

Communicating Destination Social Responsibility Through Social Media: The Roles of Tourists' Social Engagement, Citizenship Behaviors, and Emotions

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Abstract

Social media is a particularly useful tool to promote sustainable tourism destinations. However, little is known about consumer engagement with social media communication in a destination social responsibility (DSR) context within the tourism industry. Grounded in the Stimulus-Organism-Response model, this study examines the factors that influence the intention to generate electronic word-of-mouth (eWOM) on DSR issues through a specific social networking site. This research includes tourists' social engagement, citizenship behaviors, perceived DSR, emotional responses to perceived DSR, and emotions toward a post as explanatory variables to investigate a specific behavioral intention as the outcome. The authors designed a study based on an online survey of Spanish Facebook users. Empirical testing confirmed most of the hypothesized effects except the influence of tourists' helping behaviors on the intention to share the post.

Keywords

CSR communication, social media, destination social responsibility, tourist citizenship behavior, emotions

Introduction

A rise in ecological damage, climate change, depletion of natural resources, human rights concerns, fair trade issues, and over-tourism have made sustainable development in the tourism industry an increasingly pressing matter (Yu & Hwang, 2019). Contemporary tourist businesses must implement social responsibility programs to reduce the negative effects of global growth in tourism (Martínez et al., 2019; Whitfield & Dioko, 2012). Kotler and Lee (2004, p. 3) describe corporate social responsibility (CSR) as “a commitment to improve community well-being through discretionary business practices and contributions of corporate resources.” Academics have explored the implementation and communication of CSR practices in tourism-related enterprises such as hotels, dining establishments, transportation companies, and cruise ships (Font & Lynes, 2018). However, scholars have argued that the CSR concept is “not completely suitable to the destination context” (Su et al., 2018, p. 1039), as the social obligations of a destination involve all the associated stakeholders and call for their combined efforts to enhance environmental, social, and economic sustainability.

CSR communication has been applied in the context of businesses and their responsibilities toward society and the

environment. However, the tourism destination context presents unique characteristics and challenges that may require a different approach. While CSR frameworks have been developed and widely adopted in various industries, their direct transferability to the tourism destination context needs to be examined. In contrast to CSR, destination social responsibility (DSR), is concerned with the combined efforts of all destination stakeholders (such as the government, businesses, and local citizens) from a comprehensive viewpoint (Su et al., 2020). These stakeholders have diverse interests, goals, and responsibilities that may not perfectly align with the traditional CSR framework designed for corporate entities. Furthermore, the impacts and responsibilities in the destination context extend beyond the boundaries of individual businesses to encompass broader issues, such as environmental conservation, cultural preservation, and community wellbeing.

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CSR communication educates consumers on the existence of sustainable travel products, demonstrates how these items meet CSR standards, and encourages tourists to make sustainable and responsible decisions (Tolkes, 2018). The state of the literature on CSR communication in the tourism industry reflects a growing interest in understanding how companies in this sector engage with stakeholders through various communication channels (Table 1). Many empirical studies have been conducted to explore the effectiveness of CSR communication strategies, particularly through social media platforms (M. García de los Salmones et al., 2021; Martínez et al., 2022; Pérez & García de los Salmones, 2023). Social media platforms are progressively becoming one of the most important mechanisms by which to disclose sustainability and CSR issues (Cortado & Chalmeta, 2016; Fernández et al., 2022). The foundation of social media is Web and mobile technology, which enables user-generated content production and exchange, social engagement, and online communication (Burkhardt, 2009). Social media channels include blogs, geolocation services, and video-sharing websites (Gómez et al., 2012). By fusing social contact, information and communication technology, and the creation of text, images, videos, and music, social media has become one of the primary means by which people socially interact (Zeng & Gerritson, 2014). Social networking sites (SNSs), such as Instagram and Facebook, have become increasingly popular (Cuervo-Carabel et al., 2023) because of their capacity to disseminate information to a broad, geographically dispersed audience, which directly influences electronic word of mouth (eWOM) (Chen & Law, 2016; Martínez et al., 2020). E-word-of-mouth (eWOM) is the term Westbrook (1987) used to describe all informal communication that customers exchange via Internet-based technology related to the use or features of specific goods or services or their suppliers. According to Litvin et al. (2008), this encompasses communication among consumers and as well as among producers.

In the academic literature, several studies on CSR communication in tourism have focused on specific subsectors, such as hospitality firms, medical tourism providers, and travel agencies, to investigate how they communicate their CSR practices and policies (He et al., 2022; Mason et al., 2023; Moisescu, 2015). Overall, studies reveal that tourism companies devote a portion of their social media pages to CSR information, but there are variations in the depth and effectiveness of their communication efforts (Camilleri, 2018; Ettinger et al., 2018; Lima et al., 2021). Researchers have explored the impact of different emotional appeals, such as pride and empathy, in CSR communication through social media posts, finding that emotional appeals can influence consumer attitudes and behavioral intentions (He et al., 2022). In the context of the COVID-19 pandemic, some studies examined how small and medium-sized enterprises (SMEs) in the tourism sector communicated their CSR initiatives

during lockdowns (García-Santiago, 2022), shedding light on the resilience and communication strategies of SMEs during challenging times. The literature has also emphasized the importance of tailoring CSR messages to different stakeholder groups to enhance engagement. Although one-way information dissemination through social media is common, successful CSR communication requires a two-way participative dialogue with stakeholders (Ettinger et al., 2018). Despite the increasing use of social media for CSR communication in the tourism industry, there are still opportunities for improvement. Companies in the tourism sector have not fully exhausted their potential to communicate CSR practices and actions to customers through their websites and social media (Camilleri, 2018; Ettinger et al., 2020).

Social media significantly influences many facets of tourism, particularly information-seeking and decision-making processes, tourism promotion, and a focus on best practices for connecting with customers (Zeng & Gerritson, 2014). Social media enables destinations to communicate directly with visitors via a variety of online platforms and to respond to their comments and feedback about the quality of the services they have received (Kiráľová & Pavlíčka, 2015), thereby helping tourist firms to stand out in a market that is becoming more and more competitive (Buhalis & Law, 2008).

Destinations for tourism are described as territories and physical regions (such as a country, island, or town) with a framework for tourism marketing and planning (Davidson & Maitland, 1997). Destinations can be identified as a perceptual idea subjectively interpreted by travelers wherein various local goods, services, and experiences are offered (Buhalis, 2000). Destinations provide visitors with a holistic experience (Pearce, 2013). Engagement with a tourism product is accompanied by rising levels of emotional factors, concentration on word-of-mouth communication, and growing demands for unique destinations (Buhalis, 1998). The advantages and efficacy of social media for tourism destinations can be observed in increases in consumer-based destination brand equity, destination awareness and image, perceived quality, and visitor loyalty and engagement (Castañeda-García et al., 2020; Huerta-Álvarez et al., 2020). Destinations must clearly communicate their social, ecological, and economic benefits to effectively establish a position as a sustainable provider (Taecharungroj et al., 2019). However, little is known about consumer involvement with social media CSR communication in the tourist industry because both firms and destinations are struggling to fully utilize social media's potential for interaction and co-creation (Fernández et al., 2022; Huerta-Álvarez et al., 2020).

It is anticipated that the current study will make a significant contribution to the extant body of knowledge in the field of tourism because no prior research has analyzed the motivations of tourists that lead them to interact with DSR-related content via social media channels. To the best of our

Table 1. Studies Regarding CSR Communication in Tourism.

Authors	Type	Context	Explored topics (findings)
Camilleri (2018)	Theoretical	Hospitality	This study explores the attitudes of owner-managers in the hospitality industry toward digital media and its use for communicating responsible initiatives. The research indicates a positive and significant relationship between these perceptions, suggesting that communication of responsible tourism management is more effective through interactive channels.
Ettinger et al. (2018)	Empirical	Hospitality	This research explores CSR communication strategies of CSR-certified hotels on their websites, guest comments on hotels' CSR engagement in online reviews, and hotels' responses to online reviews. The study analyzes how hotels communicate CSR activities to stakeholders, the frequency of CSR references in customer reviews, and opportunities for stakeholder integration in CSR engagement and communication strategies.
M. García de los Salmones et al. (2021)	Empirical	Hospitality	This paper analyzes the factors that explain the effectiveness of CSR communication on Facebook by a hospitality company. The study uses the affect transfer hypothesis (ATH) model as a basis and examines the influence of beliefs about the company and variables related to the receiver on attitude toward the company and intention to share information. The findings indicate that the ATH model is valid to measure the effectiveness of CSR communication on Facebook.
García-Santiago (2022)	Empirical	Food and drink	This study explores the communication mechanisms and strategies of innovative SMEs during the COVID-19 lockdown in Spain. It aims to identify the capacity for reaction, resilience, and CSR from direct sources and strategic communication categories. The research focuses on the "Food and Drink" sector SMEs and highlights their resilience capacities and CSR support to the tourism sector. The findings reveal an uneven business reaction and provide insights into SME resilience and communication strategies.
He et al. (2022)	Empirical	Hospitality	Focusing on CSR communication, this research explores the effects of featuring pride versus empathy in a hospitality brand's social media post. It examines how emotional appeals can boost consumers' loyalty intentions. The study finds that emotional appeals featuring pride lead to higher loyalty intention for individuals with a situational or chronic sense of high power.
Lima et al. (2021)	Empirical	Hospitality	The main objective of this research is finding out how the Portuguese hotels, with some type of environmental or CSR certification communicate their CSR practices or actions to their customers through their websites and whether the online customers' feedback mentions these CSR practices or actions. The conclusions show that the hotels do not communicate exhaustively their CSR politics and practices, which may indicate that there is a potential that is not being used properly by the hotels.
Martínez et al. (2020)	Empirical	Hospitality	This research examines the factors influencing electronic word of mouth (eWOM) regarding CSR communication through social media in the hotel context. The study proposes a model including expressive information sharing, environmental consciousness, homophily, and attitude toward sharing firms' content as predictors of individuals' intention to share firms' content on Facebook. The empirical testing confirms most of the hypothesized effects but identifies some variations in influence related to specific CSR content.
Martínez et al. (2022)	Empirical	Hospitality	This research proposes a comprehensive model including expressive information sharing, environmental consciousness, homophily, and attitude toward sharing firms' content (both commercial information and about environmental CSR issues) as predictors of individuals' intention to share firms' content on a specific social networking site.

(Continued)

Table 1. (Continued)

Authors	Type	Context	Explored topics (findings)
Mason et al. (2023)	Empirical	Medical tourism providers	This study examines the prominence and congruence between CSR activities and medical tourism providers (MTPs). It analyzes the forms of CSR commonly used in the marketing of health-care services by international MTPs. The study found that 22% of MTP websites provided CSR information, and there was a high degree of fit between the MTPs and CSR.
Moisescu (2015)	Empirical	Travel agencies	This paper investigates how the largest Romanian travel agencies communicate their CSR practices and policies online. The research analyzes their websites and social media pages to outline the manner of CSR communication within specific domains. The findings reveal significant deficiencies and superficiality in communicating CSR. The most emphasized CSR aspects are market-oriented, with little inclusion of CSR reports.
Pérez and García de los Salmones (2023)	Empirical	Hospitality	This paper tests a causal model of CSR communication in the hospitality and tourism industry. It examines the effects of media channel choice on consumers' perceptions, attitudes, and behavioral intentions regarding CSR communication. The study finds that the choice of media channel significantly affects the strength of several relationships in the model.
Zizka (2017)	Empirical	Hospitality	The paper discusses how the hospitality industry communicates CSR to stakeholders through social media platforms. Successful CSR communication through social media requires a two-way participative dialogue, allowing for interactive engagement with stakeholders. The paper emphasizes the need for specific CSR messages tailored to different stakeholder groups to increase engagement.

knowledge, no prior studies have comprehensively examined the communication of social responsibility within the context of tourist destinations, whether in online or offline formats, let alone through the lens of social media platforms. To address this research gap, this study examines the variables that affect SNS users' intentions to create eWOM about DSR concerns (a post about an environmental problem at a popular tourist site; Facebook). Studies of online CSR communication in the tourism business have explored alternative antecedent variables and were not directed toward a DSR context. While previous studies have explored CSR communication in various tourism-related sectors, the specific context of DSR and its communication has not been extensively investigated. As previously mentioned, the majority of studies have focused on CSR practices and communication within individual firms, rather than considering the comprehensive efforts of all destination stakeholders. Furthermore, little research has been conducted to understand the role of social media in facilitating consumer engagement with DSR communication in the tourism industry (Fernández et al., 2022). Based on the Stimulus-Organism-Response (S-O-R) model (Mehrabian & Russell, 1974), the framework employed in this study investigates how factors relating to the stimulus (e.g., Facebook post), sender (e.g., destination), and receiver (e.g., tourist) influence the response (e.g., intention to share). By using corporate publications on social networks as stimuli, previous studies on social networks (such

as Facebook, Twitter, Instagram, etc.) have successfully employed this paradigm to analyze consumers' responses (Casaló et al., 2021; Martínez et al., 2022). As a result, this research considers tourists' social engagement, citizenship behavior (TCB), perceived DSR, emotions related to the destination, and particular posts about destination sustainability to investigate a particular behavioral intention as an outcome. By investigating tourists' engagement with DSR-related content on social media, this study aims to contribute to the existing literature and shed light on the motivations behind tourists' interactions with CSR communication in the context of DSR.

From a theoretical perspective, this research fills a crucial gap in the literature by exploring the role of social media in facilitating consumer involvement with DSR-related content. It expands the understanding of CSR communication by considering the unique aspects of DSR and investigating the specific factors that influence tourists' engagement with DSR-related content through social media channels.

From a practical standpoint, our study has important implications for tourism destinations and businesses. In an era where social media has become a primary means of communication and information dissemination, understanding how to effectively utilize social media platforms for CSR communication in the tourism industry is vital. By identifying the motivations behind tourists' interactions with DSR-related content on social media, destinations can enhance

their strategies for promoting sustainable tourism, while businesses can better understand how to communicate their social, ecological, and economic benefits to the market.

Literature Review

Theoretical Framework

Stimulus-Organism-Response Framework. The S-O-R framework, as initially proposed by Mehrabian and Russell (1974), suggests that external stimuli (S) received by an individual contributes to the development of internal states (O), which subsequently influence behavioral responses (R). The stimuli, encompassing both object stimuli and social psychological stimuli, play a crucial role in shaping individuals' cognitive and emotional states, thereby influencing their approach or avoidance behaviors (Slama & Tashchian, 1987).

The S-O-R framework has demonstrated success in explaining behavioral variances in various marketing and consumer behavioral contexts (DiPietro & Campbell, 2014; Hameed et al., 2022; Kim et al., 2018; Martínez et al., 2022; Talwar et al., 2021). It allows for the examination of internal and external stimuli, including tangible and intangible factors, as well as diverse organisms and response factors. For instance, stimuli can range from controllable promotional mix variables to uncontrollable communication sources, such as word-of-mouth referrals. Organism refers to the cognitive processes in which individuals engage to analyze stimuli, and response encompasses a wide range of outcomes, both positive and negative (Donovan & Rossiter, 1982).

Previous studies have applied the S-O-R framework to examine consumer intentions and behaviors in various tourism contexts, including virtual reality tourism (Kim et al., 2018), tourism destinations (Su et al., 2014; Su & Hsu, 2013), online consumer behavior and hospitality research settings (DiPietro & Campbell, 2014), and more recently, in the context of CSR communication through social media (M. García de los Salmones et al., 2021; Martínez et al., 2022). However, there is a research gap in understanding the influence of perceived DSR communication of tourist destinations on tourists' behavioral intentions. This study aims to address this gap by defining the organism as tourists' social engagement, their TCB, perceived DSR, and visitors' emotions toward the destination and a specific post on destination sustainability. To apply the S-O-R framework to the DSR communication context, our study proposes that a Facebook post about an environmental initiative of a particular tourist destination (stimuli) elicits tourists' emotional states and assessments (organism), which subsequently influence a specific behavioral intention (response). By employing this framework, we aim to analyze the relationships between stimuli, organism, and response variables in the context of tourists' engagement with DSR-related content through social media channels (Figure 1).

Influence of Social Engagement on Tourist Citizenship Behavior. The concept of TCB can be traced back to the customer citizenship behavior (CCB) literature (L. Liu et al., 2020). CCB has been assessed as a fundamental component of co-creation between the organization and the consumer (Schau et al., 2009). Customer citizenship behavior is defined as "voluntary and discretionary behaviors that are not required for the successful production or delivery of the service but that, in the aggregate, help the service organization overall" (Groth, 2005, p. 11). CCB is recognized as a significant contributor to business performance, quality of service, and efficiency (Groth, 2005). CCB was initially an extension of organizational citizenship behavior (OCB), which describes the roles employees assume to improve organizational effectiveness (Bove et al., 2009). Scholars have more recently applied the concept of CCB to the tourist sector given the important role this industry plays (Torres-Moraga et al., 2021). Like CCB, TCB can offer tourist locations or businesses a competitive edge (Al Halbusi et al., 2020; Yi et al., 2013). J. S. Liu and Tsaor (2014) characterized tourist citizenship behavior as discretionary and altruistic actions that effectively contribute to the functioning of a tour. Subsequent tourism researchers have embraced this terminology and extended its meaning to encompass tourists' voluntary and extra-role behaviors that contribute to the development of destinations (L. Liu et al., 2020; Shafiee et al., 2020; Torres-Moraga et al., 2021). Therefore, TCB promotes tourists' non-purchasing habits. Tourists who participate in TCB get connected with the place they go, promoting it, sharing with tourism organizations their comments, and assisting other travelers.

TCB can be divided into two categories: tourist-oriented (helping other tourists) and destination-oriented (recommending the destination and giving feedback). The three components of feedback, advocacy (recommendation), and helping make up the multidimensional paradigm of TCB. Feedback is provided when customers share their views on a service's performance (Yi & Gong, 2013). Customers provide feedback when they contrast a service with their prior encounters with the same or different services (Voss et al., 2003). A tourist location can be improved in ways that are beneficial to travelers if providers listen to feedback. Advocacy involves endorsing products or services to friends, relatives, or others. It can be either direct (e.g., via a face-to-face conversation) or indirect (e.g., through online communities). It is often referred to as a recommendation or word-of-mouth (Yi & Gong, 2013). These informal interactions have the potential to give tourist businesses and destinations a competitive edge by influencing the mindsets and behaviors of others. In fact, generating positive word-of-mouth produces greater trust than formal communications like advertising; as such, it can enable businesses and destinations to promote tourism experiences while saving money and effort. A positive action that helps others use a service is helping other customers (Groth, 2005; Yi & Gong, 2013). This aspect is particularly important when there is a risk

people will experience service-related issues and need specialized help. These behaviors involve voluntary, beneficial, and helpful activities that can benefit other consumers and the tourism businesses themselves (Bove et al., 2009).

Gagnon et al. (2004) considered engagement as a voluntary act that includes moral values like tolerance, respect, and listening. As such, engagement enables individuals to build and maintain their identities and the moral ideals that underpin their actions. The concept of social engagement underpins calls to the wider community to take action (Beauvois & Joule, 2010). Social engagement is described as “the participation of an individual in an exchange in relation to social concerns, consisting of giving or receiving something from those with whom he/she interacts without external constraint” (Diallo et al., 2015, p. 87). This definition highlights the internalist component of social participation, which must be the outcome of an internal conviction connected to a social goal rather than an external restriction (Gagnon et al., 2004). The current study proposes that engagement plays a significant role in influencing individuals’ behavior. For instance, even though Witkowski and Reddy’s (2010) study was primarily concerned with ethical consumption, they discovered that social involvement significantly influences responsible behavior. Wei et al. (2013) established a link between visitor behavior and participation in the context of tourism. The social participation of tourists can take several forms, such as financial donations and involvement in local communities (Bagri et al., 2009). Based on these opinions, this study was underpinned by the following hypotheses:

H1. *Tourists’ social engagement influences tourists’ citizenship behavior (feedback).*

H2. *Tourists’ social engagement influences tourists’ citizenship behavior (advocacy).*

H3. *Tourists’ social engagement influences tourists’ citizenship behavior (helping).*

Influence of Tourist Citizenship Behavior on Behavioral Intentions. There has been a rise in interest in the field of TCB in recent years. However, only a small number of studies have examined TCB and its relationship to consumer behavior. Through the mediating influence of visitor emotions, L. Liu et al. (2020) found that the uniqueness and service quality of the tourism resource affected aspects of TCB, such as word-of-mouth recommendations and the provision of feedback. Evidence from Torres-Moraga et al. (2021) revealed that willingness to make sacrifices is positively influenced by TCB, which is positively associated with both identification with the destination and its perceived value. According to Shafiee et al. (2020), relationship quality aspects like trust, satisfaction, intimacy, and commitment benefit TCB. According to Tsaur et al. (2021), tour leader likeability has a favorable impact on TCB and perceived value. The relationship between TCB and its effects on consumer behavior in the context of online DSR communication has yet to be fully examined in the research.

Traditional management theory depicts customers as passive recipients of goods and services (Bowen, 1986). However, Vargo and Lusch (2004) contended that viewing consumers as recipients of services restricts how the exchange process between customers and organizations is seen. These authors recommended that customers be viewed as operant resources in the service chain per a logic that emphasizes the provision of services. Thus, customers participate in both the creation and consumption of services (Kelley & Hoffman, 1997), contributing to various organizational tasks like engaging in and evaluating the company’s activities and helping other customers. According to this study, travelers who participate in TCB get involved with the places where they travel by praising them, providing feedback to tourism agents, and assisting other travelers. Tourists who engage in TCB behave as if they were citizens of the destination (Torres-Moraga et al., 2021). The social exchange model has been used to explain TCB (Homans, 1958). This framework analyses the circumstances in which individuals feel compelled to give back to others from whom they have received a benefit. When visitors are pleased with a location, they feel compelled (though willingly) to help that location (Cheng et al., 2016). As was already established, TCB highlights travelers’ non-purchasing behaviors. These actions comprise extra-role behaviors that visitors actively display regarding their time, knowledge, and creativity in addition to their physical collaboration (Echchakoui, 2016), either while or after receiving the services (Nguyen et al., 2014).

The degree to which a person has made intentional plans to engage in or refrain from a particular future behavior is described as behavioral intention (Warshaw & Davis, 1985). Fishbein and Ajzen (1975) utilized a specific behavioral intention since this construct has been identified as a surrogate indicator of actual behavior in marketing research. The authors of this study contended that TCB has a favorable effect on their desire to share a post on an environmental project of a particular tourist destination. In this regard, travelers who fulfil their self-definitional demands in a certain location could be more devoted to that location (Kumar & Kaushick, 2017). Similarly, visitors who identify with a particular tourist location want it to grow (or at least maintain its status) so they can continue to enjoy it in the future (Torres-Moraga et al., 2021). Additionally, by endorsing the destination, TCB suggests a particular tendency to support it. Therefore, it is reasonable to hypothesize that TCB will affect travelers’ propensity to publish a post on an environmental project of a particular tourist destination to benefit and promote this location and educate other travelers about its commitment to the environment. Considering all the prior justifications, the authors suggest the following:

H4. *Tourists’ citizenship behavior (feedback) influences their intention to share a post about an environmental initiative of a tourist destination.*

H5. *Tourists' citizenship behavior (advocacy) influences their intention to share a post about an environmental initiative of a tourist destination.*

H6. *Tourists' citizenship behavior (helping) influences their intention to share a post about an environmental initiative of a tourist destination.*

Influence of Destination Social Responsibility on Emotions. DSR represents a further development of current CSR practices in the tourism industry (Su et al., 2020). DSR encompasses “perceptions of obligations and activities that are applied to all stakeholders, including tourists, community residents, employees, investors, governments, suppliers, and competitors” (Su et al., 2017, p. 490). In recent years, an increasing number of tourism destinations have actively embraced and promoted social responsibility activities (Lujun et al., 2022; Saleh, 2023). These activities entail various initiatives, such as involving the local community in tourism endeavors, implementing sustainable environmental management practices, and engaging in effective public relations efforts. Extensive research has shown that these types of DSR initiatives not only contribute to enhancing the destination's competitiveness but also play a crucial role in fostering the long-term sustainability of the tourism destination (Sheldon & Park, 2011). According to this approach, key players in the industry are responsible for improving the quality of life for locals, providing them with economic benefits, and reducing adverse social and environmental effects (Su et al., 2018).

Consuming tourism is an emotional endeavor (Hosany et al., 2020; Su & Hsu, 2013). Tourism provides travelers with excitement, uncharted experiences, and a sense of discovery. These emotional aspects stand it apart from other goods and services (Rittichainuwat et al., 2007). Emotions can be defined as a multifaceted reaction arising from a person's appraisals of self-relevant interactions with the environment, leading to states of excitement, direction of attention, facial expressions, action tendencies, and behavior (Lazarus, 1991). Emotions are typically short-lived, intense, and linked to specific referents that can trigger behavioral responses (Cohen & Areni, 1991). Positive or negative emotions are largely intense in valence, accompanied by revealing expressions, and are derived from cognitive stimuli (Frijda, 1986). Positive emotions include vigor, energy, and alertness, whereas negative emotions include unpleasant states like rage, disgust, fear, and anxiousness (Lee et al., 2011). Research in environmental psychology highlights how people's emotions influence their behavior (Donovan & Rossiter, 1982; Mehrabian & Russell, 1974). Perceptions cause an emotional response. This, in turn, encourages behaviors connected to approaching someone or causes behaviors associated with avoiding someone. As a result, people's actions and methods are partially influenced by their emotions. Consumer behaviors, including repeat purchases and word-of-mouth recommendations, have been demonstrated to be significantly influenced by consumption emotions (Dick & Basu, 1994; Martin et al., 2008).

Prior research has suggested and demonstrated that the positive character of CSR might encourage consumers to have a positive opinion of a firm that undertakes these actions related to the relationship between responsible corporate behavior and emotions. When customers think favorably of an organization's CSR efforts, they will also think favorably of its business practices and products (Brown & Dacin, 1997). Prior research has concentrated on several consequences of emotional reactions to CSR, including customer loyalty and goodwill (Pérez & Rodríguez del Bosque, 2015) and positive word of mouth (Xie et al., 2015). Castro-González et al. (2019) presented evidence that consumer emotional factors affect the relationship between CSR and customer response. According to Romani et al. (2013), consumers view socially conscious efforts as supporting their moral goals and feel morally motivated as a result. M. M. García de los Salmones and Pérez (2018) discovered that a company's ethical reputation minimizes extrinsic attributions and fosters favorable feelings toward CSR promotion. All these justifications can be applied to the DSR context. Although emotions haven't been studied in-depth within the context of DSR until more recently, their importance is supported by the findings of earlier researchers who looked at how CSR affected customer reactions to brands and products (Brown & Dacin, 1997; Pérez & Rodríguez del Bosque, 2015; Sen & Bhattacharya, 2001).

The current study broadens past research and examines behavioral intentions by assessing travelers' emotional reactions to tourist places. Since this study incorporates the DSR framework, it can be assumed that tourists will feel good about a destination that conducts responsible tourism. According to signaling theory (Spence, 1974), tourist locations can send out a variety of signals to sway and alter visitors' views and attitudes. Grounded in signaling theory, DSR should be a positive signal to tourists because DSR conveys active messages and efforts to visitors that are conducive to positive development of the tourism destination. Consequently, DSR is a positive message emitted by tourist locations that consists of many actions undertaken to enhance social comfort and natural settings. As a component of the destination's image, DSR aids in establishing trust and shapes visitors' assessments of the location (Su et al., 2020), influencing their emotional and affective stages (Su & Swanson, 2017; Tran et al., 2018). Responsible tourism destinations are more likely to be seen favorably by visitors who believe they are protecting the environment and benefiting society. The presence of well-maintained natural, historical, and cultural tourist places that will give visitors a range of emotional experiences is another sign of a place with a high DSR. Visitors who identify a venue as having a high level of DSR will undoubtedly develop pleasant feelings toward it. It also makes sense to suggest that tourists' perceptions of DSR will affect how they feel about a social media post on an environmental project of a particular tourist location because emotions and feelings manifest themselves when people are provided information and cues about DSR issues. Considering all the prior justifications, the authors suggest the following:

H7. Perceived destination social responsibility influences tourists' emotions toward this tourist destination.

H8. Perceived destination social responsibility influences tourists' emotions toward a post about an environmental initiative of this tourist destination.

By means of the fundamental principle of emotional contagion, visitors' feelings toward a responsible location will affect their affective reactions to communications from the location (e.g., a Facebook post). The "essence" or emotional characteristics of a source object can spread to a target through indirect or direct contact. This is known as emotional contagion (Nemeroff & Rozin, 1994). The law of contagion states that attributes of two things are communicated through an actual or perceived relationship. This law is frequently used to explain how contagion effects occur (Hatfield & Cacioppo, 1994). As a result, it is suggested that:

H9. Tourists' emotions toward a destination influence their emotions toward a post about an environmental initiative of this tourist destination.

Influence of Destination Social Responsibility on Behavioral Intentions. Studies have demonstrated that customer behavior is influenced by CSR perceptions (Becker-Olsen et al., 2006; Christopher & Madison, 2013; Schramm-Klein et al., 2016). For instance, Ginder et al. (2021) found that internal-external congruence-based CSR positioning has a substantial impact on how consumers react to CSR communication. A business that incorporates sustainability into its fundamental beliefs, undertakes related efforts, and applies these strategies to its marketing strategies will have a high degree of congruence (e.g., uniform positioning). It makes sense to extrapolate these ideas to the DSR environment. Tourists who have a favorable perception of DSR are more likely to adopt positive behaviors because they believe that the destination is credible, that it cares about the environment, and that it supports society as a whole. Depending on their prior perceptions of the destination as a responsible place, visitors will judge the destination—cause congruence when they encounter a piece of CSR material about a tourism destination (such as a post about an environmental project). Additionally, signaling theory regards DSR as a positive signal disclosed by a destination and received and interpreted by tourists, visitors, and other stakeholders that contributes to the positive development of the tourism destination. This process of disclosing, receiving, and interpreting DSR signals is an interactive process between a destination and tourists accompanied by the ideology to improve the social wellbeing of the entire destination. Consequently, the following hypothesis is suggested:

H10. Perceived destination social responsibility influences the intention to share a post about an environmental initiative of this tourist destination.

Influence of Emotions on Behavioral Intentions. According to the S-O-R model, extending the connections between stimuli and emotional reactions results in behavioral intents. A favorable relationship between positive emotions and behavioral intentions was found in earlier marketing and tourism studies (Bigné et al., 2005; Jang & Namkung, 2009; Prayag et al., 2013). According to more recent research (Casaló et al., 2021; Keiningham et al., 2018), positive emotions are an essential antecedent of interaction behaviors in online communication environments. It has also been demonstrated that pleasant emotional experiences are precursors to user participation on social networks like Facebook and Instagram (Serra-Cantalops et al., 2018). This study also included behavioral intentions as an outcome construct impacted by emotions because they have been identified in marketing studies as a substitute indicator of actual behavior (Fishbein & Ajzen, 1975). The approach/avoidance paradigm (Mehrabian & Russell, 1974) and Donovan and Rossiter's (1982) findings are consistent with the following hypotheses:

H11. Tourists' emotions toward the tourist destination influence the intention to share a post about an environmental initiative of this destination.

H12. Tourists' emotions toward a post about an environmental initiative of a tourist destination influence the intention to share it.

Methodology

Stimuli and Survey

To test the research proposal and check the soundness and generalizability of the model, the authors selected two tourist destinations from Spain that have different competitive models: sun and beach tourism (Alicante) versus green tourism (Cantabria). The selection of Spain as the setting of the research is justified due to the country's leadership as a tourism destination worldwide (United Nations World Tourism Organization [UNWTO], 2023) and the diversity of tourism models in different areas of the country, which makes it a good benchmark for the generalization of the results to other contexts. Alicante is a Mediterranean province characterized by warm climate, with sun and beaches as its main attractions. It has a very intensive development of tourism, with large coastal resorts, such as Benidorm or Torrevieja. In contrast, Cantabria is a province on the Atlantic coast, integrated in the so-called Green Spain, and its humid climate and mountainous character lead it to have a position focused mainly on nature, with a less intense tourism development. The difference between the tourism models of both destinations is observable when analyzing the tourist density in terms of number of overnight stays per km² in the territory (Gogonea et al., 2017). In 2022, tourist density was 403.8 in Alicante and 103.7 in Cantabria during high season (August 2022), and there were 2,767.7 overnight stays/km² in

Alicante accounting for the whole year in contrast with the 545.3 observed in Cantabria (Instituto Nacional de Estadística, 2023).

With the objective of analyzing the determinants of the intention to share content about the sustainability of tourism destinations, we designed two fictitious posts (one for each destination) related to an environmental initiative. In order not to bias the opinion of participants, the post was created specifically for this research, so that the stimulus was the same for both destinations. The only difference in the posts was the image included in each case, which was representative of a beach in each territory. The fictitious post (see Appendix 1) was shown to the respondents before they answered the questionnaire. At the end of the survey, a message informed them that the post was fictitious and had been created for the purpose of the research. The questionnaire inquired about each model's variables, using prior research as a guide (see Appendix 2 for the details). A seven-point Likert scale was used to evaluate responses to each item.

Sampling and Sample Description

Given the topic of the research, the target population of the study consisted of people in Spain who frequently used Facebook and who had traveled at least once in the previous year. We focused on Spanish tourists because inner tourism had already recovered almost completely from the pandemic effect at the time of the fieldwork, while international tourism was still affected by the health crisis. Since there is no census for this specific profile, we applied a non-probabilistic sampling approach, establishing quotas based on the sociodemographic profile of Facebook users in Spain from the Annual Study of Social Networks 2021 (IAB Spain). Table 2 summarizes the specific quotas defined according to gender and age of the target population.

The fieldwork was developed with the assistance of Netquest, an international firm specialized in online market research, which sent an invitation to participate in the online survey to people fitting the targeted profile. The data was collected in March 2022 following the ISO 26362:2009 standard, which ensures the quality of the responses from panelists. Thus, the system verified the IP addresses of respondents to ensure that each person only answered the questionnaire once, and several control questions were included to check the reliability of responses.

As initial screening questions, the online questionnaire asked if the person was a frequent user of Facebook and had traveled at least once for leisure reasons in the previous year. Only those respondents who answered in the affirmative were allowed to continue responding to the survey. This procedure was repeated until the sample size objective of 500 valid questionnaires for each tourism destination was achieved, resulting in a total sample of 1,001 regular Facebook users. Specifically, 501 people evaluated the post from Alicante and 500 assessed the post for Cantabria. The socio-demographic characteristics of both samples

Table 2. Demographic Characteristics of Respondents.

Variable	Target quota (%)	Alicante (%)	Cantabria (%)
Gender			
Male	51.0	51.1	51.0
Female	49.0	48.9	49.0
Age (years old)			
18–34	32.0	32.1	32.6
35–54	40.0	40.7	39.8
55+	27.0	27.1	27.6

correspond almost perfectly to the profile of Facebook users in Spain in terms of age and gender according to IAB Spain (Table 2). Therefore, the respondents are representative of the profile of Facebook users that are in a position to share a post about DSR in a country, such as Spain, that is considered a reference in the tourism sector.

With the aim of preventing potential issues related to common method variance (CMV), we applied different ex-ante and ex-post strategies. We developed two ex-ante procedures to prevent common method bias: (1) all the items were revised to avoid ambiguous or unfamiliar concepts (Chang et al., 2010), and (2) the explanatory and explained variables were separated in the questionnaire (Podsakoff et al., 2003). As an ex-post procedure, we applied Harman's single-factor test prior to the estimation of the research model (Podsakoff et al., 2003). The test supported the appropriateness of the data for both samples, as the main factor explained less than 50% of the variance.

Finally, to test for the differences in tourists' perceptions of each destination and its tourism model, we did a mean difference test between the Alicante and Cantabria samples for the variables of the model directly related to the destinations: DSR and emotions toward the destination. The results obtained support for the existence of a statistical difference in the mean values of all the items between the samples. In particular, the respondents perceived Cantabria (green destination) as a more responsible destination, and it raised more positive emotions than Alicante (sun and beach destination). These results confirm the differences in the tourists' perceptions of the tourism model between the destinations.

Results

The research hypotheses were tested following a covariance-based structural equations model (CB-SEM) approach, using the EQS 6.1 software. This statistical method is especially well suited for research in the field of social sciences, and is based in a strong theoretical framework that studies interdependence and causal relationships among different variables (Ullman & Bentler, 2012). It also allows the psychographic properties of multiitem scales to be tested through confirmatory factor analysis (Hair et al., 2010). We followed a multi-group analysis approach to test for the invariance of the measurement model and compare the results of the structural

Table 3. Measurement Model for Sample I (Destination: Alicante).

Factor	Variable	Stand. Coef.	R ²	Cronbach's alpha	Composite reliability	AVE	Goodness of fit indices
Social engagement	SOEN1	.86	.74	.86	.86	.56	BBNFI = 0.90 BBNNFI = 0.94 CFI = 0.94 IFI = 0.94 RMSEA = 0.05 Normed χ^2 = 2.19
	SOEN2	.73	.53				
	SOEN4	.73	.51				
	SOEN5	.73	.53				
	SOEN6	.68	.47				
	TCB feedback	FEED1	.59				
	FEED2	.78	.61				
	FEED3	.56	.31				
TCB advocacy	ADVO1	.83	.69	.86	.86	.68	
	ADVO2	.86	.73				
	ADVO3	.78	.61				
TCB helping	HELP1	.87	.76	.87	.87	.64	
	HELP2	.84	.70				
	HELP3	.76	.57				
	HELP4	.71	.51				
Destination social responsibility (DSR)	DSR1	.88	.78	.93	.93	.73	
	DSR2	.88	.77				
	DSR3	.75	.56				
	DSR4	.87	.76				
	DSR5	.88	.78				
Emotions toward destination	EMDE1	.88	.77	.96	.96	.74	
	EMDE2	.91	.82				
	EMDE3	.90	.80				
	EMDE4	.88	.77				
	EMDE5	.76	.57				
	EMDE6	.88	.78				
	EMDE7	.89	.79				
	EMDE8	.77	.60				
Emotions toward post	EMPO1	.89	.79	.90	.91	.66	
	EMPO2	.64	.41				
	EMPO3	.87	.77				
	EMPO4	.81	.65				
	EMPO5	.83	.68				
Intention to share the post	ISP1	.97	.93	.97	.97	.92	
	ISP2	.94	.87				
	ISP3	.96	.93				

model for both samples (Byrne, 2006). To control potential problems related to non-normality of data, models were estimated following a robust maximum likelihood procedure that provides the outputs “robust chi-square statistic” and “robust standard errors,” which are corrected for non-normality (Byrne, 2006). Next, we detailed the main results obtained for the multi-group analyses of the measurement and structural models for the two samples that were analyzed (sun and beach destination vs green destination).

Estimation of the Measurement Model

To test the psychometric properties of the scales, the measurement model was independently estimated for each

sample, and then the multi-group analysis was developed to test for the invariance of the factorial structure of the measuring instruments. The estimation of the measurement model (Tables 3 and 4) supports the appropriate psychometric properties of the scales for the two samples. The reliability of the measurement instruments was confirmed, as Cronbach's alpha, compound reliability, and AVE (Average Variance Extracted) coefficients take values above the required minimum levels of .7 and .5, respectively (Bagozzi & Yi, 1988; Hair et al., 2010). Convergent validity of the scales was also supported for both samples given that the standardized lambda coefficients were higher than .5, and all items were significant to a confidence level of 95% (Steenkamp & Van Trijp, 1991).

Table 4. Measurement Model for Sample 2 (Destination: Cantabria).

Factor	Variable	Stand. Coef.	R ²	Cronbach's alpha	Composite reliability	AVE	Goodness of fit indices
Social engagement	SOEN1	.86	.74	.89	.89	.61	BBNFI = 0.90 BBNNFI = 0.94 CFI = 0.95 IFI = 0.95 RMSEA = 0.04 Normed χ^2 = 1.96
	SOEN2	.81	.66				
	SOEN4	.77	.59				
	SOEN5	.74	.55				
	SOEN6	.73	.54				
	FEED1	.61	.37				
TCB feedback	FEED2	.78	.61	.71	.71	.46	
	FEED3	.62	.38				
	ADVO1	.84	.71				
TCB advocacy	ADVO2	.85	.72	.89	.90	.74	
	ADVO3	.89	.78				
	HELP1	.84	.71				
TCB helping	HELP2	.85	.72	.86	.86	.61	
	HELP3	.74	.55				
	HELP4	.68	.47				
	DSR1	.87	.75				
Destination social responsibility (DSR)	DSR2	.85	.72	.93	.93	.73	
	DSR3	.83	.69				
	DSR4	.87	.75				
	DSR5	.85	.72				
	EMDE1	.90	.81				
Emotions toward destination	EMDE2	.91	.82	.95	.95	.72	
	EMDE3	.86	.75				
	EMDE4	.85	.73				
	EMDE5	.75	.56				
	EMDE6	.87	.76				
	EMDE7	.85	.72				
	EMDE8	.80	.63				
	EMPO1	.92	.84				
Emotions toward post	EMPO2	.55	.31	.89	.90	.64	
	EMPO3	.89	.79				
	EMPO4	.78	.60				
	EMPO5	.80	.65				
	ISP1	.98	.96				
Intention to share the post	ISP2	.94	.88	.97	.97	.92	
	ISP3	.96	.93				

To test the discriminant validity of the measurement instruments, the authors followed the procedure developed by Fornell and Larcker (1981). The results obtained for both samples show that in all cases but one (the pair of helping—feedback of tourist citizenship behavior), the square root of the AVE coefficient for each factor is bigger than the correlation between them, thus confirming the discriminant validity of the scales (Tables 5 and 6).

The multi-group estimation of the measurement model for both samples shows a very good fit of the constrained model for the invariance of the factorial structure established in the measurement model (BBNFI=0.90; BBNNFI=0.94; CFI=0.95; IFI=0.94; RMSEA=0.032; Normed χ^2 =2.05). In addition, the LM test supports the invariant factorial

structure of the measurement instruments for most of the items. The main differences in the factor loadings between the two samples were detected in items of DSR2, DSR3, and DSR5 and items EMDE6 and EMDE8, which evidence the different perceptions regarding DSR and emotions toward destination in the two case studies (corresponding to two different tourism models). Thus, in general terms, the multi-group analysis confirms the invariance of the measurement model for both samples under consideration (Byrne, 2006).

Estimation of the Structural Model

The results of the estimation of the structural model proposed in this study in accordance with the multi-group

Table 5. Results for Fornell and Larcker's Criterion for Discriminant Validity (All Constructs)—Sample 1 (Destination: Alicante).

	SOEN	FEED	ADVO	HELP	DSR	EMDE	EMPO	ISP
SOEN	0.75 ^a							
FEED	0.58	0.65 ^a						
ADVO	0.31	0.63	0.82 ^a					
HELP	0.55	0.82	0.61	0.80 ^a				
DSR	0.30	0.39	0.27	0.34	0.85 ^a			
EMDE	0.35	0.36	0.22	0.33	0.69	0.86 ^a		
EMPO	0.40	0.37	0.30	0.35	0.62	0.67	0.81 ^a	
ISP	0.34	0.35	0.05	0.23	0.53	0.60	0.59	0.96 ^a

^aSquare root of the AVE coefficient/out of main diagonal: correlations among factors.

** $p < .05$.

Table 6. Results for Fornell and Larcker's Criterion for Discriminant Validity (All Constructs)—Sample 2 (Destination: Cantabria).

	SOEN	FEED	ADVO	HELP	DSR	EMDE	EMPO	ISP
SOEN	0.78 ^a							
FEED	0.50	0.68 ^a						
ADVO	0.41	0.77	0.86 ^a					
HELP	0.57	0.80	0.70	0.78 ^a				
DSR	0.48	0.49	0.42	0.43	0.85 ^a			
EMDE	0.37	0.39	0.35	0.35	0.67	0.85 ^a		
EMPO	0.39	0.37	0.39	0.36	0.58	0.61	0.80 ^a	
ISP	0.39	0.35	0.19	0.33	0.54	0.55	0.51	0.96 ^a

^aSquare root of the AVE coefficient/out of main diagonal: correlations among factors.

** $p < .05$.

method are summarized in Tables 7 and 8. The empirical evidence obtained supports the good fit of the constrained structural model to the data (Byrne, 2006; Hair et al., 2010), as the goodness-of-fit indices show values above the recommended thresholds (BBNFI=0.89; BBNFI=0.93; CFI=0.94; IFI=0.94; RMSEA=0.044; Normed $\chi^2=2.23$). In addition, the Lagrange Multiplier (LM) Test confirms the invariance of the causal effects in all cases (see Table 6), with very small chi-square values (and the corresponding p-values clearly above 0.05), which implies no significant differences between the two samples that were analyzed.

To consider all the possibilities, the authors carried out the LM test to check whether adding new relationships to the model would result in a significant improvement in model fit. The LM test does not suggest the existence of any additional relevant relationship. The results of R^2 statistics for the dependent variables are also within the range of common values in the field of social sciences.

Regarding the research hypotheses, the results support most of the causal effects proposed for the two samples (Alicante as a sun and beach destination and Cantabria as a green destination), with the only exception of two relationships. Specifically, according to the evidence, helping behavior (as a TCB dimension) does not have a significant influence on the intention to share the post for either the sun and beach destination or the green destination, thus leading

to the rejection of H6 for both samples. Similarly, the influence of advocacy on the intention to share the post (H5) is significant but negative in both cases, suggesting that the relationship between these variables is contrary to that initially suggested. The similarity in the results obtained for both destinations supports the robustness of the research model proposed, independently of the context.

More specifically, the results obtained for both tourism models (sun and beach versus green destination) support the hypothesis that tourists' social engagement affects their citizenship behavior, specifically its dimensions of feedback (H1), advocacy (H2), and helping (H3). Regarding the intention to share the post, it is observed that the more feedback behavior tourists show, the higher the intention to share (H4). However, the more (less) advocacy behavior tourists show, the lower (higher) the intention to share (H5). This result is counter intuitive as it implies that tourists who tend to generate positive word-of-mouth about tourism destinations are less predisposed to share a post about the destinations sustainable issues. We posit two possible explanations for this finding. First, the scale used to measure advocacy behavior refers to general word-of-mouth without explicit reference to the online context. Thus, there could be a discordance between an individual's disposition to advocate for the destination in general and the specific behavior of sharing content generated by the destination in an online social network. This

Table 7. Estimation Structural Model: Multi-Group Analysis.

Hypotheses	Alicante (std. coef.)	Cantabria (std. coef.)	χ^2
H1: Social engagement→feedback	.58**	.52**	0.62
H2: Social engagement→advocacy	.36**	.36**	2.22
H3: Social engagement→helping	.56**	.57**	0.10
H4: Feedback→intention to share the post	.32**	.34**	0.70
H5: Advocacy→intention to share the post	-.34**	-.31**	0.02
H6: Helping→intention to share the post	-.03 (n.s.)	-.02 (n.s.)	3.07
H7: DSR→emotions toward the destination	.58**	.68**	1.03
H8: DSR→emotions toward the post	.32**	.31**	0.18
H9: Emotions toward the destination→emotions toward the post	.43**	.42**	0.75
H10: DSR→intention to share the post	.17**	.16**	1.71
H11: Emotions toward the destination→intention to share the post	.28**	.26**	0.39
H12: Emotions toward the post→intention to share the post	.28**	.26**	0.04

** $p < .05$.

Table 8. R Square Statistics for the Dependant Variables.

Dependent variable	R^2 alicante	R^2 cantabria
Feedback	.33	.27
Advocacy	.13	.13
Helping	.31	.32
Emotions toward the destination	.46	.47
Emotions toward the post	.47	.45
Intention to share the post	.49	.41

would be consistent with the differences between word-of-mouth and online word-of-mouth behaviors highlighted by different authors (Cheung & Thadani, 2012; Huete-Alcocer, 2017). Second, the descriptive statistics show that in general, the respondents advocacy behavior is very high (they talk a lot about the tourism destinations they visit), while the intention to share is more variable because it is also conditioned by the habit of using social networks and the content of the post. In this way, the low variability of advocacy (high mean values) and the high variability of the intention to share lead to a negative statistical effect on the intention to share.

In addition, the helping behavior of tourists does not influence their behavioral intentions in terms of sharing the post (H6). According to this result, the citizenship behavior of assisting other tourists during the tourism experience is not associated with sharing posts about sustainability generated by the destination. Conceptually, this could imply that spreading general information about the destination is not considered a way to help other tourists. We propose two potential explanations for this non-supported hypothesis. First, we acknowledge the distinction between offline and online behavior. It is plausible that tourists engaging in helping behavior during their travel experiences primarily perceive their actions, such as aiding fellow travelers, as beneficial in face-to-face interactions. This concept may not directly translate into a willingness to share specific online

content, as the motivations and dynamics in online social media engagement differ from those in traditional helping behaviors.

Second, the variance in the intention to share a social media post reflects a complex interplay of various factors, including social engagement, citizenship behavior, perceived DSR, emotional responses to perceived DSR, and emotions toward a post. Additional factors, such as social media usage habits, content relevance, and the perceived value of the post to the individual, could also lead to a lack of a direct relationship between helping behavior and the intention to share. We conjecture that the broad range of factors influencing the intention to share may have contributed to the non-support of H6. Thus, our results support that feedback is the most salient dimension of TCB as a key antecedent of the intention to share the post, while the effect of the other dimensions is not clear.

Tourists' emotions toward the destination and the post are aroused by their perception of DSR (H7 and H8). In addition, tourists' emotions toward the destination have an influence on their emotions toward the post (H9). The empirical evidence obtained confirms the significant effect of tourists' perception of DSR (H10) and tourists' emotions toward the destination and the post on the intention to share the post (H11 and H12). According to these results, having positive emotions toward the destination and the post and perceiving DSR are the key direct determinants of the intention to share the post.

Conclusions

This study addresses a significant research gap by investigating the motivations behind tourists' engagement with DSR-related content through social media channels. With a focus on the tourism context, our research contributes to both theoretical and practical domains. The empirical findings of this study reveal the influential roles of social engagement, citizenship behavior, perceived DSR, and emotional responses in shaping tourists' intentions to share sustainable content.

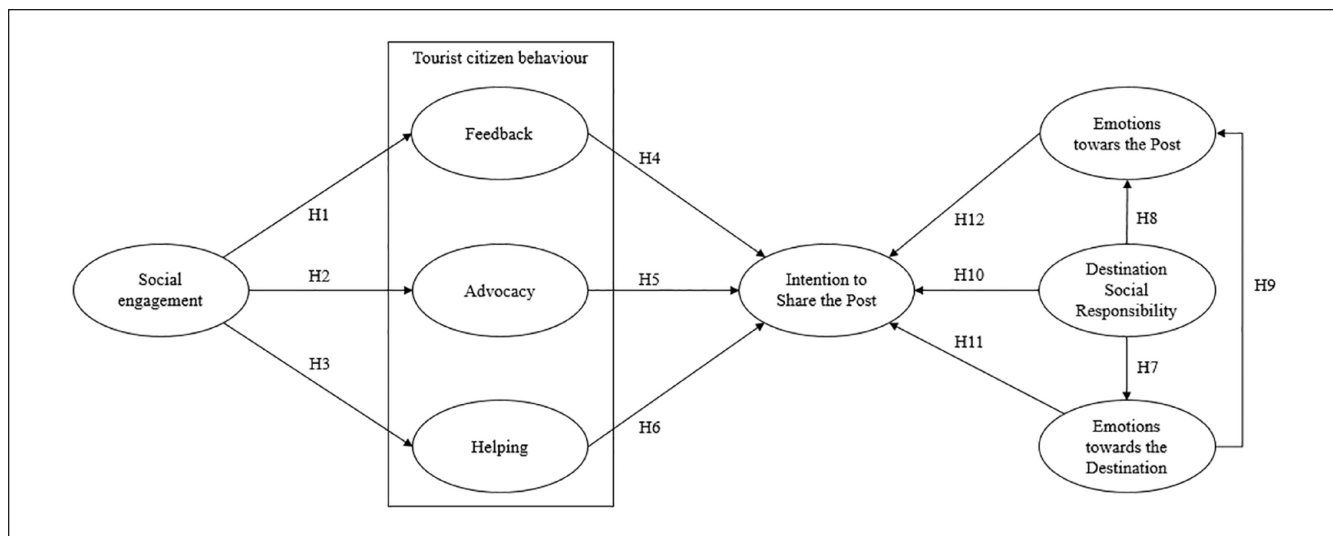


Figure 1. Research model.

These insights offer valuable guidance for destinations and businesses aiming to effectively communicate their sustainability initiatives via social media platforms. Through this research, we contribute to advancing the understanding of CSR communication within the unique framework of DSR and provide practical implications for promoting sustainable tourism practices in the digital age.

Theoretical Implications

As no previous studies have been dedicated to analyzing the drivers of tourist engagement in social media communication within the DSR context, the current study makes several contributions to a greater theoretical understanding of online DSR communication and eWOM behavior in the social media setting for the tourism industry. The findings reveal that the social engagement of visitors has a favorable impact on their citizenship behavior. The observed positive influence of tourists' social engagement on their citizenship behavior underscores the critical role that engagement plays in shaping individual actions within the tourism context. The empirical evidence reveals that tourists who actively engage with a destination by participating in online discussions, sharing their experiences, and providing feedback to businesses and fellow travelers are more likely to exhibit responsible and socially conscious behaviors. This finding aligns with prior research in the field of tourism marketing by emphasizing the centrality of engagement in predicting various individual behaviors. Wei et al. (2013) highlighted the importance of engagement as a determinant of tourists' decision-making processes and their subsequent interactions with the destination. Our study adds to this body of literature by showing that engagement extends beyond mere decision-making and information-seeking behaviors. It significantly

influences tourists' propensity to engage in behaviors that contribute positively to the destination, such as giving feedback, promoting responsible tourism practices, and assisting fellow travelers. Our results also resonate with the concept of tourists as proactive contributors to a responsible and sustainable tourism industry. The findings demonstrate that engagement is not merely a passive act but a proactive one, fostering a sense of responsibility and commitment to the well-being of the destination. Diallo et al. (2015) advocated for tourists' active involvement in promoting responsible behaviors, emphasizing that individual actions can collectively contribute to the overall sustainability of the industry. Our study empirically supports this notion, shedding light on how engagement can serve as a catalyst for such positive individual contributions to destination sustainability.

The second significant result of this study holds important theoretical implications that shed light on the intricate interplay between TCB and DSR information through online channels. Our findings reveal a positive correlation between TCB and tourists' willingness to share DSR-related content on social media platforms. This link underscores the role of responsible and engaged tourists in acting as ambassadors for sustainable tourism practices, advocating for positive environmental and social impacts associated with their travel experiences. Furthermore, a nuanced exploration of the dimensions of TCB reveals an intriguing pattern in relation to sharing DSR information. Specifically, our results highlight that within the context of DSR, destination-oriented TCB, specifically in the form of feedback behavior, holds more weight than tourist-oriented TCB, such as assistance behavior. This finding suggests that tourists' intentions to share DSR content are not solely driven by a sense of aiding fellow travelers but also by a desire to actively participate in shaping and improving the destination's sustainability

efforts. Such engagement in the co-creation process, as exemplified by feedback behavior, emerges as a critical mechanism for destinations to glean insights from visitors, tailor their sustainable offerings, and enhance overall visitor experiences. The significance of involving tourists in the co-creation process aligns with previous studies in the tourism domain (Al Halbusi et al., 2020; Torres-Moraga et al., 2021) that have emphasized the importance of collaborative efforts between tourists and destinations. This collaborative approach enables destinations to harness tourists' valuable input, thereby creating a symbiotic relationship in which tourists actively contribute to enhancing the destination's sustainable practices while also enjoying more meaningful and fulfilling experiences. Our findings underscore the potential for this type of engagement to transcend a mere transactional relationship and transform into a mutually beneficial partnership that advances destination sustainability. Furthermore, the unexpected correlation between travelers' advocacy behavior and their inclination to share DSR information online provides valuable insights into the complex nature of online content sharing. The finding suggests that while tourists might possess a strong inclination to endorse destinations they visit, this advocacy might not necessarily translate into a direct inclination to share specific sustainability-related content on social media platforms. This highlights the intricate interplay between individual online behavior, social networking habits, and the nature of the content being shared. Destinations seeking to leverage tourists' advocacy in promoting their sustainable efforts may need to carefully tailor their messaging to ensure alignment with tourists' preferences for online content sharing.

The third significant finding of this study carries profound theoretical implications that underscore the pivotal role of tourists' perceptions of DSR in shaping their emotional responses and subsequent behavioral intentions. Our findings affirm the fundamental premise established in prior research, thereby revealing a positive and robust connection between responsible behaviors within tourist destinations and tourists' favorable emotional experiences and intentions to engage in supportive behaviors (Su & Swanson, 2017; Tran et al., 2018). This alignment highlights the symbiotic relationship between responsible destination practices and tourists' emotional engagement, ultimately culminating in favorable responses.

Importantly, our research extends these existing findings to the realm of DSR communication, shedding light on the transformative potential of effective DSR messaging on tourists' perceptions. When tourists receive DSR communications, they can discern the destination's genuine commitment to environmental enhancement and social well-being, as well as its proactive pursuit of responsible practices. This recognition not only fosters positive emotional experiences but also serves as a catalyst for favorable intentions and subsequent actions. The empirical

validation of the linkage between DSR perception, emotional responses, and behavioral intentions underscores the significance of transparent and meaningful DSR communication strategies. Tourist destinations that effectively communicate their commitment to sustainability can evoke a sense of trust and resonance among visitors, creating a virtuous cycle wherein favorable perceptions lead to positive emotional states and, subsequently, to actions that support the growth of sustainable tourism destinations. Our findings also accentuate the dynamic role of social media as a conduit for the dissemination of DSR information. By actively sharing DSR content on social media platforms, tourists become agents of change, influencing their peers and other potential travelers. This social contagion effect cascades through social networks, amplifying the impact of responsible practices and fostering a culture of sustainability. The implications for destination management and marketing strategies are profound. DSR communication transcends mere information sharing; It serves as a powerful tool for creating cohesive communities of engaged tourists, stakeholders, and local residents. Through shared values and a collective commitment to sustainable practices, destinations can co-create value and strengthen their competitive advantage. As DSR communication becomes embedded in the fabric of tourist destinations, it enhances their attractiveness and fosters enduring relationships between the destination and its visitors.

Managerial Implications

Important managerial implications for tourist destinations flow from these findings. This study shows that social media presents a significant opportunity for tourist locations to inform travelers about their sustainable and ethical initiatives. First, given that our findings demonstrate that tourists are eager to share DSR information on social media, managers responsible for destination marketing could highlight the positive contributions their locations make to sustainability (such as their commitment to the environment and society, and culture and tradition). Tourism destinations should leverage tourists' growing consciousness of sustainability and responsibility concerns to deepen their connections and should also exploit social media's capacity for interaction and co-creation. To accomplish this, destination-marketing managers may create specialized online platforms and sites like SNSs (e.g., Instagram, YouTube, and Facebook) or other social media channels (e.g., tourist forums, community sites, and tourist review sites) to encourage the development, distribution, and exchange of information regarding DSR issues. Destination marketers need to offer tourists the required online platforms so that they can obtain dynamic feedback. By doing this, visitors can inform certain stakeholders of their opinions on the sustainability performance of a place. It is crucial to keep in mind that feedback not only clarifies previous behavior but

may also present an opportunity to alter behavior in the future. For instance, destination-marketing managers may consider organizing social media contests that focus on responsible behavior and sustainable practices to encourage tourists to share their responsible tourism actions or ideas with designated hashtags and then rewarding participants with eco-friendly prizes. Similarly, it could be useful to collaborate with social media influencers who align with the destination's sustainability values. Influencers can play a significant role in raising awareness and promoting responsible behaviors among their followers. Authentic endorsements from influencers who genuinely support sustainable tourism can have a positive impact on tourists' perceptions and intentions to engage with DSR issues. By doing this, tourist places may increase their sustainability contributions, opening new prospects for many nations. In the same vein, destination-marketing managers could develop mobile applications that provide tourists with real-time information about responsible tourism options, eco-friendly transportation, and sustainable accommodation. This strategy will empower tourists to make responsible choices during their visit. Destination-marketing managers should create synergies between all stakeholders (such as the government, businesses, tourism organizations, tour operators, and visitors) to encourage DSR activities and collaborate on social media and other communication channels since DSR awareness in destinations may be comparatively low in comparison to the CSR strategies of tourism companies (e.g., restaurants and hotels). A specific strategy for enhancing DSR communication and promotion may focus on collaborative social campaigns including partnering with other stakeholders, such as local businesses, environmental organizations, or government agencies, to co-create social media campaigns promoting DSR. Another example may be to consider the implementation of educational programs in collaboration with local schools or tourist centers to raise awareness among tourists about the destination's DSR initiatives.

Finally, emotions may be the key to comprehending how visitors' perceptions of DSR influence their intent to post information about these issues on social media. For this reason, destination marketers should concentrate on marketing initiatives that arouse visitors' emotions toward both the place itself and the information given (e.g., Instagram images

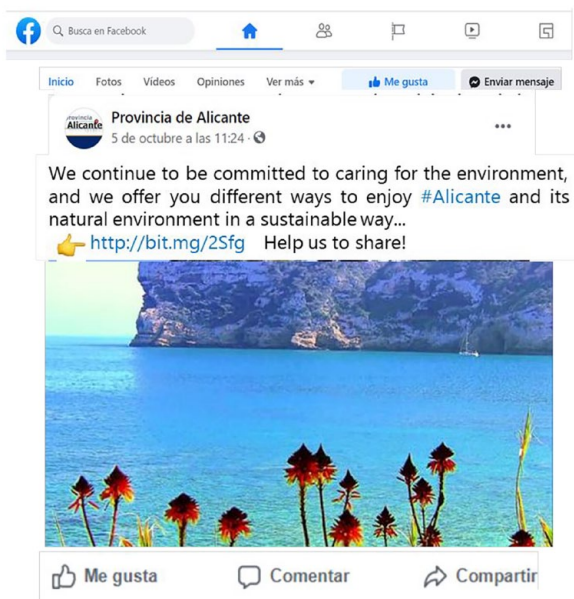
and Facebook posts). To arouse tourists' emotions destination marketing managers should consider the persuasiveness of the message and the best visual and linguistic communication components in communicating DSR concerns. For example, Cantabria uses the tagline "Infinite Cantabria" to underline the province's variety and convey the feeling that nothing is too far away.

Limitations and Future Lines of Research

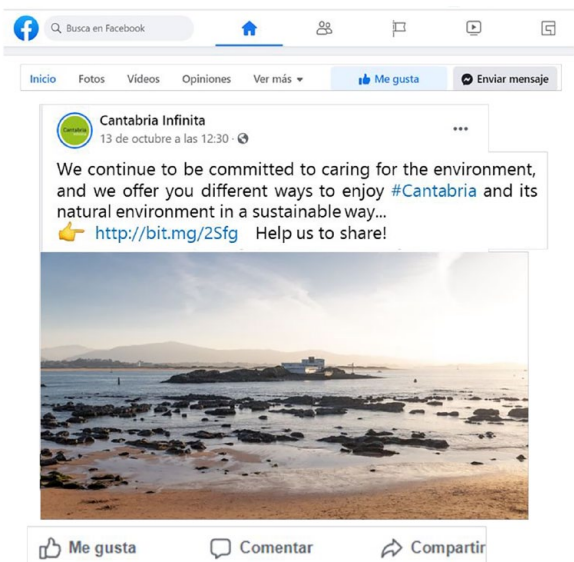
This study has some inherent limitations that warrant acknowledgment. First, the sample used in this study was comprised of Spanish users of Facebook. While Spain serves as a significant player in the global tourism industry, given its international leadership in this sector (UNWTO, 2023), it is essential to recognize that social media behavior and destination preferences may vary across different markets and demographics. Future research could enhance the generalizability of our findings by including diverse samples from various cultural backgrounds and geographic locations. Moreover, to validate the robustness of the existing model, further investigations should be conducted in the context of other tourist destinations. This could encompass regions with distinctive characteristics, such as rural areas, areas of natural beauty, and areas rich in cultural heritage. By examining the applicability of our research hypotheses in different contexts, we can gain a more comprehensive understanding of tourists' social media engagement and its relation to DSR and eWOM. It is also essential to recognize that different tourist groups may exhibit varying advocacy, helping, and feedback behaviors when visiting different tourist locations. Considering this aspect could add depth and nuance to our understanding of tourists' social media interactions and the ways in which they express their engagement and feedback within distinct destination contexts. To conclude, since our study focused on specific emotions captured by the scales used, there exists a broader spectrum of emotions that may play a pivotal role in influencing tourist behavior, particularly within the context of sustainable tourism. Exploring this wider range of emotional responses could offer a richer understanding of how tourists engage with DSR messages and how these emotions contribute to their intentions and behaviors.

APPENDIX 1. Fictitious Posts

Fictitious post of an environmental cause—Alicante



Fictitious post of an environmental cause—Cantabria



APPENDIX 2. Measurement Scales

Social engagement of tourists (Diallo et al., 2015)

- SOEN1. I am enthusiastic about helping society
 SOEN2. I am sensitive to the concerns of society
 SOEN3. I do not pay attention to the situation of others
 SOEN4. I am passionate about sharing new social experiences

SOEN5. I love devoting my free time to underprivileged people

SOEN6. I like learning more about the phenomena that affect society

Tourist citizenship behavior (Yi & Gong, 2013)

FEED1. If I have a useful idea on how to improve tourism service, I let the employee know.

FEED2. When I receive good service from the tourist employee, I comment about it.

FEED3. When I experience a problem, I let the employee know about it.

ADVO1. I say positive things about tourism destinations where I have had a positive experience to others.

ADVO2. I recommend tourism destinations in which I have had a positive experience to others.

ADVO3. I encourage friends and family to visit tourism destinations where I have had a positive experience.

HELP1. When I travel, I assist other tourists if they need my help.

HELP2. When I travel, I help other tourists if they seem to have problems.

HELP3. If required, I teach other tourists to use the service correctly.

HELP4. I give advice to other tourists so that they have a better experience.

Destination social responsibility (DSR) (Su & Swanson, 2017)

The tourism organizations at the destination . . .

DSR1. . . are environmentally responsible in conducting their activity

DSR2. . . do something for the local community

DSR3. . . treat tourists well

DSR4. . . act ethically and obey all legal obligations to fulfill their social responsibilities

DSR5. . . care about preserving cultural heritage

Emotions toward the destination (Pestana et al., 2020)

Cantabria (Alicante) as a tourist destination gives me a feeling of. . .

EMDE1. . . joy

EMDE2. . . enthusiasm

EMDE3. . . delight

EMDE4. . . pleasure

EMDE5. . . surprise

EMDE6. . . fascination

EMDE7. . . inspiration

EMDE8. . . astonishment

Emotions toward the post (M. M. García de los Salmones & Pérez, 2018)

The post has made me feel. . .

EMPO1. . . Interest

EMPO2. . . Surprise

EMPO3. . . Curiosity

EMPO4. . . Sympathy

EMPO5. . . Liking

Intention to share the post (M. García de los Salmones et al., 2021; Martínez et al., 2022)

ISP1. I intend to use Facebook to share this post
 ISP2. I will possibly use Facebook to share this post
 ISP3. I would be decided to use Facebook to share this post
 ISP4. I usually use Facebook to provide information about topics that are interesting to me


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