

The effect of destination social responsibility on residents' pro-environmental behaviors in Da Lat City

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ABSTRACT

This study applies the SOR (Stimulus – Organism – Response) cognitive-emotional-behavioral theoretical model to examine how destination social responsibility impacts residents' pro-environmental behaviors through positive emotions, destination preference, and destination attachment. The SOR model is an approach to psychology that studies specific situations and environments and allows researchers to take a closer look at the psychological and socio-emotional influences on human behavior. On that basis, an integrated model was proposed and tested using survey data from Dalat, a city in Vietnam. The research was conducted based on a survey of 351 residents. On that basis, linear structural modeling (SEM) is used to learn and analyze the impact relationships between variables in the research model. Research results show that awareness of destination social responsibility has a positive impact on residents' environmentally responsible behaviors through three intermediate factors: positive emotions, destination preference; and destination attachment, which have a positive influence on residents' pro-environmental behaviors.

Meanwhile, destination social responsibility also impacts in the same direction as positive emotions and destination preference; Both positive emotions and destination preference have a positive impact on destination attachment. In addition, the study's results of the study also show that destination social responsibility does not directly affect residents' pro-environmental behaviors, but only has an indirect impact through three intermediary factors such as positive emotions, destination preference and destination attachment. These research results not only clarify the relationship between tourism destination social responsibility and residents' environmentally responsible behaviors but also have a certain significance in providing practical guidance for destination operators to develop effective destination social responsibility messages that promote environmentally responsible activities among residents. The research results are also a good reference for stakeholders such as destination management organizations and local tourism service providers in working towards sustainable tourism development.

Key words: Destination social responsibility, pro-environmental behaviors, residents

1 INTRODUCTION

Tourism development raises concerns about environmental degradation at tourist destinations¹. Meanwhile, the environment at the destination and the residential community are essential and indispensable factors in creating tourism products². Residents have been recognized as an important destination stakeholder in sustainable tourism development strategies³. The number of people in Dalat city accounts for a relatively large proportion with the urban population of 142,776 residents accounting for 89% and the rural population of 17,887 residents accounting for 11%⁴. Moreover, Dalat has 24 tourist attractions and 90 other attractive attractions, so targeting environmental protection behaviors at the destination is very important to contribute to maintain-

ing and developing the destination⁵. Destination social responsibility is a new environmental concept that demonstrates the social responsibility of destination stakeholders to promote responsible tourism growth¹. Residents engage in environmentally responsible actions differently, because their personal norms respond differently to sustainable practices at the destination⁶. Therefore, the attitude of local residents is one of the important principles for responsible tourism development because the supportive participation of residents in pro-environmental behaviors is very important to ensure sustainable tourism development⁷. Sustainable tourism development is specifically through actions demonstrating the DSR of relevant parties such as destination management organizations and local tourism service providers, tourists, and residents. An exemplary implementa-

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tion of destination social responsibility brings positive impacts to local economic development and enhances the attraction of tourist destinations⁸. The topic of destination social responsibility is also one of the topics that many scholars have been interested in researching recently. Specifically, Su et al (2018) learn about destination social responsibility that affects residents' environmental behavior¹; or Su et al (2016) talk about the impact of tourism destination social responsibility on the quality of relationships with residents and the economic efficiency of tourism destinations³; Hu et al (2019) learn about the impact of destination social responsibility on residents' tourism support behavior², Li et al (2022) studied the effect of DSR on tourists' pro-environmental behavior⁹, Lee et al (2021) studied the impact of DSR on tourists' pro-environmental behavior through the VIP model⁶. However, there are very few studies exploring the relationship of DSR to the environmentally responsible behavior of local residents at the destination.

Residents are critical stakeholders in protecting the natural environment at tourist destinations. Furthermore, in recent times, activities lacking social responsibility in destinations such as leveling forests to build amusement parks and accommodation facilities in Dalat have become more and more frequent, and the climate is getting hotter due to urbanization, heavy pollution destroys the tourist destination of Cam Ly waterfall or the water source at Xuan Huong Lake is no longer as fresh as before. This is without a sense of social responsibility to overcome and improve the destination. Tourism will decline and gradually deteriorate in the eyes of tourists. Moreover, it is also impossible to maintain sustainable tourism development¹⁰.

Moreover, if you want to maintain a green environment at a tourist destination, it requires the contribution of specific stakeholders such as: residents at the destination, tourists, destination management organizations, local government. Residents are one of the important stakeholders contributing to environmental protection, because local people are direct participants in the process of producing and selling tourism products to tourists. Therefore, their behaviors have a direct impact on the destination environment. Therefore, studying the impact of destination social responsibility on residents' environmentally responsible behaviors are very important for destination management organizations and tourism service providers in Dalat. This article analyzes the influence of DSR on residents' environmentally responsible behavior as well as identifies the influence of three intermediary factors: positive emotions, destination love

and destination attachment, on Dalat city residents' environmentally responsible behavior. This research also contributes to strategic and operational management practice guidelines for both tourism companies and governments to promote residents' pro-environmental behaviors.

LITERATURE REVIEW

Destination Social Responsibility (DSR)

The concept of destination social responsibility (DSR) was developed from the concept of corporate social responsibility (CSR) to pay attention to the social responsibility and obligations of businesses^{7,8,11}. DSR reflects the social responsibility activities of stakeholders at the destination to achieve sustainable tourism development¹². According to Su & Huang (2012), DSR is the operational obligation of stakeholders at a destination¹⁰. According to Su et al (2016), DSR is the stakeholders' collective ideology and effort of stakeholders at a destination to carry out socially responsible activities as perceived by local residents¹³. According to stakeholder theory and social exchange theory, residents' perception of social responsibility will affect their perception of the impact of tourism, thereby affecting their attitudes and behaviors¹. DSR is defined as awareness of obligations and activities that apply to all stakeholders including tourists, residents, workers, investors, governments, tourism service providers and competitors³. In recent years, more and more tourist destinations have begun to promote socially responsible activities, such as local community participation in tourism, sustainable environmental management and public relations¹⁴. DSR can also be defined as the obligations and activities of stakeholders at a tourism destination to achieve sustainable tourism growth⁶.

Pro-environmental Behaviors

Destination social responsibility activities have a significant impact on individuals' perceptions and behavior towards a tourism destination¹⁵. Pro-environmental behaviors are also known as environmentally responsible behaviors and environmentally friendly behaviors. Environmental protection behavior originates from individuals' desire to reduce negative impacts on the natural environment and promote sustainable development of resources^{16,17}. Human attitudes and behaviors will significantly impact resources and environmental protection at the destination⁹. Individuals' pro-environmental behaviors acts as an active decision-making behaviors regarding environmental protection and are influenced

138 by many factors¹⁷. According to Lee et al (2019),
 139 pro-environmental activities aim to strengthen envi-
 140 ronmentally sustainable management in nature-based
 141 destinations and protected areas¹⁸. Environmentally
 142 responsible behaviors are often described as behav-
 143 iors that value the environment and these behaviors
 144 are demonstrated by actions such as recycling, edu-
 145 cation, green consumption, and community activi-
 146 ties^{19,20}. On the other hand, in the context of thriving
 147 ecotourism, the pro-environmental behaviors of
 148 stakeholders focus on mutual understanding of the
 149 impact of one's behaviors and compliance with the
 150 standards of ecological destination²¹. Many differ-
 151 ent terms also use pro-environmental behaviors are
 152 also used by many different terms to describe by many
 153 scholars, including: environmentally responsible be-
 154 haviors, environmentally significant behaviors, en-
 155 vironmentally related behaviors, sustainable behav-
 156 iors²².

157 **SOR Model**

158 The relationship between DSR and residents' pro-
 159 tourism behaviors can be explained based on the SOR
 160 model (Stimulus – Organism – Response Model) of
 161 Mehrabian & Russell²³. This is the model used to
 162 describe the relationship between the stimulus (S)
 163 which is DSR felt by residents, the resulting emo-
 164 tion (O) and their subsequent reaction (R).²⁴ The re-
 165 lationship between DSR and residents' behaviors is
 166 shown specifically through the model, which shows
 167 that DSR affects their behavioral emotions through
 168 positive emotions, destination preference and desti-
 169 nation attachment and their subsequent response is
 170 pro-environmental behaviors²⁵.

171 The SOR model describes the connection between in-
 172 put factors (stimuli), processes (subjects), and out-
 173 puts (responses) and assumes that tourism desti-
 174 nation social responsibility awareness affects posi-
 175 tive emotions, destination preference and destination
 176 attachment and ultimately influences the residents'
 177 pro-environmental behaviors²⁶. Moreover, the SOR
 178 model also posits that cognitive and emotional expe-
 179 riences play a mediating role in the relationship be-
 180 tween arousal and behavioral response²³. According
 181 to the SOR model, people's behavioral responses are
 182 influenced by their perception of the tourism destina-
 183 tion's social responsibility (arousal) through employ-
 184 ees' beliefs, awareness of the importance of the task,
 185 and commitment to local tourism development (proc-
 186 ess) and feedback is the responsible behavior of em-
 187 ployees (result)²⁷. The study develops and tests an
 188 extended SOR model to predict residents' environ-
 189 mentally responsible behaviors by exploring the link

190 between stimulation (DSR), process (positive emo-
 191 tions, destination preference and destination attach-
 192 ment) and feedback (pro-environmental behaviors) of
 193 residents^{28,29} and the chosen topic in this research is
 194 Dalat city.

195 **Stakeholder theory**

196 Stakeholder theory clearly states that different indi-
 197 viduals and groups can support and interact in im-
 198 plementing good tourism destination social respon-
 199 sibility³⁰. Stakeholders demonstrate their responsi-
 200 bility at the tourism destination to create destination
 201 social responsibility through resulting benefits for lo-
 202 cal people, improving their lives and minimizing neg-
 203 ative economic impacts. economic, environmental
 204 and social. According to stakeholder theory, people
 205 who are aware of destination social responsibility and
 206 have responsible behavior towards the destination can
 207 receive benefits from destination social responsibility.
 208 This reduces costs and local tourism development³¹.
 209 Stakeholder theory is relevant to destinations because
 210 the destination is seen as an interdependent network
 211 of stakeholders (destination management organiza-
 212 tions and tourism service providers) that are interde-
 213 pendent. Stakeholders also tend to cooperate more in
 214 implementing tourism destination social responsibil-
 215 ity³². According to Byrd et al (2009), tourism desti-
 216 nations have four main stakeholder groups in the con-
 217 text of tourism destinations: business employees, gov-
 218 ernment, tourists and residents³³.

219 **Social exchange theory**

220 According to this theoretical perspective, the attitudes
 221 and behaviors of people, in general, and employees,
 222 in particular are basically the result of the cognitive
 223 processing of information signals originating from
 224 their working environment, not must come from in-
 225 dividual characteristics³⁴. According to Su & Huang
 226 (2019), social information exchange theory holds that
 227 two parties act based on their benefits and costs, and
 228 exchange can only be achieved if both feel they ben-
 229 efit. more than what you spend. Therefore, to gain
 230 more benefits from destination social responsibility,
 231 employees can apply destination social responsibility
 232 behavior to contribute to the sustainable development
 233 of tourism destinations³¹. Social exchange theory an-
 234 alyzes the interaction between two parties by focusing
 235 on the benefits they receive from their responsible be-
 236 havior through perceived destination social responsi-
 237 bility. Social exchange theory is widely used to study
 238 the responsible attitudes and behaviors of stakehold-
 239 ers, including employees working in the field of KS
 240 through the perception of destination social respon-
 241 sibility³⁵.

242 **Hypotheses development**

243 The relationship between DSR and stakeholders' pro-
 244 environmental behaviors has been conducted in sev-
 245 eral studies worldwide. The results of studies show
 246 that DSR is an essential factor that positively influ-
 247 ences stakeholders' environmentally responsible be-
 248 havior such as tourists^{1,6,9,12}. However, studies ad-
 249 dressing the impact of DSR on local residents' pro-
 250 environmental behaviors are still very limited¹; resi-
 251 dents are the tourist destination's core stakeholders.
 252 Therefore, their attitudes, behaviors and their pro-
 253 environmental behaviors are play essential roles in
 254 the tourism development of the destination²⁴. Be-
 255 sides, there are very few previous studies examining
 256 the role of mediating variables in the relationship be-
 257 tween DSR and residents' pro-environmental behav-
 258 iors. In this study, the authors review and analyze the
 259 impact of DSR on residents' pro-environmental be-
 260 haviors in Dalat based on relevant intermediary fac-
 261 tors such as positive emotions, destination preference
 262 and destination attachment. The concepts for these
 263 intermediate variables and the basis for forming the
 264 model with the intermediate variables are explained
 265 next.

266 **Positive Emotions**

267 Emotion is a specific action arising from perceptions,
 268 assessments, and thoughts about events to confirm an
 269 individual's emotions¹². Emotion is a mental state
 270 of readiness that arises from cognitive evaluation of
 271 events or thoughts; they can lead to specific actions
 272 to confirm the emotion³¹. Emotions refer to individ-
 273 uals' emotional responses associated with their expe-
 274 riences³². Positive emotions lead to positive behav-
 275 iors³³. According to psychologists, behaviors are reg-
 276 ulated by human emotions; self-awareness will create
 277 positive or negative emotions. This is the condition
 278 that causes the related behaviors¹.

279 **Destination Preference**

280 Several studies have determined that destination pref-
 281 erence is the first factor in destination identification.
 282 When local residents love a destination, they create
 283 a sense of identity that forms, maintains and devel-
 284 ops destination identity^{1,34-36}. Destination prefer-
 285 ence creates a relationship with the level of destination
 286 satisfaction, thereby demonstrating residents' positive
 287 behaviors in activities that benefit to destination³⁶.
 288 Destination preference refers to the functional links
 289 with a place according to the activity goals of the peo-
 290 ple at that place based on the contextual character-
 291 istics and physical conditions that support residents'

activities³⁷. Furthermore, destination preference is
 critical to studying stakeholders' behaviors³⁸. Prefer-
 ences will impact individual decisions, scholars have
 introduced the preference structure into the destina-
 tion context and defined the concept of destination
 preferences^{30,38}. Destination preference is acquired
 through experiences of tourism activities and leads to
 the performance of behaviors that benefit the destina-
 tion¹². In short, destination preference will influence
 the decision to take specific actions to bring good val-
 ues and development to the destination.

Destination attachment

The concept of destination attachment has its roots in
 social identity theory and organizational identity. Ac-
 cording to social identity theory, people tend to go be-
 yond their personal identity to develop a social iden-
 tity to express their sense of self^{39,40}. Destination at-
 tachment represents the extent to which an individual
 perceives himself or herself as sharing the same defin-
 ing attributes⁴¹. According to Morgan et al (2010),
 destination attachment is the interaction between ef-
 fects and emotions, knowledge and beliefs, behaviors
 and actions between residents and a specific destina-
 tion. From there, there is a link of social responsibility
 with the destination⁴². According to Hu et al (2019),
 destination attachment emerges through individuals'
 perceptions and experiences with specific places and
 their meaningful environments that can be influenced
 by environmental quality, culture, mobility and recre-
 ational opportunities. In particular, destination at-
 tachment is closely tied to the social responsibility and
 sustainability of a destination. It requires effort and
 dedication to conserve a destination's natural envi-
 ronment, protecting ecosystems, history, culture and
 communities, and ensuring financial security, social
 cohesion and control².

DSR and Positive Emotion

DSR creates positive assessments and thoughts, posi-
 tive emotions are formed and through that helps form
 responsible behaviors, specifically responsible behav-
 iors toward the environment at the destination¹².
 Awareness of destination social responsibility is also
 one of the important causes that significantly affects
 people's beliefs and emotions¹⁰. According to Ro-
 mani et al (2013), DSR initiatives aim to support
 the accomplishment of goals that benefit the commu-
 nity, so it contributes to creating positive emotions for
 stakeholders at the destination⁴³. DSR is also seen as
 a tool to regulate emotions. Besides, DSR positively
 affects empathy and creates positive emotions for the

community⁴⁴. Based on the above observations, the following hypothesis is proposed:

H1: Destination social responsibility has a positive impact on residents' positive emotions

DSR and Destination Preference

According to Su et al (2018), environmental conditions, image and reputation of the destination have a direct impact on destination preference and community commitment of local residents¹. Therefore, through destination social responsibility initiatives, such as ecological environment protection, cultural and heritage preservation, responsible tourism, poverty reduction tourism with sustainable investment goals on sustainability,... This creates a psychological relationship between residents' destination preference². Furthermore, according to Li et al (2022), DSR conveys the destination's cultural values, which also leads to the formation of destination preference⁹. DSR reflects people's awareness of the origin of their own existence and they will develop a sense of being a part of the community, thereby creating an emotional bond between residents and the specific destination, which could be destination preference¹⁶. DSR is likely to greatly increase tourism destination preference³. DSR raises awareness of the positive impacts of tourism and improves destination preference among local residents¹¹. Moreover, awareness of destination social responsibility increases people's perceived values towards the destination, thereby strengthening their preference for the destination⁸. Based on the above observations, the following hypothesis is proposed:

H2: Destination social responsibility has a positive impact on residents' destination preference

Positive Emotion and Destination attachment

Emotions are an indispensable element in the product consumption experience²⁵. According to Lee et al (2011), positive evaluations of the destination will lead to positive emotions and these positive emotions making members desire to identify with the destination⁴⁵. Wegge et al (2012) assert that levels of destination attachment are higher when people express positive emotions and lower when people express negative emotions⁴⁶. People who experience positive emotions demonstrate higher levels of destination attachment than individuals who exhibit negative emotions¹². Therefore, the following hypothesis is proposed:

H3: Positive emotions have a positive impact on destination attachment

Destination Preference and Destination attachment

Hu et al (2019) determined that residents' destination preference is the first factor in destination attachment². When residents have destination preferences, they will create a feeling of forming, maintaining and developing destination attachment¹. Destination preference increases the feeling towards the destination of the resident community, thereby creating attachment to the tourist destination¹³. Destination preference is one of the components that create destination attachment³. Residents' destination preference creates a psychological state of connection between them and the destination². Destination preference also creates people's self-concept in enhancing their destination attachment^{6,47}. Based on the above observations, we propose the following hypothesis:

H4: Destination preference has a positive impact on destination attachment

Destination attachment and Pro-environmental behaviors

Pro-environmental behaviors include environmental concerns and commitments⁴⁷. Pro-environmental behaviors are described as individual behaviors that try to conserve the environment by solving environmentally related problems²². Destination attachment influences positive actions expressed by responsible behaviors in general and environmentally responsible behaviors in particular¹². Therefore, in this study, the following hypothesis is proposed:

H5: Destination attachment has a positive impact on residents' pro-environmental behaviors

DSR and Pro-environmental behaviors

According to stakeholder theory, community residents as the core stakeholder group of the destination can benefit from DSR initiatives such as enjoying the green environment, improving the quality of life live or increasing income¹. Based on the social exchange theory, when residents benefit from DSR initiatives, they will show support for the destination through response behaviors such as supporting for the tourism development or pro-environmental behaviors³. Therefore, both residents and destinations can gain respective benefits from the exchange². This shows that destination social responsibility awareness can effectively influence residents to promote positive evaluations or perceptions, demonstrating positive behaviors such as environmentally responsible behaviors at the destination. From the above premises, the following hypothesis is proposed:

443 *H6: Destination social responsibility has a positive im-*
 444 *act on residents' pro-environmental behaviors*
 445 From the above hypotheses, the model's impact of
 446 perceived destination social responsibility on resi-
 447 dents' pro-environmental behaviors is proposed (Fig-
 448 ure 1).

449 RESEARCH METHODOLOGY

450 Research design and measurement

451 This study conducted a survey that included closed-
 452 ended questions as a quantitative research method.
 453 The measurement items in the questionnaire include
 454 elements of the research model such as destination
 455 social responsibility (six items)^{2,10}, positive emotions
 456 (three items)¹², destination preference (four items)²,
 457 destination attachment (five items)^{2,10} and residents'
 458 pro-environmental behaviors (six items)^{2,12}. All
 459 items were rated on a five-point Likert scale (1=
 460 strongly disagree and 5= strongly agree).

461 To ensure content validity, four tourism lecturers
 462 and twenty management professionals working in the
 463 tourism field reviewed the measurement items to de-
 464 termine their appropriateness for assessing residents'
 465 behaviors.

466 Qualitative methodology

467 In this stage, qualitative methods are used to iden-
 468 tify and modify observed variables to suit the research
 469 area. The authors organized a group discussion with
 470 20 managers of tourist destination organizations, as
 471 well as experts and lecturers working in the tourism
 472 industry in Dalat city. Moreover, 35 local residents
 473 were conducted a pilot survey to adjust the scale ac-
 474 cordingly and complete the questionnaire.

475 Sampling and data collection

476 For EFA analysis, the sample size is based on an ob-
 477 servation variable ratio of 5:1, which means that a
 478 measured variable needs at least 5 observations and
 479 preferably 10 or more observations. This study has
 480 24 measured variables, so the appropriate sample size
 481 is 240⁴⁸. For the linear structural model SEM, be-
 482 cause it is based on large sample distribution theory,
 483 a large sample size is required; therefore, the mini-
 484 mum required sample size is 200, 300 is good and 500
 485 is very good⁴⁹. To response the above requirements,
 486 the research team issued a number of 550 votes. We
 487 conducted the survey over a period of 14 weeks from
 488 October 2023 to mid-February 2024. The survey
 489 team came destinations to distribute questionnaires
 490 to residents. Most of the questionnaires were directly

guided by the surveyors so that residents could an- 491
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Scale Development

The authors inherited the scales from previous stud- 499
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Data analysis and processing methods

The research uses descriptive statistical analysis meth- 504
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RESULTS AND DISCUSSION

Described samples

Sample characteristics for 351 residents in Dalat show 517
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Reliability Statistics

The reliability of the destination social responsibil- 524
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EFA exploratory factor analysis

The results of EFA analysis of the scale of independent 536
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Table 1: Scale items

Constructs	Items	Sources
DSR	DSR1: Dalat tourism organizations are concerned with environmental responsibility in tourism development	Su & Huang (2012) ¹⁰
	DSR2: Dalat tourism organizations are very interested in contributing to the local community in tourism development.	
	DSR3: Dalat tourism organizations have been successful in generating and distributing tourism revenue	
	DSR4: Dalat tourism organizations treat stakeholders in tourism activities well	Hu & et al (2019) ²
	DSR5: Dalat tourism organizations act ethically and comply with all legal obligations to fulfill social responsibilities in tourism development	
	DSR6: Dalat tourism organizations are very concerned about health and safety issues in tourism activities	
Positive emotions	PE1: Tourism activities in Dalat make me feel excited	Su & Swanson (2017) ¹²
	PE2: Travel activities in Dalat make me feel cheerful and happy	
	PE3: Travel activities in Dalat make me feel comfortable/relaxed	
Destination preference	DP1: Dalat is my favorite place	Hu & et al (2019) ²
	DP2: I am more satisfied with Dalat than other places	
	DP3: I like participating in activities in Dalat	
	DP4: For me, nothing can replace the activities I enjoy in Dalat	
Destination attachment	DA1: I am very attached to Dalat	Su & Huang (2012) ¹⁰
	DA2: I'm interested in what other people think about Dalat	
	DA3: I am interested in the successful development of Dalat	Hu & et al (2019) ²
	DA4: I feel happy when others say positive things about Dalat	
	DA5: I feel uncomfortable when someone criticizes Dalat	
Pro-environmental behaviors	PB1: I follow the regulations on environmental protection in Dalat	Su & Swanson (2017) ¹²
	PB2: I protect the environment and natural resources in Dalat	
	PB3: I reported to the Destination Management Board about the pollution and environmental destruction in Dalat	
	PB4: When I see trash or tree branches, I put them in the trash	Hu & et al (2019) ²
	PB5: I accept some inconveniences to achieve the goal of environmental protection in Dalat	
	PB6: I try not to affect the flora and fauna when participating in tourism activities in Dalat.	

Source: synthesis and qualitative results of the authors, 2024

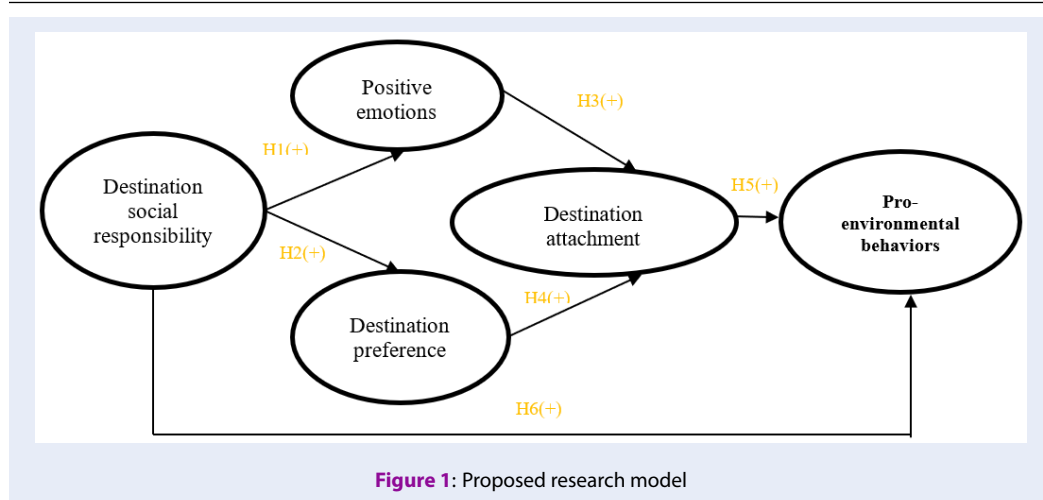


Figure 1: Proposed research model

Table 2: The table describes the study sample according to demographic characteristics

Gender	N	%	Occupation	N	%
Male	190	54.1	Tourism-related job	201	57.3
Female	161	45.9	Not tourism-related job	150	42.7
Age			Level of education		
18 to 25	58	16.5	Junior High School or Below	172	49.0
26 to 45	164	46.7	Senior High School	146	41.6
46 to 60	110	31.4	Undergraduate Degree	31	8.8
60 or older	19	5.4	Postgraduate Degree	2	0.6

Source: Survey results of the authors, 2024

Table 3: Results of testing scale reliability

Constructs	Number of observed variables	Cronbach's Alpha coefficient
Destination social responsibility (DSR)	6	0.846
Positive emotions (PE)	3	0.835
Destination preference (DP)	4	0.758
Destination attachment (DA)	5	0.841
Pro-environmental behaviors (PB)	5	0.872

Source: Survey results of the authors, 2024

539 show that the KMO (Kaiser-Meyer-Olkin) coefficient
 540 = 0.913 (>0.5) and the significance level Sig. = 0.0000
 541 (<5%) proves that the observed variables are corre-
 542 lated with each other in the whole population, so EFA
 543 factor analysis is appropriate for the research data.
 544 The impact of DSR on residents' pro-environmental
 545 behaviors through 3 intermediary factors: Positive
 546 emotions (PE), Destination preference (DP) and Des-
 547 tination attachment (DA) as research suggests. EFA
 548 analysis aims to determine the appropriateness of the
 549 number of extracted factors. With the PCA (Principal

550 Components Analysis) method, we obtain the follow-
 551 ing results:
 552 – Eigenvalue coefficient > 1, Eigenvalue represents the
 553 amount of variation explained by the factor, factors
 554 with Eigenvalue less than 1 will not summarize infor-
 555 mation better than an original variable. Results from
 556 the study show that the 5 survey factors have Eigen-
 557 values all greater than 1.
 558 – Total Variance Explained: shows what percentage
 559 of the measured variables are extracted by the factors.
 560 In this study, the total variance extracted is 65.876%,

561 greater than 50%, the general meaning is greater than
 562 the individual part and the error number, if this condi-
 563 tion is met, the EFA model is appropriate.
 564 Through analysis of the rotated matrix (Pattern Ma-
 565 trix), all observed variables are accepted because the
 566 loading factors are greater than 0.5. So the 23 ob-
 567 served variables are divided into DSR groups and 3
 568 intermediate groups that affect the environmentally
 569 responsible behavior of local residents and continue
 570 to be included in the analysis.

571 **CFA confirmatory factor analysis**

572 CFA analysis was performed to evaluate the overall
 573 measurement model. Unidimensionality, reliability,
 574 convergent validity, and discriminant validity were
 575 assessed. The results show $CMIN/DF = 1.037 < 3$,
 576 $CFI = 0.973 > 0.9$, $TLI = 0.982 > 0.9$, $GFI = 0.952$
 577 > 0.9 , $RMSEA = 0.008 < 0.06$. The results demon-
 578 strate that the model fits the data and the scale en-
 579 sures unidimensionality. The results show that the
 580 standardized weight > 0.5 , statistically significant (p
 581 < 0.05), CR value > 0.7 shows that the model meets
 582 the convergence criteria. Table 5 shows composite re-
 583 liability (CR) > 0.7 ; Variance extracted (AVE) has a
 584 value of 0.590–0.646 (> 0.5). Therefore, the scale is re-
 585 liable. For discriminant validity, the square root of
 586 the extracted variance (AVE) has a value of 0.761–
 587 0.809 larger than the standardized correlation coeffi-
 588 cient between pairs of DSR \rightarrow PE, DSR \rightarrow DP, PE \rightarrow
 589 DA, DP \rightarrow DA, DA \rightarrow PB has values from 0.335–
 590 0.664 and the maximum individual variance value is
 591 smaller than the extracted variance. Therefore, the
 592 factors in the destination social responsibility scale
 593 have discriminant value. The results of CFA analysis
 594 of the scales show that all observed variables have es-
 595 timated coefficient values greater than 0.5. Therefore,
 596 the factors of destination social responsibility of Dalat
 597 are meaningful in the scale.

598 According to the test results of common method bias
 599 (CMB), the % of Variance value of the first factor in
 600 the Extraction Sums of Squared Loadings column in
 601 Table 6 shows that the extracted variance of 38,539 is
 602 less than 50%. Thus there is no presence of CMB.

603 **Results of SEM model analysis**

604 The study uses linear structural modeling (SEM) to
 605 test the research hypotheses proposed in the model.
 606 The results are shown in Table 4.

607 The fit index of the theoretical model (Model fit) from
 608 SEM analysis is as follows: Chi square index/df =
 609 1.103 < 3 , CFI = 0.968, TLI = 0.954, GFI = 0.963 (> 0.9)
 610 and RMSEA = 0.013 < 0.08 . This result shows that the

theoretical model is compatible with market data. All
 relationships from H1 to H5 have positive regression
 coefficients (except H6); Therefore, hypotheses from
 H1 to H5 show the same direction because of the scale
 design. Therefore, the relationships in the model all
 meet the standards of theoretical relationship value.
 The results of estimating the research model are
 shown in Figure 2 as follows:

According to the results of the VIF variance magnifi-
 cation factor in Table 6, all VIF values are less than 5.
 Thus, multicollinearity doesn't occur in the model.

The results of estimating the standardized regres-
 sion coefficients on the relationships in the research
 model show that hypotheses H1, H2, H3, H4 and
 H5 are all statistically significant ($p < 0.05$); so these
 hypotheses are all accepted. As for hypothesis H6
 (Destination social responsibility has a positive im-
 pact on residents' pro-environmental behaviors) is
 not accepted because it is not statistically significant
 ($p > 0.05$). From the standardized regression or-
 der, it shows that the absolute value of the destina-
 tion preference scale is the largest, so this scale has
 the strongest impact on residents' pro-environmental
 behaviors of Dalat city, followed by destination at-
 tachment affects pro-environmental behaviors and fi-
 nally, the positive emotions scale affects residents'
 pro-environmental behavior less. Squared Multiple
 Correlations (R^2): R^2 value of Destination prefer-
 ence is 0.521 so DSR explains 52.1% of the varia-
 tion in destination preference. R^2 value of destina-
 tion attachment is 0.498; So DSR and destination at-
 tachment explain 49.8% of the variation in destina-
 tion attachment. The value of Positive emotions is
 0.404; So DSR and Positive emotions explain 40.4%
 of the variation in destination attachment. R^2 value
 of Pro-environmental behaviors is 0.542; Therefore,
 DSR, destination preference, positive emotions, and
 destination attachment explain 54.2% of the variation
 in residents' pro-environmental behaviors of Dalat
 city. Analysis results show that the relationship be-
 tween variables in the model is stable and the pro-
 posed model has good explanatory ability (Table 7).

654 **DISCUSSIONS AND MANAGERIAL**
 655 **IMPLICATIONS**

656 **Discussions**

Residents' pro-environmental behaviors of Dalat is
 positively influenced by three intermediate factors:
 Destination preference, Positive emotions and Des-
 tination attachment. Specifically, residents feel ex-
 cited, happy and comfortable when participating in

Table 4: EFA analysis results

Items	Factor loading coefficient				
	1	2	3	4	5
DSR1	.766				
DSR2	.683				
DSR3	.834				
DSR4	.786				
DSR5	.672				
DSR6	.667				
PB1		.893			
PB2		.758			
PB3		.776			
PB4		.862			
PB5		.721			
PE1			.851		
PE2			.860		
PE3			.865		
DP1				.782	
DP2				.721	
DP3				.673	
DP4				.879	
DA1					.750
DA2					.863
DA3					.827
DA4					.736
DA5					.835

Source: Survey results of the authors, 2024

Table 5: Results of CFA analysis

	CR	AVE	MSV	PB	DSR	TP	PE	DA
	0.863	0.696	0.445	0.768				
DSR	0.846	0.549	0.436	0.432	0.786			
TP	0.832	0.584	0.446	0.653	0.647	0.761		
PE	0.840	0.645	0.403	0.335	0.622	0.453	0.809	
DA	0.773	0.547	0.418	0.361	0.617	0.601	0.351	0.730

Source: Survey results of the authors, 2024

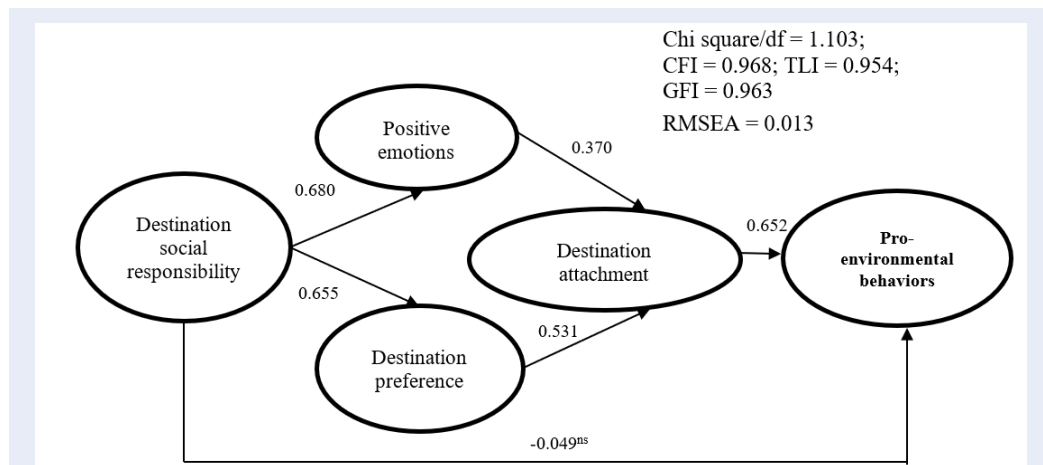


Figure 2: Model analysis results^a

^a Source: Authors’ analysis, 2024

Table 6: Results Variance Magnification Factor VIF

	VIF
DSR→ PE	1.000
DSR→ DP	1.000
PE→ DA	1.098
DP→ DA	1.000
DA→ PB	1.098

Source: Survey results of the authors, 2024

Table 7: Test hypotheses and estimates of the research model

	Hypothesis	Estimate	SE	CR	P value	Estimate
H1	PE <- DSR	0.710	0.067	10.141	***	0.634
H2	DP <- DSR	0.708	0.065	9.108	***	0.655
H3	DA <- PE	0.244	0.053	4.612	***	0.279
H4	DA <- DP	0.516	0,091	6.603	***	0.520
H5	PB <-DA	0.670	0.077	6,169	***	0.561
H6	PB <- DSR	-0.031	0.060	-0,630	0.348	-0.049
R ² - Squared Multiple Correlations						
	Destination preference (DP)		0.521			
	Positive emotions (PE)		0.404			
	Destination attachment (DA)		0.498			
	Pro-environmental behaviors (PB)		0.542			

Source: Survey results of the authors, 2024

662 tourist activities at Dalat, they care about what oth- 714
 663 ers think about Dalat, and are interested in the devel- 715
 664 opment and success of Dalat. They also feel uncom- 716
 665 fortable when someone criticizes or is dissatisfied with 717
 666 this destination. 718

667 These positive factors will positively impact pro- 719
 668 environmental behaviors through actions such as resi- 720
 669 dents always following regulations on environmen-
 670 tal protection and natural resources; they report to
 671 the Destination Management Board about environ-
 672 mental pollution and destruction in Dalat. They con-
 673 sciously put trash and tree branches in the trash. Fur-
 674 thermore, local residents try not to affect the flora
 675 and fauna when participating in tourism activities in
 676 Dalat.

677 Apart from the research of Lee et al (2021)⁶ and
 678 Su & Swanson (2017)¹², there are very few previ-
 679 ous studies examining the impact of DSR of tourists
 680 to behave responsibly towards their environment.
 681 Su et al (2018) studied the contribution of DSR
 682 to residents' environmentally responsible behaviors¹.
 683 The research results developed an integrated model
 684 to demonstrate that DSR has an influence on resi-
 685 dents' pro- environmental behaviors through gen-
 686 eral community satisfaction. Research results also
 687 show that DSR increases residents' awareness of the
 688 positive impacts of tourism, improves overall sat-
 689 isfaction as well as contributes to residents' pro-
 690 environmental behaviors¹. Lee et al (2021) stud-
 691 ied DSR on tourists' environmentally friendly be-
 692 haviors through the VIP model (Values-Identity-
 693 Personal norms), the research results showed that
 694 DSR through price Biosphere values, environmental
 695 identity, and tourists' personal norms have a signifi-
 696 cant relationship with tourists' pro-environmental be-
 697 haviors⁶. In addition, Su & Swanson (2017) investi-
 698 gated the influence of DSR on the environmentally re-
 699 sponsible behaviors of first-time and repeat tourists,
 700 and the research results demonstrated negative emo-
 701 tions (including positive and negative emotions), des-
 702 tination attachment is a mediating variable between
 703 DSR and pro-environmental behaviors. The findings
 704 show that DSR has a positive impact on tourists' pro-
 705 environmental behaviors through the mediating vari-
 706 ables of positive consumption emotions and destina-
 707 tion attachment¹². Compared to previous studies, the
 708 study has examined the role of the intermediate vari-
 709 ables Destination preference, Positive emotions and
 710 Destination attachment in the relationship between
 711 DSR and residents' pro-environmental behavior. Fur-
 712 thermore, the study also explores whether there is a
 713 direct relationship between DSR and environmentally

responsible behavior of local residents. Research re-
 sults show that DSR has an indirect effect on resi-
 dents' environmentally responsible behavior through
 three intermediate variables: Destination preference,
 Positive emotions and Destination attachment, but
 DSR does not have a direct impact on residents' pro-
 environmental behavior.

Managerial implications

Research results show that three intermediate factors,
 positive emotions, destination preference and desti-
 nation attachment, positively impact residents' pro-
 environmental behaviors. The analysis results also
 show that DSR affects positive emotions, destination
 preference and destination attachment in the same di-
 rection. Furthermore, this study highlights the im-
 portant role of DSR in promoting pro-environmental
 behaviors among local residents. Based on the re-
 search results, the authors propose several manage-
 rial implications for destination management organi-
 zations and tourism service providers in Dalat includ-
 ing:

Strengthen residents' environmentally responsible activities

Destination management organizations and tourism
 service providers in Dalat should strengthen the
 launch of environmentally responsible movements
 among residents so that they can participate in forms
 of launching movements such as not littering, keeping
 the city green and clean, planting trees and flowers to
 create landscapes, not wasting, etc. creating a fresh,
 pollution-free atmosphere.

Contribute back to the community

Develop plans to contribute back to Dalat community
 such as preserving natural resources, planting trees,
 not cutting down forests and trees indiscriminately;
 protect forest resources, preserve the integrity of na-
 ture, do not affect wildlife, do not kill or trade wild
 animals, conserve and develop wild animals, etc.

Enhance good treatment with stakeholders

To well implement destination social responsibility,
 destination management organizations and tourism
 service providers need to strengthen good treatment
 of stakeholders through service improvement actions
 that not only satisfy tourists. tourism but also con-
 tributes to raising awareness of residents, tourists,
 businesses, etc. about the sense of social responsibility
 in tourism activities.

**761 Improve revenue generation and reasonable
762 allocation of tourism revenue sources**

763 Promote revenue generation and reasonable allocation of tourism revenue sources, create jobs and income for local residents through tourism activities; 764 these contributions to the destination social responsibility awareness will contribute to enhancing the destination's attractiveness and are one of the important 765 factors in forming residents' pro- environmental behaviors. 766
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771 CONCLUSIONS

772 Research results show that residents' pro- 773 environmental behaviors of Dalat city residents 774 is explained through three intermediary factors: 775 positive emotions (PE), destination preference (DP) 776 and destination attachment (DA). Among them, 777 destination preference (DP) has the strongest impact 778 on residents' environmentally responsible behaviors. 779 Destination attachment (DA) has the second most 780 influence on pro-environmental behaviors, and Positive Emotions (PE) has the least influence on local 781 residents' pro-environmental behaviors. In addition 782 to the indirect impact of DSR on pro-environmental 783 behaviors through three intermediary factors, the 784 authors want to further exploit the direct relationship 785 of DSR on residents' pro-environmental behaviors 786 in Dalat city. Analysis results show that DSR plays 787 an important role and has an indirect influence on 788 residents' pro-environmental behaviors through 789 three intermediate factors: destination preference, 790 destination attachment and positive emotions; 791 however, DSR does not directly impact residents' 792 pro-environmental behaviors. The analysis results 793 also show that DSR has a positive impact on destination preference and positive emotions; Furthermore, 794 destination preference and positive emotions both 795 have a positive impact on destination attachment. 796 Regarding the relationship with residents' pro- 797 environmental behaviors of Dalat city, research 798 results demonstrate that both destination preference, 799 positive emotions and destination attachment have 800 a positive impact on residents' pro-environmental 801 behaviors at tourist destinations. 802

803 Compared to previous studies, the authors' research 804 has proven that Dalat residents have a good awareness of the destination social responsibility, they 805 will have positive emotions, destination preference, 806 and destination attachment thereby creating pro- 807 environmental behaviors. The results of this study are 808 similar to the results of studies by Su et al (2018)¹, 809 Lee et al (2021)⁶, and Su & Swanson (2017)¹². The 810

research results also discovered that the impact of 812 DSR on residents' pro-environmental behaviors is 813 significant through three intermediary factors and 814 without the direct impact of DSR to residents' pro- 815 environmental behaviors of Dalatcity. 816

817 Limitations and future research directions

818 Compared with previous studies, this study has examined the role of intermediate variables in the relationship between DSR and residents' pro-environmental behaviors. Besides, the study also examines whether there is a direct impact of DSR on residents' pro-environmental behaviors. Although certain results 819 have been achieved, there are still some limitations. 820 First, the study tested the hypothesis with residents 821 in the city center, excluding residents in districts and 822 communes on the outskirts of Dalat city. Therefore, 823 future studies can expand the scope of research areas. 824 Second, DSR is a multidimensional construct⁵⁰. To 825 simplify the model, this study uses a common scale of 826 DSR to measure, so future studies can explore other 827 roles in the model. These limitations will help open 828 up further research directions in the future. 829

830 In summary, DSR plays an important role in the 831 growth and development of sustainable tourism. Both 832 conceptual and practical implications were presented 833 in this study. Through DSR, the research has explained the process that determines residents' pro- 834 environmental behaviors. The research results have 835 synthesized the conceptual framework of DSR and 836 the environmentally responsible behavior of local residents. Additionally, the study has proposed a model 837 illustrating the relationship between DSR and environmentally responsible behavior. The conceptual 838 framework describes the role of DSR in influencing residents' environmentally responsible behavior 839 through three mediating factors: Positive Emotions, 840 Destination Preference, and Destination Attachment. 841 The research findings provide valuable insights for 842 researchers interested in this field and offer practical 843 implications for tourism destination managers in 844 Dalat City to better understand the factors influencing 845 local residents' environmental behavior. Consequently, this study supports the development of 846 strategies aimed at improving residents' environmentally 847 responsible behavior at the destination. The research 848 results identify the proposed model as a solid 849 conceptual framework to describe the role of DSR 850 in relation to residents' environmentally responsible 851 behaviors through three mediating factors: Positive 852 emotions, Destination preference, Destination attachment. Researching the impact of DSR on local 853
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863 residents' pro-environmental behaviors contributes
 864 to helping destination management organizations un-
 865 derstand the impact of DSR. Thereby, they will be
 866 aware of the role and importance of DSR as well as
 867 grasp the intermediary factors that affect residents'
 868 pro-environmental behaviors. From there, there will
 869 be measures to increase residents' awareness of DSR
 870 to promote pro-environmental behaviors in Dalat.

871 **LIST OF ABBREVIATIONS**

- 872 AVE: Average Variance Extracted
- 873 CMB: Common Method Bias
- 874 CR: Construct Reliability
- 875 CFA: Confirmatory Factor Analysis
- 876 CFI: Comparative Fit Index
- 877 CMIN: Chi-square
- 878 DA: Destination attachment
- 879 DP: Destination Preference
- 880 DSR: Destination Social Responsibility
- 881 EFA: Exploratory Factor Analysis
- 882 H: Hypothesis
- 883 KMO: Kaiser Meyer Olkin
- 884 PAF: Principal Axis Factoring
- 885 PB: Pro-environmental Behaviors
- 886 PCA: Principal Components Analysis
- 887 PE: Positive Emotions
- 888 R²: Square Multiple Correlations
- 889 RMSEA: Root Mean Square Error of Approximation
- 890 SEM: Structural Equation Modeling
- 891 SOR: Stimulus Organism Response
- 892 TLI: Tucker Lewis Index

893 **CONFLICTS OF INTEREST**

894 The authors declare that there is no conflict of interest
 895 in publishing this article.

896 **AUTHOR CONTRIBUTIONS**

897 Author Mai Thi Kieu Lan is mainly responsible for the
 898 content of the entire research article, building the re-
 899 search model, designing the survey, conducting the
 900 survey, entering and editing data, running the data,
 901 validate the scale, read and analyze data, complete the
 902 entire article and be the main author to submit the ar-
 903 ticle.

904 Author Hoang Trong Hung builds hypotheses

905 Author Nguyen Thi Thanh Ngan writes the theoretical
 906 basis

907 Author Vo Minh Phuong conducts a theoretical
 908 overview

909 Author Nguyen Thi Huynh Phuong writes the re-
 910 search methodology.

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Tác động của nhận thức trách nhiệm xã hội điểm đến tới hành vi có trách nhiệm với môi trường của người dân tại Thành phố Đà Lạt

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TÓM TẮT

Nghiên cứu này áp dụng mô hình lý thuyết nhận thức – cảm xúc – hành vi SOR (Stimulus – Organism – Response) để xem xét trách nhiệm xã hội điểm đến tác động như thế nào đến hành vi có trách nhiệm với môi trường của người dân địa phương thông qua cảm xúc tích cực, sự yêu thích điểm đến và sự gắn bó điểm đến. Mô hình SOR là một cách tiếp cận tâm lý học nhằm nghiên cứu các tình huống và môi trường cụ thể, đồng thời cho phép các nhà nghiên cứu xem xét kỹ hơn những ảnh hưởng tâm lý và cảm xúc xã hội đến hành vi của con người. Trên cơ sở đó, một mô hình tích hợp đã được đề xuất và thử nghiệm bằng cách sử dụng dữ liệu khảo sát tại thành phố Đà Lạt ở Việt Nam. Nghiên cứu được thực hiện trên cơ sở khảo sát 351 người dân địa phương. Trên cơ sở đó, mô hình cấu trúc tuyến tính (SEM) được sử dụng để tìm hiểu và phân tích mối quan hệ tác động giữa các biến trong mô hình của nghiên cứu. Kết quả nghiên cứu cho thấy rằng nhận thức về trách nhiệm xã hội của điểm đến có tác động tích cực đến hành vi có trách nhiệm với môi trường của người dân thông qua ba nhân tố trung gian là cảm xúc tích cực, sự yêu thích điểm đến và sự gắn bó điểm đến có ảnh hưởng tích cực đến hành vi có trách nhiệm với môi trường của người dân. Trong khi đó, nhận thức TNXH điểm đến cũng tác động cùng chiều với cảm xúc tích cực, sự yêu thích điểm đến; cả hai yếu tố cảm xúc tích cực và sự yêu thích điểm đến đều có tác động tích cực đến sự gắn bó điểm đến. Bên cạnh đó, kết quả của nghiên cứu cũng chỉ ra rằng nhận thức TNXH điểm đến không có tác động trực tiếp đến hành vi có trách nhiệm với môi trường của người dân mà chỉ có tác động gián tiếp thông qua ba nhân tố trung gian là cảm xúc tích cực, sự yêu thích điểm đến và sự gắn bó điểm đến. Những kết quả nghiên cứu này không chỉ làm rõ mối quan hệ giữa trách nhiệm xã hội điểm đến du lịch và hành vi có trách nhiệm với môi trường của người dân mà còn có ý nghĩa nhất định trong việc hướng dẫn thiết thực cho các nhà quản lý điểm đến nhằm thúc đẩy phát triển du lịch bền vững.

Từ khoá: trách nhiệm xã hội điểm đến, hành vi có trách nhiệm môi trường, người dân

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