Study Context and Data Collection

Modern cultural heritage tourism destinations in
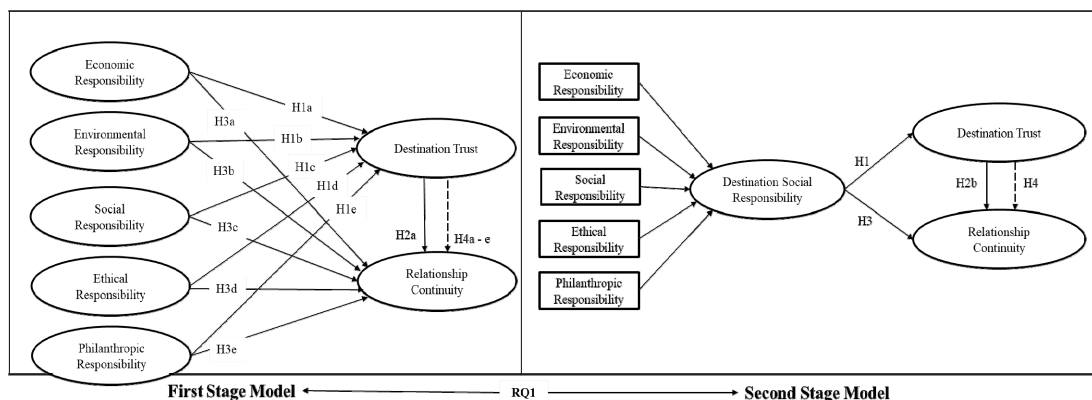
Note: Dotted lines indicate mediating effects.

Figure. 1. Research framework

Korea were selected for this study context. The modern period of Korea refers to the period from the opening of the port in 1876 to the liberation of the Japanese colony in 1945. Various tangible and intangible heritages formed during this period are called modern cultural heritages. Modern cultural heritage sites have a historical meaning of the times, are closely related to the living space where current residents live, and are recently visited by many tourists paying attention to the values of modern cultural heritage.

The Korean Cultural Heritage Administration and the Ministry of Land, Infrastructure and Transport have developed and implemented various policies for sustainable heritage preservation while providing positive services to local residents and tourists. For example, in modern cultural heritage sites, policies are being promoted to preserve environmental characteristics such as historical and cultural resources, landscapes, and urban structures, not to limit the subject of protection to cultural assets. An integrated management plan that can coexist with the daily lives of local residents is being proposed and implemented from the perspective of social and economic sustainability. In addition, there is a consensus on the needs to create a sustainable urban space that can minimize negative effects such as gentrification, which may result from urban regeneration, and ethical and philanthropic responsibilities are being emphasized for this. Due to these characteristics, local residents are provided with economic and social benefits through tourism activities, and tourists experience and learn the values of modern cultural heritage. From these backgrounds, this study targets tourists who have visited modern cultural heritage destination.

Data collection was conducted by the most representative online survey company in Korea. The company or, Macromill Embrain has about 1,570,000 panels. In this study, a survey link was distributed to each of panellists over the age of 20. A purposive sampling method was applied to target domestic tourists (1) those who have visited modern cultural heritage sites for travel purposes within the last two years, and (2) those who are aware of DSR activities.

We distributed online survey forms to panels and collected responses. A total of 400 questionnaires were returned and 385 responses were used for final data analysis after removing incorrect responses.

B. Measurements

All measurement items in this study were adapted from previous research. Specifically, the measurement items of DSR were adapted from prior research (Choi, 2020; Hu et al., 2019; Su et al., 2018; Su et al., 2020; Tran et al., 2018). Each of economic, environmental, social, ethical, and philanthropic responsibility included five indicators, respectively. One item of social responsibility, for instance, is stated "I think that the activities of local authority, service providers, and companies in this destination are beneficial to the local community." Destination trust was measured by a composite of five items which were adapted from previous literature (Chang & Chen, 2008; Hassan & Soliman, 2021; Selnes & Sallis, 2003; Su et al., 2020). Measurement items of relationship continuity were derived from previous studies (Hassan & Soliman, 2021; Hong, 2019; Jena, Guin & Dash, 2010). The measure of relationship continuity included six indicators, one of which stated, "I expect my relationship with this destination to continue a long time." All the items were measured by five scales from 1 = 'strongly disagree' to 5 = 'strongly agree'.

This study adopted a reverse translation procedure because it targeted domestic Korean tourists. The Korean version of the survey was developed by applying the procedure proposed by Bracken and Barona (1991) and Geisinger (1994). First, two Korean tourism professors, who are fluent both in English and Korean, translated the English version of survey into Korean version. Then, they translated it into English again. Second, they compared the two language versions of the survey for semantic matching and inconsistency correction. In this step, forward and reverse translation matching was performed until they were sure that the Korean version of the survey matched the English version semantically.

C. Data Analysis

To address the RQ1, we developed a two stage approach that compares different models to estimate structural models at both levels, i.e., multidimensional (i.e., first-stage model) and unidimensional construct of DSR (i.e., second-stage model) (Becker et al., 2012). In order to test specific hypotheses partial least squares structural equation modelling (PLS-SEM) was used through SmartPLS 3 (Ringle et al., 2015). In the first-stage model of the two stage approach, reflective mode is used to measure multidimensional construct of DSR. In other words, each of the five dimensions of DSR (environmental, economic, social, ethical and philanthropic responsibility) was constructed and used as individual constructs affecting trust and relationship continuity in a path model. In this stage, Hypotheses 1a - 1e, Hypothesis 2a, and Hypotheses 3a - 3e were tested. In the second-stage model, both reflective and formative modes are used. That is, the latent scores of the first-order variables constructed in the first-stage model (i.e., reflective indicators) are used as formative indicators of DSR in the second-stage. However, trust and relationship continuity were used as a reflective mode, respectively. The second-stage model is used to test Hypotheses 1, 2, and 3. This study adopts this two-stage approach with a following reason. There is no consensus on whether each dimension of DSR is a latent construct explaining a specific feature of destination responsibility. In this

case, a reflective mode of DSR constructs is drawn. Otherwise, a single DSR construct is formed by multiple indicators, thus a formative mode is applied. In this situation, it is not necessary to have indicators highly correlated, which is different from reflective mode that has latent constructs highly correlated (Ringle et al., 2015). Accordingly, the results of the data analysis through two-stage approach are examined to answer the RQ1 and specific hypotheses.

IV. Results

A. Profile of Respondents

As shown in Table 1, the sample is comprised of almost a half of male (50.1%) and female (49.9%). Most respondents were at the age between 30 and 39 (36.4%), followed by 20-29 (26.2%) and 40-49 (25.5%). Respondents were asked to indicate any accompany they travelled with if applicable. A half of them (51.9%) travelled with their family and/or relatives, and 37.1% of respondents travelled with friends (37.5%), followed by solo travellers (7.5%).

B. Measurement Model

In the first-stage model, all constructs were

Table 1. Demographic profile of respondents

	Characteristics	Number (n = 385)	Percentage (%)
Gender	Male	193	50.1
	Female	192	49.9
Age	20 - 29 years old	101	26.2
	30 - 39	140	36.4
	40 - 49	98	25.5
	50s or older	46	11.9
Accompany	Family/Relatives	200	51.9
	Friends	143	37.1
	Alone	29	7.5
	Others	13	3.3

Table 2. Measurement model in the first-stage model

Dimensions	Mean	SD	Skewness	Kurtosis	Factor loading	CR	AVE
Economic Responsibility (α = 0.85)						0.897	0.635
Try to generate tourism profits.	3.57	0.826	-0.508	0.306	0.779***		
Improve the quality of their services and products.	3.41	0.850	-0.212	0.010	0.774***		
Make contributions to local economy.	3.64	0.879	-0.545	0.218	0.838***		
Generate employment through their operations.	3.41	0.840	-0.056	-0.249	0.787***		
Try to attract more tourists.	3.46	0.872	-0.382	-0.195	0.805***		
Social Responsibility (α = 0.88)						0.918	0.691
Give back to the local community.	3.24	0.868	-0.061	0.031	0.812***		
Improve infrastructure for residents.	3.26	0.839	-0.200	-0.114	0.837***		
Provide opportunities to experience local traditions and cultures.	3.45	0.856	-0.481	0.316	0.828***		
Respect for local residents.	3.34	0.833	-0.218	0.242	0.844***		
Activities to benefit the local community.	3.34	0.813	-0.246	0.519	0.835***		
Environmental Responsibility (α = 0.90)						0.931	0.728
Be concerned with protecting the environment.	3.30	0.866	-0.371	0.190	0.856***		
Be environmentally responsible in conducting their operations.	3.24	0.875	-0.297	0.219	0.860***		
Use energy efficiently to protect the environment.	3.22	0.84	-0.213	0.363	0.844***		
Use environmentally friendly products.	3.17	0.917	-0.163	-0.111	0.868***		
Encourage tourists to be environmentally friendly.	3.09	0.917	-0.237	-0.109	0.839***		
Ethical Responsibility (α = 0.86)						0.902	0.649
Not practice exaggerated and false advertisements.	3.39	0.797	-0.148	0.067	0.798***		
Provide customers with full and accurate information about products/ services.	3.39	0.848	-0.312	-0.058	0.832***		
Established ethical guidelines for business activities.	3.28	0.895	-0.181	-0.019	0.855***		
Try to become the ethically trustworthy service providers.	3.40	0.839	-0.226	0.307	0.797***		
Provide a healthy and safe working environment for employees.	3.29	0.754	0.132	0.468	0.741***		
Philanthropic Responsibility (α = 0.86)						0.904	0.655
Do charitable activities.	3.01	0.787	-0.106	0.684	0.731***		
Play a role in society that went beyond mere profit generation.	3.33	0.759	-0.201	0.347	0.813***		
Respect and response to multiple local stakeholders.	3.34	0.768	-0.258	0.437	0.866***		
Participate in social and cultural events.	3.36	0.792	-0.082	-0.228	0.852***		
Donate to the local community.	3.49	0.794	-0.259	0.185	0.776***		

Table 2. Continued

Dimensions	Mean	SD	Skewness	Kurtosis	Factor loading	CR	AVE
Destination Trust ($\alpha = 0.88$)						0.917	0.688
Destination is trustworthy.	3.60	0.758	-0.993	1.704	0.823***		
Destination is of very high integrity.	3.49	0.757	-0.430	0.408	0.825***		
Try best to meet tourist needs.	3.47	0.851	-0.404	-0.063	0.816***		
Provide high-quality and efficient tourism services.	3.27	0.883	-0.254	0.073	0.846***		
Provide its operations in a reliable way.	3.30	0.776	-0.311	0.569	0.837***		
Relationship Continuity ($\alpha = 0.92$)						0.942	0.731
If I have time, I want to travel this destination more.	3.48	0.93	-0.692	0.198	0.865***		
I expect my relationship with this destination to continue a long time.	3.41	0.934	-0.453	-0.159	0.848***		
Renewal of the relationship with this destination is virtually automatic.	3.47	0.971	-0.498	-0.033	0.864***		
Relationship with this destination is enduring.	3.53	0.941	-0.521	-0.012	0.888***		
Relationship with this destination is a long-term alliance.	3.4	0.982	-0.413	-0.185	0.859***		
I look forward to having a long relationship with this destination.	3.47	0.851	-0.463	0.298	0.805***		

Note: *** p < 0.01

Table 3. Convergent and discriminant validity in the first-stage model

	(1)	(2)	(3)	(4)	(5)	(6)	(7)
(1) Economic	**0.797**	0.852	0.628	0.734	0.671	0.627	0.536
(2) Social	0.748	**0.832**	0.664	0.734	0.676	0.561	0.433
(3) Environmental	0.557	0.598	**0.853**	0.816	0.821	0.725	0.557
(4) Ethical	0.633	0.643	0.717	**0.805**	0.881	0.78	0.685
(5) Philanthropic	0.581	0.596	0.728	0.759	**0.809**	0.779	0.647
(6) Destination Trust	0.552	0.506	0.65	0.684	0.684	**0.829**	0.871
(7) Relationship Continuity	0.484	0.407	0.513	0.619	0.582	0.791	**0.855**

Note: The bold diagonal elements are the squared root of AVE; Below diagonal elements are the Heterotrait-Monotrait (HTMT) ratio; Above diagonal elements are correlations between the constructs for Fornell-Larcker Criterion

reflectively evaluated, and confirmatory factor analysis (CFA) was performed to analyse the measurement model(see Table 2). Measurement models were tested to confirm reliability, convergent validity and discriminant validity (Hair et al., 2019). The indicator reliability was confirmed since all factor loadings were exceeded 0.70 (Hair et al., 2017). The result of internal consistency reliability shows that all values of Composite Reliability(CR) were between 0.897 and 0.942, and

the values of Cronbach's alpha were all between 0.85 and 0.92. These results reveal good internal consistency reliability (Hair et al., 2019). Next, we assessed convergent validity by obtaining the values of the average variance extracted (AVE), and the result showed that AVE of all constructs were higher than 0.50 (Hair et al., 2017). Finally, discriminant validity was checked by using the criteria of the heterotrait-monotrait ratio of the correlations (HTMT)

and the Fornell-Larcker criterion. As presented in Table 3, all HTMT ratios were lower than 0.85 (Henseler et al., 2015), and the square root of each construct's AVE was all higher than values of any other construct, thus meeting the Fornell-Larcker criterion (Fornell and Larcker, 1981). Therefore, these results indicated good discriminant validity.

C. PLS-SEM and Hypotheses Test

With respect to the absence of collinearity, Variance Inflation Factor (VIF) values were examined before testing the structural relationships. All VIF values were lower than the cut-off of 5 in both the first-stage and second-stage models. Bootstrapping with 5,000 subsamples was utilized to evaluate relationships between DSR, destination trust, and relationship

Table. 4. Estimated path coefficients, effect size: First-stage and second-stage model

	Path Coefficient	T-value	P-value	f-square	Hypothesis test
First-Stage model					
Direct effect					
Economic -> Trust	0.163	2.865	0.004	0.024	**H1a Supported**
Environmental -> Trust	0.212	3.052	0.002	0.040	**H1b Supported**
Social -> Trust	-0.085	1.409	0.159	0.006	*H1c Rejected*
Ethical -> Trust	0.271	2.649	0.008	0.054	**H1d Supported**
Philanthropic -> Trust	0.279	2.597	0.009	0.062	**H1e Supported**
Economic -> Continuity	0.077	1.225	0.221	0.007	*H3a Rejected*
Environmental _ -> Continuity	-0.093	1.696	0.090	0.009	*H3b Rejected*
Social -> Continuity	-0.093	1.374	0.170	0.009	*H3c Rejected*
Ethical -> Continuity	0.186	2.754	0.006	0.030	**H3d Supported**
Philanthropic -> Continuity	0.037	0.622	0.534	0.001	*H3e Rejected*
Trust -> Continuity	0.704	13.610	0.000	0.610	**H2a Supported**
Total effects					
Economic -> Trust -> Continuity	0.115	2.825	0.005		**H4a Supported**
Environmental -> Trust -> Continuity	0.149	2.882	0.004		**H4b Supported**
Social -> Trust -> Continuity	-0.060	1.396	0.163		*H4c Rejected*
Ethical -> Trust -> Continuity	0.191	2.747	0.006		**H4d Supported**
Philanthropic -> Trust -> Continuity	0.197	2.461	0.014		**H4e Supported**
	R Square(Adjusted)				
Trust	0.562(0.557)				
Continuity	0.640(0.640)				
Second-Stage model					
Direct effect					
DSR -> Trust	0.747	27.104	0.000	1.265	**H1 Supported**
DSR -> Continuity	0.136	2.586	0.010	0.022	**H3 Supported**
Trust -> Continuity	0.690	13.268	0.000	0.576	**H2b Supported**
Total effects					
DSR -> Trust - > Continuity	0.651	19.852	0.000		**H4 Supported**
	R Square(adjusted)				
Trust	0.558(0.557)				
Continuity	0.630(0.633)				

continuity both in the first- and second-stage models, and test the research hypotheses.

As shown in Table 4, effects of each of economic, environmental, social, philanthropic. and ethical responsibility on destination trust and relationship continuity was examined in the first-stage model, while effect of DSR with multiple indicators on trust and relationship continuity was further assessed in the second-stage model. The f^2 value was calculated and reported based on Cohen's (1988) guideline that reveals the effect size needs to exceed at least 0.02 (small effect size), and 0.15 and 0.35 reflect a medium, and a large effect size respectively. In addition, to evaluate in-sample predictive power, the coefficient of determination (R^2) was further calculated (Hair et al. 2014). R^2 represents the degree of variance in endogenous constructs in the structural model, and the threshold for R^2 is greater than 0.25. If R^2 value is greater than 0.50, the predictive power is moderate; and R^2 value is greater than 0.75, in-sample predictive power is substantial (Hair et al. 2014).

As shown in Table 4, as a result of the first-stage model, destination trust was significantly affected by economic (H1a: β = 0.163, p < 0.01), environmental (H1b: β = 0.212, p < 0.01), ethical (H1d: β = 0.271, p < 0.01), and philanthropic responsibility (H1e: β = 0.279, p < 0.01). These relationships showed small effect sizes, where f^2 values range from 0.024 to 0.062. While H1a, H1b, H1d, H1e were supported, H1c was rejected; social responsibility (H1c: β = -0.085, p = 0.159), Furthermore, the relationships between five responsibility constructs of DSR and relationship continuity were further examined. Result showed that ethical responsibility significantly affected relationship continuity (H3d: β = 0.186, p < 0.01). However, H3a, H3b, H3c, and H3e were rejected. Among the relationships between five responsibility constructs and relationship continuity, H3d was only supported, which showed a small effect size (f^2 = 0.030). Effect of destination trust on relationship continuity (H2a: β = 0.704, p < 0.001) with strong effect size (f^2 = 0.610) were confirmed, thus supporting H2a. Finally, significant total effects were observed in four responsibility constructs, and revealed that

destination trust had a significant mediation role in predicting relationship continuity. To be more specific, destination trust mediated the relationships between each of economic (H4a: β = 0.115, p < 0.01), environmental (H4b: β = 0.149, p < 0.01), ethical (H4d: β = 0.191, p < 0.01), and philanthropic responsibility (H4e: β = 0.197, p < 0.05), and relationship continuity. These results Therefore, H4a, H4b, H4d, and H4e were supported while H4c was rejected. Trust did not play a mediator role in the relationship between social responsibility and relationship continuity (H4c: β = -0.060, p = 0.163). The R^2 values of the first-stage model were 0.562 for trust and 0.640 for relationship continuity, which revealed moderate predictive power in both variables (Hair et al. 2014).

To test H1, H3, H2b and H4, the second-stage model was used with DSR as a formative construct, and trust and relationship continuity as reflective constructs. The results revealed that there were significant relationships between DSR and trust (H1: β = 0.747, p < 0.001); DSR and relationship continuity (H3: β = 0.136, p < 0.01). The effect of trust on relationship continuity (H2b: β = 0.690, p < 0.001) was also significant. These results supported H1, H3, and H2b. In addition, the total effect showed that the mediating effect of trust between DSR and relationship continuity was significant (H4: β = 0.651, p < 0.001), thus supporting H4. Similar to first-stage model, the R^2 values of the second-stage model holds moderate predictive power with 0.558 for trust and 0.630 for relationship continuity (Hair et al. 2014).

V. Discussion

This study aimed to identify the role of multidimensional versus unidimensional construct of DSR; and seek the relationship between DSR, trust, and relationship continuity by focusing on modern cultural heritage tourist destinations in Korea. Based on the theoretical framework of previous studies (Lee

et al., 2021; Su and Huang, 2019; Tran et al., 2018), five dimensions of DSR－i.e., environmental, economic, and social aspects of sustainable destination responsibilities, and ethical and philanthropic responsibilities, were selected to identify their effects on destination trust and relationship continuity.

The five dimensions of DSR (in a first-stage model) and the integrated construct of unidimensional DSR (in a second-stage model) had different effects on destination trust and relationship continuity in the context of heritage tourism (RQ1). Specific investigations through the first-stage model, there was a significant relationship between economic responsibility and destination trust (H1a). When tourists perceive the tourism destination contributes to the local economy by increasing more profits, jobs, and numbers of tourists (Yu & Hwang, 2019), they are likely to trust the destination. Moreover, environmental responsibility was also identified as an important factor in predicting destination trust (H1b), which means that tourists tend to trust the destination that has direct (e.g., protecting environment) or indirect (e.g., encouraging tourists to pro-environmentally behave) impacts on environments within the destination (Su et al., 2018). Social responsibility was not a significant predictor for trust (H1c). In terms of tourists, it might be difficult to relate social responsibility of the destination to their tourism experiences Moreover, the public values regarding ethical responsibility (H1d) and philanthropic responsibility (H1e) were found as significant predictors for destination trust. This shows that tourists trust the destinations when they are ethical in interacting with other stakeholders and contribute to local activities as one of the societal members. In addition, in a second-stage model, the integrated construct of unidimensional DSR supported its effects on trust (H1). These findings were in part consistent with previous literature. For example, Similar to Hassan and Soliman (2021) found that the effects of DSR on trust were significant in both the first- and second-stage models.

The comparative results of the relationships between DSR and relationship continuity through the fist-stage and the second-stage models were more controversial compared to the results of the relationships between DSR and trust. From the results of the first-stage model, there were no significant relationships between the four dimensions of DSR and relationship continuity (H3a, H3b, H3c, H3e) except the impact of ethical responsibility (H3d). These results were different from previous studies that found a significant relationship between DSR and revisit intentions (e.g., Su et al., 2018). However, in the second-stage model, the relationship between the integrated construct of unidimensional DSR and relationship continuity was significant (H3). These findings suggest that tourists would like to maintain the relationship with the destinations when the destination has generally good performance in sustainable management and responsibility.

To further address and explain the relationships between DSR, trust, and relationship continuity, this study tested the mediating effects of trust on DSR and relationship continuity. Hypotheses for the mediating tests in the first- and the second stage models were all supported (H4a, H4b, H4d, H4e, and H4) except the H4c (i.e., mediating effect of trust between social responsibility and relationship continuity). This results implied that tourists desire to continue their relationships with the destination not just because destinations conduct DSR activities, but because they trust the destination which is shaped from various DSR activities. Based on these findings, this study explained that trust should be considered as the seminal factor in predicting the relationship between DSR and related behavioural consequences. Above all, this applied both to the first- and the second-stage models.

VI. Conclusion

A. Theoretical Implications

This study aimed seek heritage regarding the roles of distinct and integrated construct of DSR, and their relationships with trust and relationship continuity. From the study findings, this study offers following theoretical contributions.

First, this study extends the application of DSR to the context of modern cultural heritage tourism destinations. Based on the theoretical foundations (e.g., Lee et al., 2021; Su & Huang, 2019; Tran et al., 2018), and this study's empirical findings, the suggested model of DSR addresses not only the triple bottom lines of sustainability but also ethical and philanthropic responsibilities. In addition, the study findings suggest DSR plays meaningful roles in explaining heritage tourists' decision-making process. These findings imply that DSR activities can establish and transfer their altruistic values for modern heritage tourists. Protecting historical and cultural heritage, serving local residents living within or neighbouring the heritage sites, and providing meaning experiences to heritage tourists should be considered simultaneously in a balanced way. In this sense, modern cultural heritage sites open opportunities and controversial to stakeholders because the sites are not that "old" heritage (Timothy, 2014) and people have been living their lives in that places. The study findings can provide tourism researchers insights into the importance of DSR in sustainable modern heritage tourism management.

Second, this study adopted the two-stage model, and confirmed the roles of both multidimensional and unidimensional construct of DSR in explaining relationship continuity via trust. Previous studies considered DSR as either a unidimensional (Su & Huang, 2019; Su & Swanson, 2017) or a multidimensional construct (Su & Huang, 2012; Tran et al., 2018; Yu & Hwang, 2019). Nonetheless, there are no consensus about how to gauge DSR. Concerning the complex nature of DSR, a single approach may limit the investigation of DSR in the context of tourism destinations. At the level of destinations, tourism experiences are provided by multiple entities from public to private organisations (Su et al., 2020; Tran et al., 2018; Yu & Hwang, 2019). Therefore, we argue that both or either of multidimensional and unidimensional construct of DSR should be considered depending on study contexts and study purposes. Based on the two-stage model of DSR, the research finding revealed that both multidimensional and unidimensional construct of DSR are useful to explain tourists' decision-making

process overall. However, if the researchers aim to identify interrelationships between individual constructs, researchers should be very careful to conclude unless they implement the two-stage model. These findings shed further lights on understanding how researchers operationalize DSR construct significantly that affects theoretical discussions drawn from the statistical results.

Third, this study bridges a gap in terms of mediating role of trust in the relationship between DSR and relationship continuity. As social exchange theory and previous literature denoted, trust is one of the most imperative assets for tourism destination organisations as it leads to positive actions of tourists. However, the mediating role of trust has been rarely explored to understand its relationship with DSR and relationship continuity. As this study result suggested, this gap is addressed by finding that trust is the significant mediator in continuing the relationship because people perceive the destination as economically, environmentally, ethically, and philanthropically responsible. Notably, an empirical evidence is further added by revealing that the relationship between unidimensional construct of DSR and relationship continuity is mediated by trust. Thus, the current study contributes to the understanding of why tourists desire to continue the relationship with responsible tourism destinations.

B. Managerial Implications

This study explored a current issue related to the role of DSR in the context of a modern cultural heritage tourism destinations. Empirical findings from this study can help practitioners better understand and become confident that DSR contributes to building tourists' trust in destinations, and subsequently to develop continuous relationships with destinations. First implication of this study is for managers and especially for executives of DMOs to set up a standard index of DSR. As the findings of this study showed that DSR positively influences destination trust and furthermore, relationship continuity. Therefore, it is important to recognise and evaluate DSR of tourism destinations. The employed five dimensions of DSR

in this study, can be used as an evaluation index of DSR for modern heritage tourism destinations.

Second, DMOs can develop the communication materials to inform tourists DSR activities and to evaluate DSR practices. Specifically, the standard DSR index set up by executives could provide destination managers an understanding of which aspects of DSR is developed, and which one is needed to be developed in practice. The findings of this study revealed that four dimensions of DSR, i.e., economic, environmental, ethical, and philanthropic responsibilities, positively influences destination trust. However, social dimension of DSR insignificantly influences destination trust. This result does not simply mean that tourists do not care about the social aspect in terms of destinations' responsibility. Rather, the researchers of this study suggest that it might be difficult for tourists to be aware of the elements of social dimension of DSR based on their tourism experiences, unless they know how destinations socially serve for the well-being of the local people and their communities. Notably, the effect of the unidimensional construct of DSR existed in predicting trust, which reveals the importance of consideration of all five dimensions of DSR. Thus, this study suggests destination managers to promote destinations' efforts towards the DSR but focusing more on the destinations' social dimension of DSR to tourists. Above all, monitoring and evaluating five dimensions of DSR could help to raise tourists' awareness and perceptions of DSR, which shapes tourist future behaviour.

Lastly, DMOs can market their destinations via advertisements (e.g., social media) to improve the potential tourists' awareness of DSR. For example, the findings of this study showed that destination trust is the strong contributing factor in explaining how DSR leads tourists' relationship continuity. Therefore, destination marketers should attempt to build and encourage tourists' trust, especially in the context of modern cultural heritage tourism destinations. The awareness or perceptions of DSR itself does not positively influence relationship continuity of tourists with destinations unless trust is involved. When tourists believe that a destination is trustable

because of truthful and transparent management, they tend to have interests in such destination, attempt to keep their relationship with such destinations. Therefore, destination managers and marketers are highly suggested to attempt to build destination trust of tourists by promoting their responsible practices.

C. Limitation and Future Research

This study has verified the complex relationships between the DSR, trust, and relationship continuity based on two-stage model, and suggested significant implications for DSR literature and sustainable heritage tourism management. However, there are some limitations that should be addressed in the future study. First, although we extended the application of DSR focusing on Korean modern heritage tourism destinations, these results may limit the generalization of findings. Therefore, future study needs to investigate the DSR in other cultural settings. Second, this study has explored the role of DSR from the tourists' perspectives. The findings of this study cannot represent the perception of other stakeholders such as residents, governments, and employees. Thus, future research should focus on other stakeholders so that the suggested framework is valid from various perspectives. Lastly, this study identified the effect of DSR on trust and relationship continuity. However, this finding may not be able to explain other aspects of tourist experiences. It is recommended to integrate other attitudinal or behavioural constructs in better explaining the roles DSR in tourists decision-making process.

Acknowledgement

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