Article

The Effect of Destination Social Responsibility on Tourists' Satisfaction: the Mediating Role of Emotions

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Abstract: The purpose of this study is to define destination social responsibility as a multidimensional construct and examine the relationships among DSR, tourists' emotions, and their satisfaction through the lens of corporate social responsibility. A model was empirically tested with a sample of 359 random foreign tourists caught in Hoi An, Vietnam. The results indicate that all DSR dimensions, including economic, environmental, legal-ethical, and philanthropic responsibilities significantly enhance tourists' emotions while only legal-ethical and philanthropic responsibilities directly affect tourists' satisfaction. The findings also confirm the mediating effect of emotions between destination social responsibility and tourists' overall satisfaction.

Keywords: Destination Social Responsibility; Tourists' Emotions; Tourist Satisfaction; Hoi An, Vietnam

1. Introduction

Most of the countries are making great efforts to allure tourists. However, the over-exploitation of natural resources and over-development of tourism can pose negative impacts on the destination's environment, economy and society, as a consequence, can harm its long-term health. Given the need to tackle these challenges, or at least diminish undesirable impacts, and continue to attract tourists, social responsibility practices are acknowledged as one of the most effective solutions for tourism-based organizations [1]. Social responsibility was first introduced in business by Bowen [2] under the term "Corporate Social Responsibility" (CSR) which refers that a corporation should take responsibilities to contribute to the community where it operates since it exists as a legal entity in society. Most of the extant CSR literature has traditionally concentrated on the responsibility of business firms or organizations as an individual entity, but not paying much attention to the combined effects of socially responsible behaviours conducted by interrelated entities in the context of a tourist destination [3, 4, 5].

A destination is a holistic construct in which tourists often depend on the overall perceptions of the destination image to form their behavioural intentions [6]. The collective behaviours related to the social responsibility of all stakeholders can be perceived by tourists, which in turn, form their attitudes about destination image and potentially behavioural intentions. Therefore, it is necessary to study social responsibility based activities from a total destination perspective. From this

comprehensive perspective, Su et al. [5] define the term "Destination Social Responsibility" (DSR) which refers to all stakeholders' activities that protect and enhance the social and environmental aspects of an entire destination, beyond the economic interests of the individual organizations. Since there is a still limited understanding of DSR, scholars have called energetically for more research efforts to study this subject. By responding to this, the current study extends the previous works by developing DSR construct as a multidimensional construct based on the multidimensional nature of CSR rather than as a one-dimensional construct and further explores its outcomes.

Many extant marketing studies have confirmed that socially responsible initiatives have a positive influence on several customer-related outcomes, for example, satisfaction. According to Smith and Ong [7], customers are not willing to consume the goods or services of companies with no or poor socially responsible practices. In line with this understanding, it can be inferred that tourists seemed not to be pleased with tourist sites or travel destinations which are not environmentally friendly or have socially irresponsible behaviours with local residents. Thus, it is essential to explore the effects of socially responsible activities in the destination on tourists' satisfaction since the last one is the main factor directly influencing to the success of a destination. To illuminate this relationship, this study integrates the results of prior research by using emotions as mediating variable between destination social responsibility and tourists' satisfaction. Emotions are confirmed to mediate the relationship between perceived destination social responsibility and environmentally behaviour intention of tourists [3]; between DSR and satisfaction [8]. Besides, as the nature of tourism is hedonic, the quest for determinants of tourists' emotions has been still a challenge for all researchers and practitioners. For this reason, this study adopts emotions as an examined variable to investigate the effects of destination social responsibility on tourists' emotions. Simultaneously examining the influences of destination social responsibility on both emotions and overall satisfaction is expected to elucidate the research question and propose more useful theoretical and managerial implications for both scholars and destination managers.

2. Theoretical background

2.1 Destination Social Responsibility

Recently, researchers have extended and adopted the main principles of CSR in other various contexts beyond the scope of the corporations such as museums, heritage [9], and tourist sites [10]. Similarly, the extant CSR works have also been utilized and modified to examine DSR [4, 5].

Since a travel destination is a complicated unit including many tourism-related sectors, the effects of socially responsible initiates in a destination should be considered as the combined CSR effects of all stakeholders operating in there [5]. To illuminate this collective CSR effects, Su et al. [5] first introduced the term "destination social responsibility" and conceptualized it as the collective ideology and efforts of destination stakeholders to engage in socially responsible activities. They explain that DSR indicates the obligations for all stakeholders in the destination to diminish negative influences on the economy, environment, and society; enhance prosperity for a community; and improve the wellbeing of local people. A travel destination could be recognized as a socially responsible destination if all stakeholders of both public and private segments fully engage in socially responsible activities supporting the tourism industry. In a subsequent study, Su et al. [3] suggest that DSR is about awareness of responsibilities and obligations of all stakeholders, including government, tourism corporates, organizations, tourists, and community residents to perform socially oriented practices. Su and Swanson [4] define DSR as activities of stakeholders that protect and improve the social and environmental interests of an entire destination, besides the economic interests of the individual organizations. Sharing the same concept, Ma et al. [11] describe DSR as the status and activities applied to all its stakeholders (including governments, investors, suppliers, competitors, local residents, tourists, and employees) in terms with the perception of its social responsibilities.

As mentioned by Su et al. [5], the subject of responsibility in the concept of CSR is obvious, that is, the focal corporation or organization under consideration while the identity of the responsibility

96   subject is vague in the destination settings. Nevertheless, the accumulation level and performance of
97   the stakeholders' socially responsible behaviours can be theorized and evaluated by relevant
98   stakeholders, for example, tourists as main evaluators of the destination. Based on this, this study
99   focuses on the evaluation of tourists about the socially responsible behaviours in a destination on
100   their emotions, and overall satisfaction.
101   Su and Swanson [4] point out that destination social responsibility includes environmental,
102   social, economic, stakeholders' ethical, legal responsibilities. Ma et al. [11] and Su et al. [3] state that
103   destination social responsibility contains environmental, social, economic, stakeholders and
104   voluntary responsibilities. In another study, Su et al. [5] examined DSR with economic, social,
105   environmental, and stakeholder responsibilities. All of these extant studies defined DSR as a one-
106   dimensional construct. However, prior works in CSR literature have confirmed the multidimensional
107   nature of social responsibility. Therefore, relying on the dimensions of CSR, this study extends DSR
108   as a multidimensional construct to examine the effect levels of each dimension. Economic,
109   philanthropic, environment, legal, and ethical dimensions are selected to examine because these
110   dimensions are frequently adopted in studies related to social responsibility.
111

2.2 Tourist Emotions

113   Bagozzi, Gopinath, and Nyer [12] conceptualize emotions as "a mental state of readiness that
114   arises from cognitive appraisals of events or thoughts …. and may result in specific action to affirm
115   or cope with the emotion, depending on its nature and meaning for the person having it". As noted
116   by Westbrook and Oliver [13], customers' emotional responses associated with their consumption
117   experiences can be called consumption emotions. In this current study, the perceived responsible
118   activities in a destination evoke the tourists' emotions related to consumption experience and form
119   their behavioural intentions. According to Hosany and Prayag [14], prior literatures propose two
120   main theoretical approaches to examine emotions: dimensional (valence based) and categorical
121   (emotion specificity). Dimensional approaches theorize emotions as a limited number of fundamental
122   dimensions, for instance, the pleasure, arousal and dominance scale [15], or the Positive Affect and
123   Negative Affect Scales [16]. Categorical approaches conceptualize emotions using a group of discrete
124   emotions, for example, the Differential Emotion Scale of Izard [17], the Consumption Emotion Set of
125   Richins [18], the Destination Emotion Scale of Hosany and Gilbert [19]. A coherent body of prior
126   research determines the influence of emotional responses to the tourism experience on post-
127   consumption behaviours. Y.K. Lee, C.K, Lee, S. K. Lee and Babin [20] demonstrate that environmental
128   factors of festivals such as the information, program contents, facilities, and food have positive
129   influences on emotions of visitors, which then enhance the tourists' overall satisfaction about the
130   festival. Hosany et al. [21] examined three patterns of emotion, including joy, love, and positive
131   surprise in the relationship with behavioural intentions. Their findings confirm that all investigated
132   types of emotions are important antecedents of tourists' favourable behavioural intentions.
133

2.3 Overall Satisfaction

135   Tourists' overall satisfaction is conceptualized as "the extent of overall pleasure or contentment
136   felt by the visitor, resulting from the ability of the trip experience to realize their desires, expectations
137   and needs in relation to the trip" [22]. Chon [23] determine that tourist satisfaction is formed on the
138   connection between his/her early expectations about the destination before traveling and the
139   perceived value of the experience at the destination. Hosany and Prayag [14] define tourist
140   satisfaction as a summative overall construct related to tourists' overall evaluation of a destination
141   and their experience in the destination. The mainstream of prior works on tourists' satisfaction relates
142   to its antecedents and later behavioural intentions. Um, Chon, and Ro [24] support the results that
143   perceived attractiveness, perceived quality of service, and perceived value for money are powerful
144   predictors of tourists' overall satisfaction. Kozak and Rimmington [25] determine that tourists who
145   are satisfied with their travel experiences in Mallorca, Spain will tend to come back and recommend

146　the destination to others. Besides, satisfied visitors were more willing to recommend their holidays
147　than to revisit the destination.
148

149　**3. Research Model & Hypothesis Development**

150　*3.1 Research Model*

151　　　Research model is depicted in figure 1. DSR is conceptually categorized into five dimensions
152　and each has supposed to have the direct and indirect relationship with emotions and overall
153　satisfaction. Emotions are introduced as mediating variable and designed to show indirect effect of
154　DSR on overall satisfaction.
155
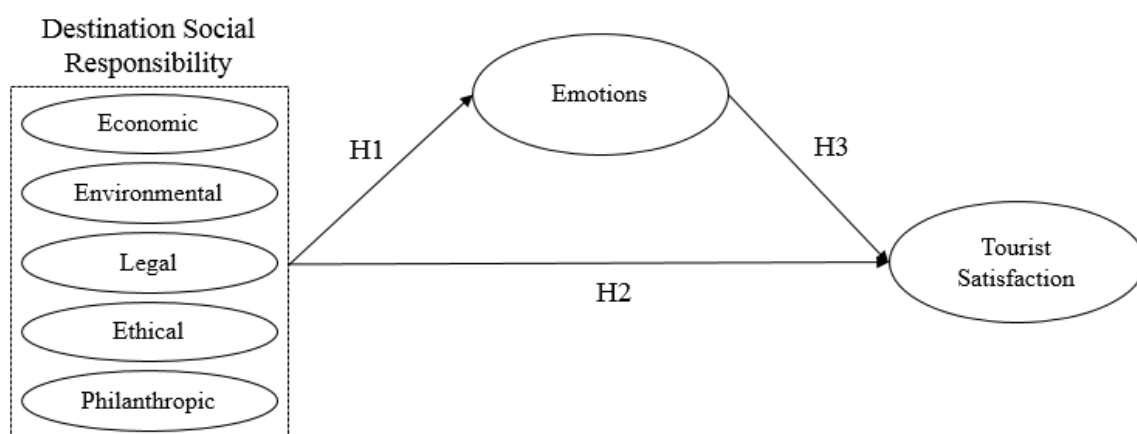
156
157　　　Figure 1. Research Model

158　*3.2 Hypothesis Development*

159　3.2.1 Destination Social Responsibility and Tourists' Emotions

160　　　According to the Hierarchy of Effects Model, under the effects of advertisement, customer
161　behaviour undergoes 3 stages: (1) the cognitive stage, which indicates customers' perceptions and
162　thoughts, (2) the affective stage, denoting the changes of emotions and (3) the conative stage which
163　refers to intentions and behaviours. From the viewpoint of marketing, social responsible activities of
164　a company can be regarded as "image advertisement", which concentrates on originating attitudes
165　and feelings for customers [26]. A good corporate image from SCR can help consumers have a good
166　impression of the enterprise and feelings, resulting in a good experience. The same principle could
167　be applied in the destination settings. Socially responsible activities perceived in the destination
168　could enhances a tourist image for destination. Tourists who have a favourable image of a location
169　would perceive their onsite experiences positively, including both cognitive and affective experiences
170　(happy, good, pleased, etc.) [27].
171　　　Su, Swanson, and Chen [28] note that customers could receive benefits when they see a
172　company's responsible activities supporting their ethical views and goals. Here, the benefits can be
173　understood as symbolic benefits that help customers to satisfy their self-improvement and personal
174　uniqueness needs [29]. By receiving symbolic benefits they expect, as a consequence, positive
175　emotions can be evoked. Su and Swanson [4] consider that "tourists might construe an overall
176　destination's attention to socially responsible issues as facilitating their own moral interests".
177　Similarly, tourists can receive the symbolic benefits by regarding DSR practices as supporting their
178　society goals [4]. As a result, positive emotions can be elicited.
179　　　Relying on the Stimulus-Organism-Response (S-O-R) framework [15], Su and Swanson [4]
180　consider perceived socially responsible behaviours in the destination as stimuli (S) and emotional

181 responses associated with consumption experiences as internal states (O), which then lead to
182 behavioural intentions of tourists (R). From what have discussed above, it is hypothesized:

183

184   H1. Destination social responsibility has a positive effect on tourists' emotions.

185 3.2.2 Destination Social Responsibility and Overall Satisfaction

186   CSR can significantly promote consumers' evaluations of and attitudes toward the enterprises
187 [30]. Particularly, some recent studies explored that CSR practices stimulate customers to develop a
188 close relationship with the company that lately can form customer-company identification [8, 31].
189 Undoubtedly, customers who have a positive attitudes with the company are likely to be satisfied
190 with a firm's offerings [29, 32]. In the context of destination, Su and Swanson [4] explored that DSR
191 has positive effect on tourist-destination identification. Thus, it can be inferred that tourists who
192 identify with destination will be more satisfied with the destination.
193   As mentioned above, socially responsible activities can generate the perceptions of a good
194 destination image. Many prior works have confirmed that destination image can affect tourists'
195 overall satisfaction [33-35]. Therefore, it can be believed that socially responsible activities in the
196 destination can have influences on tourists' satisfaction. At the destination level, DSR practices can
197 boost the residents' overall satisfaction with the destination [3]. Thus, it is hypothesized that:

198

199   H2. Destination social responsibility has a positive effect on tourists' overall satisfaction.

200 3.2.3 Tourists' Emotions and Overall Satisfaction

201   Emotions appearing from consumption experiences may affect "memory traces which
202 consumers process and integrate to form consumption evaluations of satisfaction" [36]. Ladhari [37]
203 confirm that emotional states pose the positive impacts on customers' satisfaction in consumption
204 experience which then leads to positive word of mouth intention. A. Yuksel and F. Yuksel [38] point
205 out that pleasure and arousal experiencing while shopping in the destination can positively influence
206 tourists' shopping satisfaction. Jung and Yoon [40] investigated that positive emotions such as
207 entertainment, happiness, pleasure, and delight lead to customer satisfaction in a restaurant. Io [39]
208 states that emotional experience in casino-hotel such as light pleasure and intensive fun can enhance
209 visitors' satisfaction. It is shown in Prayag, Hosany, and Odeh [36] study that joy, love, and positive
210 surprise have a significant impact on satisfaction in the context of heritage tourism. Positive emotions
211 are associated with the generation of satisfaction in tourist services, for example, theme parks [41]. In
212 Hosany and Prayag's [21] study, tourist's emotional experiences are acknowledged as significant
213 determinants of satisfaction. Accordingly, the following hypothesis is formulated:

214

215   H3. Tourists' emotions have a positive effect on tourists' overall satisfaction.

216 **4. Methodology**

217 *4.1 Operational Definitions*

218   The definition of DSR follows the study of Su et al. [5]. Dimensions of DSR are defined based on
219 the prior works of Carroll [42, 43], Dahlsrud [44], Jang [45], and Su et al. [5]. Economic responsibility
220 is the efforts of destination stakeholders to be profitable and share the economic benefits with society
221 [5, 42-43]. Environmental responsibility is the efforts of destination stakeholders to perform
222 environmentally friendly practices and protect the environment along with business operation [5, 44-
223 45]. Philanthropic responsibility is the efforts of destination stakeholders to use the revenue
224 generated through business for social activities or donations [5, 42]. Legal responsibility is the efforts
225 of destination stakeholders to have obligations to observe customers-related regulations, law and
226 government regulations [5, 42, 45]. Ethical responsibility is the efforts of destination stakeholders to
227 prevent ethical norms from being compromised to achieve a company's goals and circumventing

228   social harm as well as acting ethically to stakeholders [5, 42, 45]. Emotions are defined based on the
229   study of Bagozzi et al. [12]. Both the definition of satisfaction is also grounded in the study of Chen
230   and Tsai [22].

231   *4.2 Measurement Items*

232   The questionnaire was originally developed in English (Table 1). Then it was translated into
233   Korean and Chinese by bilingual speakers due to the increasing number of Korean and Chinese
234   tourists to Vietnam in recent years. The questionnaires were also carefully checked by different native
235   speakers of Korean and Chinese to eliminate errors and ensure the meanings of the original
236   questionnaire. Finally, all three of versions, including English, Korean and Chinese were used for this
237   study. All the measurement items were adopted from prior works and modified to match the research
238   model and context of the present study. All the constructs employed in the present study were
239   assessed with 5-point Likert-type scales, anchored by Strongly Disagree (1) and Strongly Agree (5).

240   Table 1. Measurement Items

Constructs	Measurement items	References
Economic Responsibility	"I thought that local authority, service providers and companies in Hoi An…" 1. tried to generate tourism profits. 2. improved the quality of their services and products. 3. made contributions to the national and local economy through their businesses. 4. tried to generate employment through their operations. 5. established long-term plans for their businesses. 6. tried to attract more tourists. 7. encouraged tourists to consume/use local products.	[45, 46]
Environmental Responsibility	1. were concerned with protecting the environment. 2. used energy efficiently to protect the environment. 3. recycled waste. 4. used environmentally friendly products 5. offered environment-friendly products and travel programs. 6. encouraged tourists to be environmentally friendly in nature. 7. communicated to tourists about their environmental practices.	[45-47]
Legal Responsibility	1. protected consumers and take responsibility for their products/ services. 2. resolved service problems promptly. 3. observed legal responsibility and standards. 4. treated customers honestly and ethically.	[45]
Ethical Responsibility	1. did not practice exaggerated and false advertisements. 2. provided full and accurate information about products/ services to customers. 3. tourists' satisfaction was highly important for them. 4. established ethical guidelines for business activities. 5. tried to become the ethically trustworthy service providers. 6. provided a healthy and safe working environment for employees.	[26, 45]

Philanthropic Responsibility	1. did charity activities. 2. played a role in society that goes beyond mere profit generation. 3. tried to fulfill its social responsibility. 4. actively participated in social and cultural events.	[45, 48-50]
Emotions	"Through experience in Hoi An, …" 1. I felt happy. 2. I felt relaxed. 3. I felt excited.	[4]
Overall Satisfaction	1. Overall, I was satisfied with this destination. 2. Overall, my experience in Hoi An was much better than my expectations. 3. All things considered (e.g., time, effort, money), I was satisfied with my visit to Hoi An. 4. This was one of the best destinations I had visited.	[19, 51]

241

4.3 Data Collection and Sampling

This study carried out in Hoi An, Vietnam. Hoi An has an ancient town which was recognized as a World Heritage Site in 1999 by UNESCO and The Cham islands, a World Biosphere Reserve. Along with the rapid tourism development in Hoi An, the local government has encouraged the enterprises engaging in socially responsible actions and made heavy investments in protecting the natural environment and heritage areas. Thus Hoi An, well-known for its traditional assets and natural beauty, brings an appropriate context for our study to examine how DSR can perform to help to preserve the natural environment, and heritage sites and hence, continue to draw tourists.

The convenience sampling technique and a self – administered questionnaire method were applied to collect data from August 23rd to September 8th, 2017. The target subject for this study was international tourists visiting Hoi An. The respondents were given a small gift after completing the questionnaire. A total of 371 questionnaires were received, and 359 valid ones could be finally used in this study. The sample characteristics of the sample are shown in table 2.

Table 2- Demographic characteristics of respondents (N=359)

Category	Classification	N	%	Category	Classification	N	%
Nationality	Europe	159	44	Age	20-29	154	43
	Asia	124	34		30-39	89	25
	Australia	49	14		40-49	59	16
	America	25	7		50-59	47	13
	Africa	2	1		60 and older	10	3
Gender	Male	181	50	Annual Income Level (USD)	Less than $10,000	41	11
	Female	178	50		$10,000 to $29,999	53	15
Education	High school	52	15		$30,000 to $49,999	50	14
	College/University	235	65		$50,000 to $69,999	74	21
	Graduate school	72	20		$70,000 to $99,999	75	21
					More than $100,000	66	18

256

5. Empirical Results

The surveyed data was analyzed through three steps. First, exploratory factor analysis (EFA) was conducted to assess the validity of measurement scales. Next, confirmatory factor analysis (CFA) was performed to determine how well the manifest variables expressed the constructs and to identify the goodness of fit for the proposed model. Finally, the hypothesized relationships among destination social responsibility, emotional responses, and satisfaction were examined utilizing a structural equation model (SEM).

5.1 Validation and Reliability

First of all, Kaiser-Meyer-Olkin and Bartlett's test of sphericity was carried out to evaluate whether the data was appropriate for Factor Analysis. The KMO measure was 0.914 and Bartlett's Test of sphericity was significant ($p<0.001$), confirming that the surveyed data was totally suitable for using factor analysis.

The results of exploratory factor analysis using the principal component method with VARIMAX rotation are presented in table 3. The eigenvalues greater than 1 and the proportion of variance criterion indicated that seven factors could be extracted from data which captured 76.14% of the total variance. As noted by Hair et al. [52], factor loadings should be greater than 0.50. Among 28 items of DSR, 6 items were eliminated because of low factors loadings (<0.50). In particular, ethical responsibility and legal responsibility merged into one construct through the factor analysis process. Since tourists maybe consider ethical responsibility and legal responsibility as the same concept, the author decided to rename this dimension "Ethical-legal responsibility" and used this construct for further analysis. In the study of Lee and Son [53], ethical-legal responsibility was examined as one dimension of CSR. They explained that there may have the correlations between dimensions of CSR. Next, the scale reliability of each factor was investigated with the Cronbach's alpha value. All seven factors exceeded the threshold of 0.70, ranging from 0.838 to 0.952, that indicated the high-reliability coefficients of factors.

Confirmatory factor analysis was then undertaken to confirm the goodness of fit for the measurement model and test discriminant validity and convergent validity of constructs. The analysis results were as follows: $x^2=541.801$, CMIN/df=1.497, p=0.000, GFI=0.909, AGFI= 0.891, NFI=0.936, CFI=0.978, RMR=0.029, RMSEA=0.037. This indicates the model gets the acceptable fit.

Convergent validity is generally examined by factor loading, average variance extracted (AVE) and composite reliability (CR). All standardized item loadings exceeded this threshold. The AVE scores were above the required value of 0.5, ranging from 0.575 to 0.899, showing that the variance generated by the corresponding constructs is greater than the variance due to measurement errors. All values of CR were over the 0.7 thresholds suggested by Hair et al. (2010). Since all the AVE values and the CR indices were satisfactory, the measurement model was confirmed to have good convergent validity.

Table 3- Results of Validation and Reliability

Constructs	Items	Factor Loading (EFA)	Cronbach alpha	Std. loading (CFA)	CR	AVE
Economic	Economic 1	0.805	0.948	0.811	0.959	0.799
	Economic 2	0.848		0.850		
	Economic 3	0.881		0.890		
	Economic 4	0.875		0.884		
	Economic 5	0.860		0.867		
	Economic 6	0.902		0.906		

Environmental	Environment 1	0.753		0.728		
	Environment 3	0.749		0.736		
	Environment 4	0.771	0.888	0.733	0.890	0.574
	Environment 5	0.720		0.726		
	Environment 6	0.824		0.796		
	Environment 7	0.832		0.811		
Legal. Ethical	Legal 1	0.735		0.751		
	Legal 2	0.867		0.849		
	Ethical 1	0.816	0.922	0.825	0.934	0.705
	Ethical 2	0.837		0.845		
	Ethical 3	0.768		0.747		
	Ethical 4	0.862		0.880		
Philanthropic	Philanthropic 1	0.865		0.870		
	Philanthropic 2	0.871	0.919	0.881	0.944	0.809
	Philanthropic 3	0.813		0.785		
	Philanthropic 4	0.872		0.906		
Emotions	Emotion 1	0.764		0.714		
	Emotion 2	0.809	0.838	0.904	0.886	0.724
	Emotion 3	0.788		0.779		
Overall Satisfaction	Satisfaction 1	0.854		0.874		
	Satisfaction 2	0.847	0.952	0.919	0.973	0.899
	Satisfaction 3	0.841		0.902		
	Satisfaction 4	0.889		0.958		

295
296   As can be seen from the table 4, all the squared value of correlations between constructs ranged from 0.04
297   to 0.236, which was lower than the smallest AVE value of 0.574. This means that the discriminant validity
298   of all constructs was satisfactory.

299   Table 4-Means, standard deviation and correlations of all variables

Variables	Mean	SD	1	2	3	4	5	6
1. Economic Res.	3.28	0.78	1					
2. Environment	2.80	0.80	.372**	1				
3. Legal-Ethical	3.50	0.78	.229**	.243**	1			
4. Philanthropic	3.74	0.74	.242**	.200**	.282**	1		
5. Emotions	3.76	0.73	.369**	.303**	.455**	.327**	1	
6. Overall	3.96	0.70	.261**	.273**	.445**	.486**	.402**	1

Note. †<0.10, * p < 0.05, ** p < 0.01

300   *5.2 Results of Hypothesis Testing*

301   To identify the validity of the proposed model and examine the hypothesized relationships
302   among all variables, this study utilized structural equation model with AMOS 20. Similar to the
303   evaluation process of the measurement model, the fit indices such as GFI, AGFI, NFI, RMSEA were
304   adapted to measure the goodness of fit of the research model. The used data showed an acceptable

305 fit of the model as followsx²=541.801, CMIN/df=1.497, p=0.000, GFI=0.909, AGFI= 0.891, NFI=0.936,
306 CFI=0.978, RMR=0.029, RMSEA=0.037. Therefore, the proposed model was reliable and appropriate
307 to test the relationships among the variables. Table 5 illustrates the results for hypotheses. The first
308 hypothesis proposed that destination social responsibility has a positive impact on tourists' emotions.
309 From the table 5, it was revealed that tourists' perceptions of all four dimensions of social
310 responsibility in the destination (economic, environmental, legal-ethical, philanthropic) had
311 significant effects on emotions. The legal-ethical responsibility had the greatest influence with β=
312 0.364 (p < 0.01), followed by economic responsibility with β= 0.206 (p<0.01). The philanthropic
313 responsibility and environmental responsibility also positively affected emotional responses with β
314 = 0.174 (p<0.01), and β= 0.120 (p < 0.05) respectively. Hypothesis 2, DSR has a positive effect on
315 tourists' satisfaction, was partially supported. Only legal-ethical and philanthropic dimension
316 significantly influenced satisfaction (β= 0.258, β= 0.355, respectively; p < 0.01) while there was no
317 relationship between economic responsibility, environmental responsibility, and satisfaction. The
318 relationship between emotions and satisfaction was supported with β= 0.153 (p < 0.05). Hypothesis
319 3 was supported.

320   Table 5 – Hypotheses testing results

	Path	S.P.L[a]	S.E[b]	t-value	p-value
H1	Economic Res. → Emotions	0.206	0.053	3.742	0.000
	Environmental Res. → Emotions	0.120	0.054	2.127	0.033
	Legal-Ethical Res.→ Emotions	0.364	0.052	6.663	0.000
	Philanthropic Res. → Emotions	0.174	0.055	3.269	0.001
H2	Economic Res. → Overall Satisfaction	0.023	0.044	0.444	0.657
	Environmental Res. → Overall Satisfaction	0.083	0.044	1.600	0.110
	Legal-Ethical Res. → Overall Satisfaction	0.258	0.046	4.725	0.000
	Philanthropic Res. → Overall Satisfaction	0.355	0.046	7.008	0.000
H3	Emotions→ Overall Satisfaction	0.153	0.054	2.529	0.011

Note. a: Standard path loadings b: Standard error.

321
322   The direct, indirect, and total effects in the structural model are reported in table 6. Both
323 philanthropic responsibility and legal-ethical responsibility had significant direct influences on
324 satisfaction; whereas, economic responsibility and environmental responsibility did not directly
325 affect tourists' overall satisfaction. However, all examined responsibilities were found to have
326 considerable indirect impacts on satisfaction, due to the mediating effect of emotions. To be specific,
327 legal-ethical responsibility had the most influential indirect effect on tourists' overall satisfaction via
328 emotions with β=0.056 (p < 0.01), subsequently followed by economic responsibility (β=0.032, p <
329 0.01), philanthropic responsibility (β=0.027, p < 0.01) and environmental responsibility (β=0.018, p <
330 0.01). Thus, the mediating role of emotions between destination social responsibility and satisfaction
331 was verified through empirical results. In other words, the positive link of "DSR → tourists'
332 emotions → satisfaction" was confirmed. This also means that economic responsibility and
333 environmental responsibility will not influence tourists' satisfaction without the mediation effect of
334 emotions. In terms of total effects, philanthropic responsibility has the greatest effect on satisfaction
335 (β=0.382, p < 0.01), in comparison with legal-ethical responsibility (β=0.313, p < 0.01) and
336 environmental responsibility (β=0.102, p < 0.01). Meanwhile, there was no total effect between
337 economic responsibility and satisfaction.

338   Table 6. Results of total effects, direct effects, and indirect effects

Path			Standard path loadings		
			Total effects	Direct effects	Indirect effects
Economic Res.	→	Satisfaction	0.054	0.023	0.032**
Environmental Res.	→		0.102**	0.083	0.018**
Legal./Ethical Res.	→		0.313**	0.258**	0.056**
Philanthropic Res.	→		0.382**	0.355**	0.027**

          Note. †<0.10, * p < 0.05, ** p < 0.01

6. Conclusion

339

340   6.1 Discussion and Implications

341   This study presented a theoretical model that explored whether tourists' perceptions towards
342   socially responsible behaviors in a destination affected their emotional responses in order to decide
343   their satisfaction later on. This study is slightly different from other related studies when it comes to
344   conceptualizing DSR as a five-multidimensional construct and examining the different influence
345   levels of these dimensions on tourists' emotions and overall satisfaction. The findings revealed that
346   all investigated responsibility dimensions had significant impacts on tourists' emotional experience
347   at the destination. According to Su and Swanson [4], when being less familiar with the destination,
348   the first-time tourists tend to depend more on evaluations of DSR as an important piece of
349   information to develop a sense of relationship with the destination. Since 84% of respondents in this
350   study were the first-time tourists, the survey had received active responses to questions about DSR
351   initiates, helping elicit the emotions of the respondents. Among four significant DSR dimensions, the
352   legal-ethical was pointed to be the most important one that influenced tourists' emotions. From the
353   perspective of service consumers, the tourists might hope to be treated with respect and equality first
354   and foremost. Interestingly, only legal-ethical responsibility and philanthropic responsibility have a
355   significant influence on overall satisfaction while economic responsibility and environmental
356   responsibility show no relationship with satisfaction. The reason may be that tourists can only feel
357   satisfied when their personal interests or expectations achieved. Because economic responsibilities
358   with a guarantee of business viability and environmental responsibilities with a focus on
359   environmental protection seem not to directly affect benefits and expectations of tourists. In contrast,
360   legally-ethically responsible behaviors such as protecting customers' laws or not applying false
361   advertisements can directly enhance tourists' travel experience while the philanthropic responsibility
362   of enterprises can help to fulfill tourists' vicarious satisfaction. Additionally, this study contributed
363   to tourism theory by identifying the mediating roles of emotions on the relationship between tourists'
364   perceived destination social responsibility and their satisfaction. Although both economic and
365   environmental responsibilities did not pose a direct impact on tourists' satisfaction, these two
366   dimensions elicited tourists' emotional responses, which in turn positively affected their overall
367   satisfaction. To put it differently, the economic and environmental responsibilities had only indirect
368   effects on tourists' satisfaction through the mediating effect of emotions. The findings confirmed the
369   direct positive relationship between emotions and satisfaction that were consistent with previous
370   empirical works [e.g. 37-40].
371   Through empirical findings from the present study, several managerial implications could be
372   inferred for those who are responsible for the marketing and management of tourist destinations.
373   Firstly, findings showed that if a destination can create a deep impression of strong social
374   responsibility, it will satisfy their tourists who may be potential future customers. It can be implied
375   that increasing investments in socially responsible conducts can bring useful economic benefits in
376   long-term. Therefore, destination marketing managers should consider DSR activities. Second, since
377   emotions are found to play an important role in mediating the influences of socially responsible

378   practices on satisfaction, destination marketers should focus on other marketing activities to evoke
379   visitors' emotions which ultimately increase the satisfaction level of tourists. For example, Taiwan
380   adopts the slogan "touch your heart" to send the feelings of warm-heartedness to their potential
381   tourists or the Netherlands stimulate tourists' curiosity by the sayings "Surprising Cities". Thirdly,
382   since the awareness of socially responsible practices in the destination is expected to be relatively low
383   when compared to the CSR of individual corporate, destination planners and marketers should call
384   for the synergy between all stakeholders to encourage DSR activities and set it as a long-term strategic
385   planning. To be effective, it is necessary to have programs for developing long-term partnerships
386   among destination stakeholders.

387

388   *6.2 Limitations and future research*

389   This study has several limitations that provide directions for future studies. First, this study
390   examined its hypothesized research model in one particular destination, the findings may not be
391   generalizable in the settings of other sites. Second, the DSR dimensions adapted in this study based
392   on the extant literature of corporate social responsibility. In some cases, the theory of CSR may not
393   completely be suitable for the destination. As a newly-developed construct, DSR needs to be refined
394   and improved on both the conceptualization and measurement scales. Third, although emotions
395   associated with tourism experience and social responsibility are very diverse, the present study only
396   used three types of emotions that are excitement, happiness, and relaxation to verify the hypotheses.
397   Future research needs to study different types of emotions such as pleasure, interest, feeling gratitude
398   in relation to providing more insights into the effects of DSR.

399

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404   Yu; Investigation, YunSeop Hwang and Seung Jick Yoo; Writing – original draft, Huynh Anh Thu Tran and
405   Seung Jick Yoo.

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411   **References**

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