

ENVIRONMENTAL SUSTAINABILITY AT DESTINATION LEVEL: THE ROLE OF TOURIST CITIZENSHIP BEHAVIOR

Carla RODRIGUEZ-SANCHEZ¹

*Department of Marketing, Faculty of Business & Economics,
University of Alicante, Spain*
ORCID: 0000-0002-5801-6801

Eduardo TORRES-MORAGA

*Department of Business Administration, School of Economics and Business, University
of Chile, Santiago, Chile*
ORCID: 0000-0003-3089-4116

Franco SANCHO-ESPER

*Department of Marketing, Faculty of Business & Economics,
University of Alicante, Spain*
ORCID: 0000-0002-6073-1935

ABSTRACT

Tourist citizenship behavior (TCB) has become a key part of tourist destination management. This study explores how TCB can help tourist destination sustainability. A model is proposed to analyze the relationship between TCB and tourist environmentally responsible behavior. The study also examines which factors are part of this process. Specifically, the influence of the perceived sustainability of a destination on TCB is analyzed, with mediation by destination identification (DI) and perceived value (DPV). According to our findings, perceived sustainability is positively associated with DI and DPV. These two variables are associated with greater TCB. TCB is positively related to environmentally responsible behavior. Accordingly, TCB could encourage tourists to care for the environment by acting as if they were more than just tourists. Implications for destination management organizations are provided to improve destination sustainability and promote both TCB and environmentally responsible behavior among tourists.

Article History

Received 4 May 2023
Revised 25 September 2023
Accepted 23 October 2023
Published online 7 Dec. 2023

Keywords

tourist citizenship behavior,
environmentally responsible
behavior,
perceived sustainability,
destination identification,
perceived value

¹ Address correspondence to Carla Rodriguez-Sanchez (PhD), Department of Marketing, Faculty of Business & Economics, University of Alicante, Spain. E-mail: carla.rodriguez@ua.es

INTRODUCTION

Tourism is an important and dynamic economic sector. It is a prime source of employment and economic development around the world (UNWTO, 2022). However, it also causes problems that compromise the sustainability of many destinations (Streimikiene et al., 2021). Therefore, destination management organizations (DMOs) must take actions to promote the sustainability of their destinations. This perceived sustainability by tourists is crucial (Wang et al., 2021) since it can be used as an indicator of efficacy of sustainability strategies implemented at a specific destination (Sánchez-Fernández et al., 2019). In addition, if tourists perceive that a destination is striving to be sustainable, they will have more of an incentive to adopt socially responsible behaviors. This idea is supported by social exchange theory (Homans, 1958), which provides a framework that describes what happens when people feel the need to reciprocate behaviors or actions in response to some benefit. If a destination makes tourists feel like it cares about sustainability, they will feel a voluntary desire to promote and support that destination through trust and reciprocity (Tsaour et al., 2021). This type of behavior, known as tourist citizenship behavior (TCB), was introduced by Liu and Tsaour (2014, p. 89) in the context of tour groups. It is defined as “discretionary and altruistic behaviors demonstrated by tour members during group package tours that sustain effective functioning of the tour”.

The primary component of TCB is the voluntarily engaged tourist behavior, which has positive effects on the final tourist experience. TCB has three dimensions (Groth, 2005; Tsaour et al., 2021). At the destination level, the first dimension is the recommendation of the tourist destination. The second is offering feedback to DMOs. The third is helping other tourists who travel to the destination. Accordingly, those who display TCB behave as more than mere tourists. Instead, they act like citizens of their chosen destination (Liu et al., 2021). For there to be TCB, tourists must feel connected to the place they are visiting and must feel a strong commitment toward it (Shafiee et al., 2020). Unsurprisingly, past research has found that two key antecedents of TCB are destination identification and the value perceived by tourists towards a particular destination (Tsaour et al., 2021). Furthermore, a key behavior for destination sustainability that may result from TCB is the environmentally responsible behavior of tourists. This behavior can be understood as an extension of TCB because social identification due to responsible actions at the destination could motivate tourists to care for the environment through actions that go beyond what is expected of them (Su & Swanson, 2017).

Very few studies have looked at TCB in relation to tourism destinations, despite the fact that TCB is crucial for managing tourist sites (e.g., Torres-Moraga et al., 2021; Xu & Lu, 2023). Most studies have examined TCB with respect to a specific tourist service rather than a tourist destination (e.g., Shafiee et al., 2020; Yen et al., 2022). Furthermore, no study has provided an in-depth investigation of the sustainability-related opportunities that this type of behavior could offer DMOs. In order to bridge this research gap, the current study explores the role of TCB as an antecedent of tourist environmentally responsible behavior (ERB). It also examines the underlying processes (drivers) that affect this relationship. Factors affecting tourist ERB can be classified into internal psychological mechanisms and external destination-related characteristics (Luo et al., 2020). The aim of this research is twofold: (a) to analyze the influence of destination perceived sustainability (DPS) (external factor) on TCB, considering DI and DPV (internal factors) as both consequences of DPS and at the same time predecessors of TCB; (b) to study how TCB relates to the environmentally responsible behavior of tourists.

This study offers notable theoretical contributions to the broader field of tourist destination management and specifically to the realm of sustainable tourism literature. First, the study extends the use of TCB not only to the tourism organization level (e.g., Tsaur et al., 2021; Yen et al., 2022) but also to the tourist destination level. Second, the study offers a more in-depth application of social exchange and social identity theories in destination management, providing new insights into how to promote TCB using tourists' perceptions of a destination's sustainability actions. If tourists perceive a destination as being committed to sustainability and identify with it, they are more likely to act like citizens of that destination. Third, previous studies (e.g., Liu et al., 2021) have implied that TCB supports the sound management of tourist destinations. The current study also shows that TCB supports destinations' environmental sustainability by promoting tourist ERB.

THEORETICAL FRAMEWORK

Perceived Sustainability and Tourist Citizenship Behavior (TCB)

Tourists' evaluations of a given destination in terms of its sustainability differ according to whether those who visit that destination perceive it as sustainable or not (Pulido-Fernandez & Lopez-Sanchez, 2014). Consequently, if the goal is for tourists to act like citizens of a given destination by behaving responsibly and sustainably, they must first

perceive that the destination is already taking sustainability-related actions. Thus, destination perceived sustainability is crucial for promoting TCB. Perceived sustainability is “the tourist’s cognitive-affective evaluation of sustainability policies implemented at a particular destination by managers and destination marketing organizations” (Sánchez-Fernández et al., 2019, p. 178). This sustainable management should be based on the three dimensions of sustainability; environmental, economic, and socio-cultural (Mathew & Sreejesh, 2017). However, the environmental dimension has thus far been the target of most of tourism scholars’ attention. Concern for the environmental dimension means taking actions to care for the environment (Altunel & Yalçın, 2022). Managing renewable and non-renewable resources, protecting natural capital, and making the best use of environmental resources are a few examples (Agyeiwaah et al., 2017).

Considering tourists’ perceived sustainability of a destination when developing sustainable strategies not only allows destination managers to focus their marketing strategies more sharply and attract more tourists (Shafiee et al., 2019) but can also promote the sustainability of the destination itself. When tourists perceive a given destination as sustainable, they are more willing to behave responsibly (Penagos-Londoño et al., 2021). This situation can be explained by the concept of customer citizenship behavior toward the environment (CBE) (Tuan, 2018), which is based on social exchange theory (Homans, 1958). As Tuan (2018, p. 3) explains, “when the organization behaves as a *good* citizen in the society, its customers may *learn* this behavior and develop citizenship behavior towards the organization”. Despite an apparent absence of such studies at the destination level, it is reasonable to expect the same dynamics to apply. If tourists perceive sustainability strategies in the tourist destination they visit, they can *learn* from them and thus perform TCB in that destination. Additionally, if tourists perceive that a destination behaves like a *good* citizen in society, they will feel the need to reciprocate behaviors or actions. Thus, tourists can contribute to the sustainability of a tourist destination. The literature also suggests that this process occurs when consumers identify with an organization and when they perceive high value in the exchange experience (Tsai et al., 2017; Tuan, 2018). As a result, the identification of tourists with a given destination and their perceived value of it can potentially serve as mediating factors in the relationship between destination perceived sustainability and TCB.

Identification and value perception of the destination

When it comes to consumer identification, scholars have conceptualized tourists' destination identification as the sense of connection to a destination that defines them (Hultman et al., 2015). This type of identification is based on the values and personality traits that tourists share with the destination (Wen & Huang, 2021). Accordingly, destination identification is a subjective process that takes place when the perceived identity of the tourist destination and consumer identity are aligned (Hu et al., 2021). The focus, therefore, should be on developing a stronger sense of connection. This focus is especially important when efforts are based on actions that are directly related to caring for the environment (Su & Swanson, 2017). Initiatives centered on destination social responsibility are important to make tourists identify more strongly with the destination (Su et al., 2016). For example, destination social responsibility actions can enhance tourists' destination identification when they perceive these actions to be environmentally friendly (Su & Swanson, 2017). In fact, when these actions meet tourists' expectations, tourists develop a positive perception of the destination, which in turn makes them connect with the place they visit (Su & Swanson, 2017). When a destination performs sustainable actions, the projected image helps tourists connect the destination with their own self-definition (Hu et al., 2021), which enables stronger identification by tourists (Su et al., 2016). Based on this reasoning, this hypothesis is stated:

H1: Destination perceived sustainability is positively associated with destination identification.

Destination identification is also an important tool for developing long-term relationships with tourists due to the close connection forged between tourists and the place they visit (Nysveen et al., 2013). This connection may manifest itself as social identification, where tourists identify themselves as members of the destination society without actually being part of it (Kock, 2021). Tourists can identify themselves not only with tangible elements such as tourist attractions but also with intangible ones such as the cultural expressions of the tourist destination, its inhabitants, and their lifestyle. When this social identification satisfies the identity needs of tourists, they may develop a greater commitment to the place (Tournois & Rollero, 2020). This stronger commitment might enhance their self-confidence, which would then affect how they behave as citizens (Ahearne et al., 2005). This approach is compatible with social identity theory (Tajfel & Turner, 1979), which states that travelers are more willing to act in a way that helps a destination when they are in line with that destination's guiding

values. Thus, studies have reported that stronger identification with a place encourages tourists to help other tourists, provide feedback to the destination, and promote the destination through positive word of mouth (WOM) (Rather et al., 2020; Zhang et al., 2022). It encourages tourists to perform citizenship behavior toward the tourist destination. Another assumption is that travelers who identify with a destination are more loyal with such destination (Kusumah, 2023) and would also wish it to maintain improving its tourism offerings so they may continue to enjoy them in the future (Mursid & Anoraga, 2021). These reasoning led to the following hypothesis:

H2: Destination identification (DI) is positively associated with tourist citizenship behavior (TCB).

Regarding perceived value, the enhancement of destination perceived value involves a process where tourists receive, select, organize, and interpret experience-based information in relation to a given destination (Prebensen et al., 2013). This process is especially relevant for destinations that struggle to create a perception of sustainability. When a destination shows commitment to environmental conservation activities, tourists receive, select, organize, and interpret information related to these activities, which generates positive perceived value for tourists (Hu et al., 2021). Thus, it is possible to achieve a higher perceived value when tourists perceive that a given destination is committed to sustainable activities connected to their values (Iniesta-Bonillo et al., 2016). If tourists perceive that a destination has a genuine interest in caring for the environment, conserving culture, and supporting the local economy, They are more likely to perceive the destination as having higher value (Sánchez-Fernández et al., 2019). Based on this idea, this hypothesis is stated:

H3: Destination perceived sustainability is positively associated with perceived value.

As for destination identification, perceived value, especially in the case of sustainable destinations, might result in long-term relationships (Breiby et al., 2020). Tourist' perceived value of a destination could gradually generate a stronger sense of connection and involvement with a place (Xie et al., 2021). According to social exchange theory, in an exchange relationship, individuals are inclined to assist those who have previously supported them. Thus, tourists may be encouraged to behave more civically, which is positive for tourist destinations (Tsai et al., 2017). Perceived value could lead tourists to perform tourist citizenship behaviors

by helping others, sharing positive WOM, and providing feedback to the destination (Tsaur et al., 2021). For instance, customers in the bed and breakfast (B&B) sector were willing to recommend and speak highly of the service (WOM) and help other customers when they perceived greater value in their relationship with the service provider (Tsai et al., 2017). It is expected that if tourists perceive that the place they visit offers them good value (especially in terms of sustainability), their sense of belonging to the destination will be stronger (Han et al., 2019). So, in this context, they might be more prone to assume extra responsibilities to promote the goals of the tourist destination (Tsai et al., 2017). In light of this, the following hypothesis is proposed:

H4: Destination perceived value (DPV) is positively associated with tourist citizenship behavior (TCB).

TCB and Tourist Environmentally Responsible Behavior (ERB)

Tourist environmentally responsible behavior or pro-environmental behavior (TPEB) is defined as “tourists’ behaviors (e.g. on holiday) that promote environmental protection and avoid harming natural ecosystems, including selecting environmentally-friendly travel modes and products” (Xu et al., 2020, p. 1445). Examples include waste reduction and recycling (e.g., Han et al., 2018), water conservation (e.g., Rodriguez–Sanchez et al., 2020), and energy saving (e.g., Aall, 2011), as well as a reduction in the consumption of products that could damage the tourist destination ecosystem (e.g., Lee, 2011). Tourist ERB is widely regarded as an excellent measure of effective sustainable management in tourist destinations due to its ability to mitigate the adverse environmental effects associated with tourism (Juvan & Dolnicar, 2016; Luo et al., 2020). Furthermore, environmentally responsible behavior can minimize adverse impacts not only on the environment but also on the tourist destination's economy and its socio-cultural aspects (Sahabuddin et al., 2021).

Environmentally responsible behavior by tourists is reflected by a high level of commitment and dedication to protecting the environment (Luo et al., 2020). Thus, tourists will behave in an environmentally responsible manner to the extent that they feel a strong tie with the tourist destination they visit (Confente & Scarpi, 2021). This link between tourists and a destination develops when they feel socially identified with the destination because of the social responsibility actions of the destination to benefit its environment (Tuan, 2018). Tourists in this situation may participate more actively in the process of value co-creation (Arica &

Çorbacı, 2020; Hur et al., 2018) through TCB to benefit a tourist destination by taking actions to care for its environment (Lin & Lee, 2020; Tuan, 2018). While there is a lack of research investigating the direct correlation between TCB and tourist (ERB), there is an underlying logic to such a relationship. Given a strong connection with a destination, TCB may be expected to drive tourists to protect the place they visit through environmentally responsible behavior. Therefore, it is proposed that:

H5: Tourist citizenship behavior (TCB) is positively associated with environmentally responsible behavior (ERB).

METHODOLOGY

Participants and Data Collection

Data from participants were gathered through the utilization of an online survey platform (Qualtrics). Relevant scholars in the realm of sustainability and tourism have underscored that the phenomenon of social desirability can exert an adverse influence on self-reported data (Juvan & Dolnicar, 2016). Consequently, researchers are encouraged to design their studies in a manner that mitigates the potential impact of social desirability bias (Larson, 2019). To mitigate this limitation, several proactive measures were implemented in this study. Firstly, the introductory paragraph incorporated the following elements: i) it provided a comprehensive overview of the study's objectives without explicitly underscoring the importance of sustainability issues, ii) it stressed the absence of definitively right or wrong responses, iii) it ensured complete anonymity and privacy by refraining from requesting any personal information throughout the questionnaire, and iv) respondents were explicitly instructed to complete the survey individually, without the presence of third parties, such as family or friends. Secondly, v) the questions were thoughtfully arranged to prevent any inadvertent influence on respondent answers or the inadvertent disclosure of excessive information, and iv) a neutral background color (grey) was deliberately chosen to avert any potential association with sustainability.

The inclusion criteria for this study encompassed exclusively those individuals who had engaged in travel within the preceding six-month period. The study was performed at the tourist destination level in Chile. Thus, respondents were requested to think about their most recent travel destination in Chile before answering the questionnaire. Chile serves as an excellent case study for sustainable tourism research, given its remarkable

strides towards achieving economic prosperity and reducing poverty in recent years. Moreover, the country is diligently striving to meet its emission reduction targets, underscoring its commitment to sustainability (Kirikkaleli et al., 2022). The study was aimed at domestic tourism, so the final sample comprised only residents in Chile traveling to other locations within the country. Despite employing a non-random quota sampling method, various sociodemographic factors were considered to ensure the sample's representativeness of the population (data available upon request). Respondents were requested to fill out an online questionnaire after getting an email inviting them to take part in the study. They were made aware that participation was voluntary and anonymous. The data gathering process met all ethical criteria described in the ICC/ESOMAR Code (ESOMAR, 2017). Data were gathered between October and December 2019. The final sample size was 629 individuals after removing serial responses, duplicate cases, atypical cases, and incomplete questionnaires. The sample profile is shown in Appendix 1.

Measures

The questionnaire included the following measures: (i) destination perceived sustainability, a reflective second-order three-dimensional scale adapted from Iniesta-Bonillo et al. (2016); (ii) destination identification (DI), adapted from Su and Swanson (2017); (iii) destination perceived value (DPV), based on the scale provided by Iniesta-Bonillo et al. (2016); and (iv) tourist citizenship behavior (TCB), a reflective second-order three-dimensional scale adapted from Groth (2005). The dependent variable of the model was tourist environmentally responsible behavior (ERB), based on the scale adapted from Su and Swanson (2017). The measurement used scales derived from a comprehensive literature review and were adapted for this project (see Appendix 2). Thus, all variables are in reference to the to the visited tourist destination (i.e., at destination level). A seven-point Likert scale ranging from 1 (*strongly disagree*) to 7 (*strongly agree*) was used to evaluate each survey question. The main descriptive statistics are shown in Appendix 1.

A rigorous back-translation protocol was used to address potential biases stemming from using a measurement instrument in languages other than the original, following the guidelines set forth by Van de Vijver and Hambleton (1996). The initial version of the questionnaire was written in English and revised by an English-native proofreader. Given that the study took place in Chile, the questionnaire items were further translated into Spanish by a proficient Spanish-speaking academic researcher. Following

this, we enlisted the services of a professional proofreader to meticulously assess the precision of the translation. Subsequently, the initial English-native proofreader conducted a reverse translation of the modified items back into English. In the final stage, three external associate professors specializing in the field of tourism and hospitality, proficient in both English and Spanish, conducted a comprehensive evaluation of the translations and the items to ensure their accuracy and validity. The final survey items in both languages can be found in Appendix 2.

Analytical Approach

The estimation procedure consisted of two sequential stages. Initially, the measurement instrument's reliability and validity (psychometric properties) were evaluated through the application of confirmatory factor analysis (CFA). Furthermore, the perceived sustainability of the destination and TCB were scrutinized to confirm their status as second-order constructs. Common method bias related to using a survey as a tool for data gathering was then examined. To do so, the approach developed in Bagozzi et al. (1991) was implemented. Secondly, the structural component of the model was estimated utilizing covariance-based structural equation modeling (CB-SEM). Lastly, mediation analysis was carried out to evaluate the nature of the relationship in the model. We used JASP 0.16.1 and EQS 6.2 to run the analyses.

RESULTS

Measure Validation

Table 1 displays satisfactory fit indices for the CFA. The composite reliability index (CRI) demonstrated values surpassing the recommended threshold of 0.65 in all instances (Steenkamp & Geyskens, 2006). These results confirm construct reliability. All item loadings were significant and above 0.5, which supports convergence validity. Furthermore, it was observed that the average variance extracted (AVE) exceeded the threshold of 0.5 for all factors, thereby providing evidence of convergent validity. Additionally, the 95% confidence intervals for the correlations between each pair of components did not encompass unity, as reported by Anderson and Gerbing (1988). Finally, the AVE scores consistently demonstrated superior performance compared to the squared between-construct correlations. The joint interpretation of these findings supports discriminant validity (see Table 2).

Table 1. *Reliability and convergent validity*

Construct and items	Std. load.	Robust t	CRI	AVE
DESTINATION PERCEIVED SUSTAINABILITY (DPS) (Iniesta-Bonillo et al., 2016)				
ECONOMIC (dimension 1)				
DPSe1	.68	21.49**	0.81	0.52
DPSe2	.81	36.54**		
DPSe3	.71	17.50**		
DPSe4	.69	18.86**		
CULTURAL (dimension 2)				
DPSc1	.81	34.53**	.86	.67
DPSc2	.86	54.48**		
DPSc3	.79	26.86**		
ENVIRONMENTAL (dimension 3)				
DPSen1	.78	29.79**	.76	.52
DPSen2	.73	22.20**		
DPSen	.64	15.53**		
DESTINATION IDENTIFICATION (DI) (Su and Swanson, 2017)				
DI1	.76	28.22**	.89	.67
DI2	.88	73.47**		
DI3	.86	54.77**		
DI4	.77	27.34**		
PERCEIVED VALUE (DPV) (Iniesta-Bonillo et al., 2016)				
DPV1	.77	21.14**	.91	.72
DPV2	.89	81.57**		
DPV3	.86	44.96**		
DPV4	.88	77.73**		
TOURIST CITIZENSHIP BEHAVIOR (TCB) (Groth, 2005)				
TCB RECOMMENDATION (dimension 1)				
TCBR1	.83	48.44**	.89	.63
TCBR2	.86	68.21**		
TCBR3	.73	25.63**		
TCBR4	.81	39.16**		
TCBR5	.74	21.76**		
TCB HELPING (dimension 2)				
TCBH1	.857	63.96**	.86	.66
TCBH2	.788	36.26**		
TCBH3	.797	34.15**		
TCB FEEDBACK (dimension 3)				
TCBF1	.821	51.93**	.87	.63
TCBF2	.818	48.99**		
TCBF3	.761	35.13**		
TCBF4	.771	31.38**		
ENVIRONMENTALLY RESPONSIBLE BEHAVIOR (ERB) (Su and Swanson, 2017)				
ERB1	.79	26.90**	.91	.64
ERB2:	.81	29.34**		
ERB3	.80	25.07**		
ERB4	.72	21.25**		
ERB5	.83	44.03**		
ERB6	.84	54.61**		

S-B χ^2 (558 df) = 1575.95 ($p < .01$); BBNFI = .981; BBNNFI = .986; CFI = .988; IFI = .988; RMSEA = .055 [.052; .058].

CRI = composite reliability index; AVE = average variance extracted.

** $p < 0.01$; * $p < 0.05$

Table 2. *Discriminant validity*

	DPSeco	DPScult	DPSenv	DI	DPV	TCBrec	TCBhelp	TCBfeed	ERB
DPS economic	.50 [.64; .74]	.48	.29	.20	.38	.49	.34	.32	.34
DPS cultural		.62 [.48; .59]	.29	.14	.37	.51	.32	.26	.41
DPS environmental			.51 [.39; .49]	.14	.21	.28	.18	.17	.26
Destination identification (DI)				.65 [.44; .54]	.24	.23	.31	.40	.05
Destination perceived value (DPV)					.70 [.65; .75]	.61	.49	.50	.20
TCB recommendation						.62 [.53; .63]	.59	.51	.47
TCB helping							.64 [.52; .62]	.62	.38
TCB Feedback								.63 [.74; .84]	.41
Environmentally responsible behavior (ERB)									.63 [.39; .47]

The diagonal of the matrix displays the average variance extracted (highlighted in bold), while above the diagonal, the shared variances are depicted as squared correlations. On the other hand, below the diagonal, the matrix provides the 95% confidence interval for the estimated correlations between factors.

Once reliability and validity had been confirmed, the dimensionality of perceived sustainability and tourist citizenship behavior (TCB) was assessed. The existing literature supports the perspective of considering both constructs as reflective second-order constructs. This viewpoint is exemplified in studies conducted by Kim et al. (2020) and Kim and Tang (2020) concerning TCB, as well as by Iniesta-Bonillo et al. (2016) and Mathew and Sreejesh (2017) in relation to perceived sustainability. Multidimensionality was assessed following the rival model process proposed by Steenkamp and van Trijp (1991). Model 1 (first-order model) considered both perceived sustainability and TCB as unidimensional constructs. Model 2 assumed TCB as a second-order construct with three dimensions, whereas perceived sustainability was assumed to be unidimensional. Lastly model 3 considered both perceived sustainability and TCB to be second-order constructs.

To determine the model that exhibited the most favorable fit, chi-squared difference tests (χ^2) were conducted, as suggested by Bagozzi and Dholakia (2006). Notably, a statistically significant difference at the 1% level was observed between Model 2 and Model 1 ($c2 = 1,137.97$, 12 df, $p .01$), which provides evidence that TCB is a second-order factor. Perceived sustainability may also be a second-order construct, based on the same reasoning ($c2 = 805.34$, 14 df, $p .01$). In terms of the remaining fit indicators, Model 2 exhibited superior performance compared to Model 1, while Model

3 surpassed Model 2. Consequently, both concepts were deemed to be second-order factors.

Another potential source of bias was common method variance. The aforementioned concern arose due to the nature of data collection, which involved survey responses (i.e., a single method). Two alternative approaches were employed to explore the potential existence of Common Method Bias (CMB). First, in accordance with Tehseen et al. (2017) suggestion, Harman's single-factor test was conducted to evaluate whether a single factor could account for the data's variance. Principal Component Analysis (PCA) was executed, encompassing all items, with consideration given to the unrotated solution. The analysis did not reveal any indications of CMB, as the variance explained by this single factor amounted to 40.22%, falling significantly below the accepted threshold of 50% (Podsakoff et al., 2003). Second, using the method suggested by Bagozzi et al. (1991), common method variance was assessed. Models 2 and 4 fitted the data substantially better than Models 1 and 3, as shown in Table 3. As a result, the component structure (trait) significantly contributes to the variance explained. Nevertheless, considering that Models 3 and 4 demonstrate significantly better fit with the data compared to Models 1 and 2, respectively, it suggests that the specific method (survey) may explain a smaller proportion of this variance.

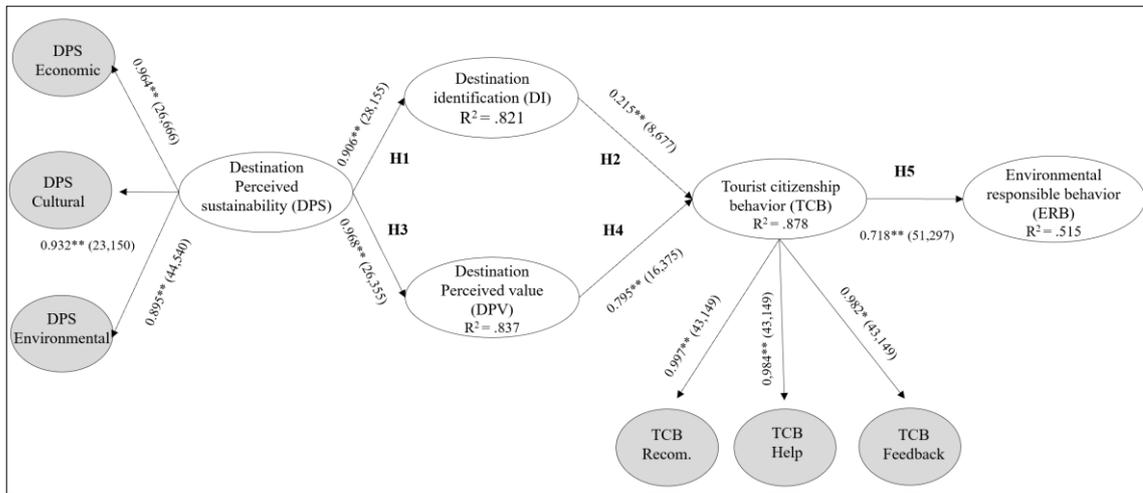
Table 3. *Overview of nested CFA for assessing the effect of trait and method*

	χ^2	d.f.	p	Model comparison	χ^2 difference	d.f.	p
Null (1)	79,955.73	630	< .001	(1)-(2)	78,417.184	72	< .001
Trait-only (2)	1,538.55	558	< .001	(3)-(4)	9,427.25	39	< .001
Method-only (3)	10,882.09	594	< .001	(1)-(3)	69,073.72	36	< .001
Trait-method (4)	1,454.76	555	< .001	(2)-(4)	83.78	3	< .001

Proposed Model Estimation: Hypothesis Testing

The measurement model's psychometric qualities, the dimensionality of the higher-order constructs, and the lack of common method bias were evaluated. The application of maximum likelihood estimation within the framework of CB-SEM was employed to accomplish this. As noted in the previous section, both perceived sustainability and TCB were assumed to be second-order constructs. As shown in Figure 1, the goodness-of-fit statistics are acceptable. In terms of explanatory power, the three antecedents of TCB explain 87.8% of the variance, and the four antecedents

of environmentally responsible behavior explain 51.58% of the variance of the dependent variable (see Fig. 2).



S-B χ^2 [585 df] = 579.35 ($p < .01$); BBNFI = .981; BBNFI = .994; CFI = .995; IFI = .995; RMSEA = .025 [.021 -.030]. ** $p < 0.01$; * $p < 0.05$

Figure 1. *Structural model estimation*

The analysis confirms that perceived sustainability is a second-order reflective construct. The factor loadings of all three dimensions are large and significant. The analysis of the relationship between DPS, DI and DPV yielded the expected results. Particularly, tourist destination identification appears to be positively correlated with how sustainably the destination is evaluated ($\beta = 0.906$, $p < .01$). This finding confirms H1. Also, there is a positive association between the destination value perception by tourists and its perceived sustainability ($\beta = 0.968$, $p < .01$), which supports H3.

All factor loadings between the overall TCB construct and the three first-order constructs are greater than 0.80 and significant. The analysis therefore implies that TCB can be classified as a reflective second-order construct. The relationships between TCB, its antecedents (DI and DPV), and one of its consequences (ERB) are of particular interest. Overall, TCB appears to be a key significant mediator in the model. The findings provide support for Hypothesis 2, indicating that as tourists' identification with a particular destination increases, their TCB towards that destination also increases ($\beta = 0.215$, $p < .01$). Likewise, TCB is positively correlated with their perceived value for a particular destination ($\beta = 0.795$, $p < .01$), which also supports H4. Ultimately, greater levels of TCB are associated to greater levels of environmentally responsible behavior ($\beta = 0.718$, $p < .01$) supporting H5. Previous research has also observed a mediating role of TCB

when analyzing value co-creation and satisfaction regarding a touristic destination (Arica & Çorbacı, 2020).

Mediation Analysis

To check the consistency of the previous estimation, formal tests of mediation were conducted. This procedure assessed whether several direct effects on environmentally responsible behavior were significant (Bagozzi & Dholakia, 2006). The findings are summarized in Table 4.

Table 4. *Summary of findings for formal test of mediation*

Model	Goodness-of-fit	χ^2 Difference	Additional path
Model 1 Baseline (proposed) model	$\chi^2 (585) = 803.95; p < .001$	-	-
Model 2* M1 + DPS --> ERB	$\chi^2 (584) = 803.80; p < .001$	M1-M2: $\chi^2 (1) = 0.15; p > .1$	-0.110 ($p > .1$)
Model 3* M1 + DPS --> TCB	$\chi^2 (584) = 803.03; p < .001$	M1-M3: $\chi^2 (1) = 0.92; p > .1$.183 ($p > .1$)
Model 4* M1 + DI --> ERB	$\chi^2 (584) = 796.76; p < .001$	M1-M4: $\chi^2 (1) = 7.19; p < .001$.339 ($p < .01$)
Model 5* M1 + DPV --> ERB	$\chi^2 (584) = 798.77; p < .001$	M1-M5: $\chi^2 (1) = 5.18; p < .001$.600 ($p < .01$)

* The significance and sign of the remaining coefficients in each model are identical to those depicted in Figure 2.

The proposed model's (Model 1) goodness of fit is displayed in the first row of Table 4, which served as the reference point for the χ^2 difference tests. In the second row, the direct relationship between perceived sustainability and environmentally responsible behavior was added to the baseline model. The existence of this additional direct effect was then tested using a χ^2 difference test (with 1 df) since that Model 2 was contained within Model 1. The χ^2 difference ($\chi^2 (1) = 0.15; p > 0.1$) and the additional effect in Model 2 ($\beta = -0.110; p > .1$) were both non-significant. This leads to the conclusion that the relationship between perceived sustainability and the environmentally responsible behavior of tourists is fully mediated by the relationships in the proposed research model. Using the same approach, the baseline model was extended to include the direct link between perceived sustainability and TCB (see Model 3 in third row). Both the additional coefficient in Model 3 ($\beta = .183; p > .1$) and the χ^2 difference test ($\chi^2 (1) = 0.92; p > 0.1$) were also not statistically significant. Thus, the analysis suggests that the relationship between perceived sustainability and TCB is fully mediated by the relationships in the proposed research model. In the fourth row, the direct relationship between destination identification and environmentally responsible behavior was included in the baseline model. In contrast to the prior studies, both the additional effect ($\beta = .339; p < 0.01$) and the χ^2 difference test ($\chi^2 (1) = 7.19; p < 0.01$) were statistically significant. This finding reveals that the relationships stated in the suggested model partially mediate the relationship between destination identification and tourists' environmentally responsible behavior. The same applies for Model

5, which added to the baseline model the relationship between perceived value and environmentally responsible behavior. Both the additional coefficient ($\beta = .600$; $p < 0.01$) and the χ^2 difference test ($\chi^2 (1) = 5.18$; $p < 0.01$) were significant. This means that, the relationships suggested by the model partially mediate the relationship between the perceived value of a destination and travelers' environmentally responsible behavior.

DISCUSSION AND CONCLUSIONS

This study provides a solid framework that can advance existing knowledge by showing the relevance of TCB in the context of not only tourism organizations but also tourist destinations. TCB is shown to be a key behavior that supports destination sustainability, influencing the environmentally responsible behavior of tourists.

Based on the particular findings of the study, perceived sustainability is connected to destination identification and perceived value, both of which have an impact on TCB. These findings can be viewed through the lens of social exchange and social identity theories (Homans, 1958; Tajfel & Turner, 1979). Regarding the former, our results show that when tourists perceive the destination's sustainability efforts, they might view it as a reciprocal relationship. That is, the destination invests in sustainability (providing a reward to tourists who value this), and in return, tourists exhibit extra-role behaviors like TCB that support destination sustainability. This is a mutual exchange of value, where both the destination and the tourist benefit. Regarding social identity theory, our results indicate that when tourists identify with a destination's sustainability efforts (seeing it as an extension of their pro-environmental identity), they are more likely to perform TCB. This identification with the destination's values aligns are influenced by their perceived membership in a group or alignment with a destination's identity. These findings are consistent with those of Lii and Lee's (2012). They found that when costumers identify with a company's CSR initiatives, they tend to develop stronger alignment with the company, leading to extra-role behaviors such as recommending it and engaging in positive word-of-mouth. Similarly, these findings are in line with Tuan's (2018) study that suggests that CSR initiatives can serve as a sustainably pro-social/pro-environmental force to foster pro-environmental values in employees and in turn their citizenship behavior for the environment (CCB).

Regarding the result that the stronger a tourist perceives the sustainability strategies and actions of a destination, the more they identify with it, it becomes particularly significant when their self-definition aligns with the destination's identity (Hu et al., 2021). If a tourist's self-definition is aligned with the perception that sustainability actions (focused on environmental, economic, and cultural issues) are part of the identity of a given destination, then the tourist will identify with that place to a greater degree. Furthermore, this finding somewhat echoes the findings reported by Su et al. (2016) in the context of the residents of a tourist destination. They found that social responsibility initiatives directly affect resident identification. Similarly, it is also directly related to the study by Tran et al. (2023). These authors observed that perceived destination social responsibility directly influences destination identification, in this case, aiming to achieve destination brand loyalty among domestic tourists in a city in Vietnam. The findings of this research further imply that tourists' identification with the locations they visit increases TCB. Thus, the more strongly tourists identify with a tourist destination, the greater their commitment to that place will be (Kumar & Kaushik, 2018). These findings bear a direct connection to the study conducted by Rather et al. (2020), which demonstrated that a stronger sense of identification with a destination is linked to more pronounced positive word-of-mouth (WOM) recommendations in support of the destination. Furthermore, it aligns with the study by Zhang and Xu (2019), whose research showed that residents' identification with the place they live directly affects their civic behavior in that same place. Finally, this result is also closely related to the study by Wu et al. (2022), who reported that place identification directly influences a specific type of civic behavior, such as community citizenship behavior (CCB).

Another of this study's findings is that perceived destination sustainability has a positive association with perceived destination value. When tourists observe that the place they visit is involved in sustainable initiatives, they form a positive image of that place, which could translate into positive perceived value (Hu et al., 2021; Pulido-Fernandez & Lopez-Sanchez, 2014). These findings are consistent with Iniesta-Bonillo et al. (2016), who revealed a positive influence of tourists' perceptions regarding the sustainability of a specific destination on the perceived value derived from their visit to that particular location. This is further supported by Guizzardi et al. (2022) who, in their study across various rural areas in Italy and Croatia, observed that the higher the sustainability perception of these destinations, the greater the value tourists attributed to their visits. The

present study further demonstrates a direct association between TCB and tourists' perception of value. When tourists perceive a destination to provide superior value for money compared to other places visited (Prebensen et al., 2013), it increases their inclination to engage in extra-role behavior (Tsai et al., 2017). This behavior encompasses assisting fellow tourists, recommending the destination, and providing feedback to enhance the destination experience. Tsaur et al. (2021) reported similar findings, observing that perceived value in tour leader likeability has a direct influence on TCB toward the tour leader.

Finally, the results suggest that TCB is positively associated with the environmentally responsible behavior of tourists. By recommending a destination, providing feedback to DMOs, and helping other visitors, tourists develop deep ties with that destination (Liu et al., 2021). Tourists' social identification with the place they visit may be the key to this relationship. In fact, the social identification generated by responsible actions at the tourist destination could motivate tourists to take actions to care for the environment beyond what is expected of them and perform environmentally responsible citizenship behavior (Tuan, 2018). To the best of our knowledge, there are no prior studies that have specifically examined the relationship between these two variables. However, this result addresses the call by some scholars (e.g., Torres-Moraga et al., 2021) for the need to incorporate new variables, such as pro-environmental behaviors, into future models of TCB to strengthen its framework.

This research presents significant contributions to tourist destination management and particularly within the sustainable tourism field of research. Firstly, it expands the application of TCB from just the tourism organization scope (e.g., Tsaur et al., 2021; Yen et al., 2022) to the tourist destination context. Secondly, by exploring the social exchange and social identity theories in destination management, we underscore that tourists who perceive a destination's commitment to sustainability and identify with it are more inclined to adopt extra-role behaviors (TCB). Thirdly, while earlier studies (e.g., Liu et al., 2021) suggested TCB's role in effective tourist destination management, our research emphasizes TCB's impact on enhancing environmental sustainability through promoting tourist ERB. As no previous studies have focused on the relationship between TCB and environmentally responsible behavior, the findings of the present study offer a different perspective within the context of destination tourism research. The findings support the idea that greater tourist engagement with a given destination, which takes the form of greater TCB, leads to more environmentally responsible behavior. Lastly, our study introduces a

theoretical framework that expands on prior research, detailing the connections between new antecedents of TCB and their outcomes. In this sense, TCB merits consideration as a dynamic process, since when tourists actively engage in the destination's value creation, their positive attitude not only fosters memorable experiences and heightened satisfaction (e.g., Busser & Shulga, 2018; Kamboj & Gupta, 2020; Torres-Moraga et al., 2021) but also brings tangible benefits to the destination.

Managerial Implications

Numerous managerial implications for DMOs, particularly in terms of helping destinations become more sustainable, can be derived from this study. To be sustainable, a destination must ensure that tourists perceive it as such, not only in terms of caring for the environment but also in relation to cultural and economic aspects (Iniesta-Bonillo et al., 2016). From an environmental point of view, efforts should focus on reducing pollution throughout the tourist destination, especially in the places that are most frequented by tourists. In addition, unpleasant odors from sewers and food preparation on the streets and/or restaurants should be reduced. At the same time, it is advisable to control crowds at major tourist attractions, especially in places designed to connect tourists with nature. From a cultural perspective, tourist destinations must care for their historical and cultural heritage. They can do so by investing a percentage of tourism revenues in addressing this cause. Finally, from an economic perspective, efforts should focus on ensuring that tourists perceive that the destination invests in tourism growth, accompanied by the infrastructure to match this growth.

To the extent that these sustainable actions are perceived by tourists (Hu et al., 2021), are connected with their self-definition (Shafiee et al., 2020), and are aligned with their personality traits (Wen & Huang, 2021), tourists will identify more strongly with the destination. From this perspective, efforts should focus not only on sustainable actions but also on communicating these actions to tourists, especially in relation to environmental, economic, and cultural aspects, as explained earlier (Sánchez-Fernández et al., 2019). Social networks and tourist destination websites should be the primary tools for this purpose, not just traditional tourist offices (Kapoor et al., 2021).

This communication should also focus on ensuring that tourists perceive greater value when visiting the destination (Ganji et al., 2021). The costs in money, time, and effort invested in the visit should not exceed what

the tourist destination offers (Iniesta-Bonillo et al., 2016). Consequently, prices should be kept within a suitable range according to the target market. This amount corresponds not only to the price for enjoying tourist attractions and basic services such as bathrooms and public transport but also to the time and effort that tourists must invest to visit natural attractions. For the latter, tourism managers should concentrate on ensuring high availability and access to these places by offering buses or other means of transport to allow tourists to move around comfortably and efficiently.

Apart from achieving positive perceived value and greater tourist identification, tourism managers should ensure that tourists engage in TCB in the place they visit and encourage them to take actions that go beyond their role as tourists (Tsai et al., 2017). A higher degree of tourist involvement and commitment can thus be achieved (Tournois & Rollero, 2020; Xie et al., 2021). For example, tourism managers could motivate tourists to take part in online focus groups or meetings to gather their opinions and suggestions regarding actions that the destination should take to develop sustainably. To enhance this involvement, information about the sustainable initiatives taking place in the destination should be regularly communicated to tourists. This information should focus on initiatives based on the data collected in these meetings.

Finally, to promote the environmentally responsible behavior of tourists, facilities should be provided so that tourists can recycle and take care of natural resources during their visit (Sørensen & Bærenholdt, 2020). Local management agencies could provide reusable bags for tourists to recycle their waste in cases where they rent houses or apartments and could establish specific collection times. In addition, recycling bins could be placed throughout the destination, especially at the main tourist attractions. In parallel, the purchase of water-saving taps should be subsidized. Such schemes benefit not only residents but also hotels and rental homes advertised on platforms such as Airbnb. In addition, the authorities should promote the care of nature by placing signs throughout the tourist destination. For instance, to care for and learn about nature at the destination, each tree and plant could be identified using a QR code indicating its name and species. Finally, campaigns could be carried out to promote the planting of trees in parks. Tourists could sponsor one of these trees and plant it together with a trained guide.

Limitations and Future Research Lines

Several limitations observed in this study present potential avenues for future research. First, it relied on cross-sectional data to test the relationships proposed in the model. The findings of such investigations need to be properly understood, as prior research in the field has shown (Japutra, 2020; Rodriguez-Sanchez et al., 2020). Causality cannot be inferred. Consequently, it may be only possible to establish causation between the variables that influence visitors' environmental responsibility by using longitudinal and/or experimental research. Second, data were gathered only from residents in Chile who traveled within that country. The underlying idea was to control for as many external factors as possible (e.g., cultural issues). Despite the benefits of this decision, choosing only one country or destination can limit the generalizability of findings (Ganji et al., 2021). It would be of interest to apply the proposed model to other tourist destinations or countries to enhance the external validity of the results. Third, this study was based on self-reported survey data. The limitations of this subjective information are well known and include social desirability bias and the fact that respondents may modify their answers to be perceived as more sustainable (Juvan & Dolnicar, 2016). Future research, especially experimental studies, should include objective measures of pro-environmental behaviors (Gabarda-Mallorquí et al., 2018). Fourth, as has been widely suggested in the literature, tourism-related and pro-environmental factors may be affected by moderator variables (Ganji et al., 2021; Japutra, 2020). Variables such as gender, educational level, and family composition can moderate the relationship in this type of model. Despite some recent studies that offer formal analysis of such moderating relationships (e.g., López-Bonilla et al., 2020), additional studies in this area would be of special interest. Lastly, the principles of sustainability, the dynamics of social exchange and identity, as well as the behaviors of tourists in relation to destination perceived sustainability and management, are foundational aspects not easily overshadowed by short-term global disruptions. Furthermore, it is noteworthy to mention that tourism in Chile has resumed its normal operations. It is operating in the same way as before the pandemic, without any additional restrictions (e.g., health, capacity). However, while the variables analyzed in this study are unlikely to be directly influenced by a health crisis like COVID-19, potential effects from such a situation could always be present, so the results should be interpreted with caution.

ACKNOWLEDGEMENT

This study was partially financially supported by the Emerging Project grant of the Generalitat Valenciana, Emerging Project GV2022 [CIGE/2022/51], by the Spanish Ministry of Science, Innovation and University under Grant [PID2022-141694NB-I00], and by the Research Support Plan, Facultad de Economía y Negocios, Universidad de Chile.

We thank Mr. Adam King for his assistance regarding proof reading services.

REFERENCES

- Aall, C. (2011). Energy use and leisure consumption in Norway: An analysis and reduction strategy. *Journal of Sustainable Tourism*, 19(6), 729–745. <https://doi.org/10.1080/09669582.2010.536241>
- Agyeiwaah, E., McKercher, B., & Suntikul, W. (2017). Identifying core indicators of sustainable tourism: A path forward? *Tourism Management Perspectives*, 24, 26–33. <https://doi.org/10.1016/j.tmp.2017.07.005>
- Ahearne, M., Bhattacharya, C. B., & Gruen, T. (2005). Antecedents and consequences of customer-company identification: Expanding the role of relationship marketing. *Journal of Applied Psychology*, 90(3), 574–585. <https://doi.org/10.1037/0021-9010.90.3.574>
- Altunel, M. C., & Yalçın, M. (2022). Examining the Relationship between Subjective Vitality as a Personality Trait, Experience Quality, and Environmental Stewardship of Tourists Visiting Atatürk Arboretum. *Advances in Hospitality and Tourism Research*, 10(2), 277-305. <https://doi.org/10.30519/ahtr.941911>
- Anderson, J. C., & Gerbing, D. W. (1988). Structural equation modeling in practice: A review and recommended two-step approach. *Psychological Bulletin*, 103(3), 411–423. <https://doi.org/10.1037/0033-2909.103.3.411>
- Arica, R., & Çorbacı, A. (2020). The mediating role of the tourists' citizenship behavior between the value co-creation and satisfaction. *Advances in Hospitality and Tourism Research*, 8(1), 125-150. <https://doi.org/10.30519/ahtr.649639>
- Bagozzi, R. P., & Dholakia, U. M. (2006). Antecedents and purchase consequences of customer participation in small group brand communities. *International Journal of Research in Marketing*, 23(1), 45–61. <https://doi.org/10.1016/j.ijresmar.2006.01.005>
- Bagozzi, R. P., Yi, Y., & Lynn W. Phillips. (1991). Assessing Construct Validity in Organizational Research. *Administrative Science Quarterly*, 36(3), 421–458. <https://doi.org/10.2307/2393203>
- Breiby, M. A., Duedahl, E., Øian, H., & Ericsson, B. (2020). Exploring sustainable experiences in tourism. *Scandinavian Journal of Hospitality and Tourism*, 20(4), 335–351. <https://doi.org/10.1080/15022250.2020.1748706>
- Busser, J. A., & Shulga, L. V. (2018). Co-created value: Multidimensional scale and nomological network. *Tourism Management*, 65, 69–86. <https://doi.org/10.1016/j.tourman.2017.09.014>
- Confente, I., & Scarpi, D. (2021). Achieving Environmentally Responsible Behavior for Tourists and Residents: A Norm Activation Theory Perspective. *Journal of Travel Research*, 60(6), 1196–1212. <https://doi.org/10.1177/0047287520938875>

- ESOMAR. (2017). *ICC/ESOMAR International code on Market, Opinion and Social Research and Data Analytics*. ESOMAR. Retrieved March 30, 2023, from: https://www.ipsos.com/sites/default/files/2017-11/ICCESOMAR_Code_English.pdf
- Gabarda-Mallorquí, A., Fraguell, R. M., & Ribas, A. (2018). Exploring environmental awareness and behavior among guests at hotels that apply water-saving measures. *Sustainability (Switzerland)*, 10(5), 1305. <https://doi.org/10.3390/su10051305>
- Ganji, S. F. G., Johnson, L. W., & Sadeghian, S. (2021). The effect of place image and place attachment on residents' perceived value and support for tourism development. *Current Issues in Tourism*, 24(9), 1304–1318. <https://doi.org/10.1080/13683500.2020.1784106>
- Groth, M. (2005). Customers as good soldiers: Examining citizenship behaviors in internet service deliveries. *Journal of Management*, 31(1), 7–27. <https://doi.org/10.1177/0149206304271375>
- Guizzardi, A., Stacchini, A., & Costa, M. (2022). Can sustainability drive tourism development in small rural areas? Evidences from the Adriatic. *Journal of Sustainable Tourism*, 30(6), 1280–1300. <https://doi.org/10.1080/09669582.2021.1931256>
- Han, H., Eom, T., Al-Ansi, A., Ryu, H. B., & Kim, W. (2019). Community-based tourism as a sustainable direction in destination development: An empirical examination of visitor behaviors. *Sustainability (Switzerland)*, 11(10), 2864. <https://doi.org/10.3390/su11102864>
- Han, H., Yu, J., Kim, H. C., & Kim, W. (2018). Impact of social/personal norms and willingness to sacrifice on young vacationers' pro-environmental intentions for waste reduction and recycling. *Journal of Sustainable Tourism*, 26(12), 2117–2133. <https://doi.org/10.1080/09669582.2018.1538229>
- Homans, G. C. (1958). Social Behaviour as Exchange.pdf. *American Journal of Sociology*, 63(6), 597–606. Retrieved March 30, 2023, from: <http://www.journals.uchicago.edu/t-and-c>
- Hu, J., Xiong, L., Lv, X., & Pu, B. (2021). Sustainable rural tourism: linking residents' environmentally responsible behaviour to tourists' green consumption. *Asia Pacific Journal of Tourism Research*, 26(8), 879–893. <https://doi.org/10.1080/10941665.2021.1925316>
- Hultman, M., Skarmeas, D., Oghazi, P., & Beheshti, H. M. (2015). Achieving tourist loyalty through destination personality, satisfaction, and identification. *Journal of Business Research*, 68(11), 2227–2231. <https://doi.org/10.1016/j.jbusres.2015.06.002>
- Hur, W. M., Kim, H., & Kim, H. K. (2018). Does customer engagement in corporate social responsibility initiatives lead to customer citizenship behaviour? The mediating roles of customer-company identification and affective commitment. *Corporate Social Responsibility and Environmental Management*, 25(6), 1258–1269. <https://doi.org/10.1002/csr.1636>
- Iniesta-Bonillo, M. A., Sánchez-Fernández, R., & Jiménez-Castillo, D. (2016). Sustainability, value, and satisfaction: Model testing and cross-validation in tourist destinations. *Journal of Business Research*, 69(11), 5002–5007. <https://doi.org/10.1016/j.jbusres.2016.04.071>
- Japutra, A. (2020). Building enduring culture involvement, destination identification and destination loyalty through need fulfilment. *Tourism Recreation Research*, 47(2), 177–189. <https://doi.org/10.1080/02508281.2020.1827567>

- Juvan, E., & Dolnicar, S. (2016). Measuring environmentally sustainable tourist behaviour. *Annals of Tourism Research*, 59, 30–44. <https://doi.org/10.1016/j.annals.2016.03.006>
- Kamboj, S., & Gupta, S. (2020). Use of smart phone apps in co-creative hotel service innovation: an evidence from India. *Current Issues in Tourism*, 23(3), 323-344. <https://doi.org/10.1080/13683500.2018.1513459>
- Kapoor, P. S., Balaji, M. S., & Jiang, Y. (2021). Effectiveness of sustainability communication on social media: role of message appeal and message source. *International Journal of Contemporary Hospitality Management*, 33(3), 949–972. <https://doi.org/10.1108/IJCHM-09-2020-0974>
- Kim, K., Byon, K. K., & Baek, W. (2020). Customer-to-customer value co-creation and co-destruction in sporting events. *The Service Industries Journal*, 40(9-10), 633-655. <https://doi.org/10.1080/02642069.2019.1586887>
- Kim, E., & Tang, L. R. (2020). The role of customer behavior in forming perceived value at restaurants: A multidimensional approach. *International Journal of Hospitality Management*, 87, 102511. <https://doi.org/10.1016/j.ijhm.2020.102511>
- Kirkkaleli, D., Güngör, H., & Adebayo, T. S. (2022). Consumption-based carbon emissions, renewable energy consumption, financial development and economic growth in Chile. *Business Strategy and the Environment*, 31(3), 1123–1137. <https://doi.org/10.1002/bse.2945>
- Kock, F. (2021). What makes a city cool? Understanding destination coolness and its implications for tourism. *Tourism Management*, 86, 104317. <https://doi.org/10.1016/j.tourman.2021.104317>
- Kumar, V., & Kaushik, A. K. (2018). Destination brand experience and visitor behavior: the mediating role of destination brand identification. *Journal of Travel and Tourism Marketing*, 35(5), 649–663. <https://doi.org/10.1080/10548408.2017.1401032>
- Kusumah, E. P. (2023). Destination and Sport Event: Image, Attachment and Loyalty Relationship. *Advances in Hospitality and Tourism Research*, 11(2), 191-209. <https://doi.org/10.30519/ahtr.1100956>
- Larson, R. B. (2019). Controlling social desirability bias. *International Journal of Market Research*, 61(5), 534–547. <https://doi.org/10.1177/1470785318805305>
- Lee, T. H. (2011). How recreation involvement, place attachment and conservation commitment affect environmentally responsible behavior. *Journal of Sustainable Tourism*, 19(7), 895–915. <https://doi.org/10.1080/09669582.2011.570345>
- Lii, Y. S., & Lee, M. (2012). Doing Right Leads to Doing Well: When the Type of CSR and Reputation Interact to Affect Consumer Evaluations of the Firm. *Journal of Business Ethics*, 105(1), 69–81. <https://doi.org/10.1007/s10551-011-0948-0>
- Lin, Y. H., & Lee, T. H. (2020). How do recreation experiences affect visitors' environmentally responsible behavior? Evidence from recreationists visiting ancient trails in Taiwan. *Journal of Sustainable Tourism*, 28(5), 705–726. <https://doi.org/10.1080/09669582.2019.1701679>
- Liu, L., Cui, T., Wu, J., Cao, R., & Ye, Y. (2021). Encouraging tourist citizenship behavior through resource uniqueness and service quality: The mediating role of emotions. *Journal of Vacation Marketing*, 27(1), 45–60. <https://doi.org/10.1177/1356766720952101>
- Liu, J. S., & Tsaur, S. H. (2014). We are in the same boat: Tourist citizenship behaviors. *Tourism Management*, 42, 88-100. <https://doi.org/10.1016/j.tourman.2013.11.001>
- López-Bonilla, J. M., del Carmen Reyes-Rodríguez, M., & López-Bonilla, L. M. (2020). Interactions and relationships between personal factors in pro-environmental golf

- tourist behaviour: A gender analysis. *Sustainability (Switzerland)*, 12(1), 1–18. <https://doi.org/10.3390/su12010332>
- Luo, W., Tang, P., Jiang, L., & Su, M. M. (2020). Influencing mechanism of tourist social responsibility awareness on environmentally responsible behavior. *Journal of Cleaner Production*, 271, 122565. <https://doi.org/10.1016/j.jclepro.2020.122565>
- Mathew, P. V., & Sreejesh, S. (2017). Impact of responsible tourism on destination sustainability and quality of life of community in tourism destinations. *Journal of Hospitality and Tourism Management*, 31, 83–89. <https://doi.org/10.1016/j.jhtm.2016.10.001>
- Mursid, A., & Anoraga, P. (2021). Halal destination attributes and revisits intention: the role of destination attractiveness and perceived value. *International Journal of Tourism Cities*, 8(2), 513–528. <https://doi.org/10.1108/IJTC-03-2021-0040>
- Nysveen, H., Pedersen, P. E., & Skard, S. (2013). Brand experiences in service organizations: Exploring the individual effects of brand experience dimensions. *Journal of Brand Management*, 20(5), 404–423. <https://doi.org/10.1057/bm.2012.31>
- Penagos-Londoño, G. I., Rodriguez-Sanchez, C., Ruiz-Moreno, F., & Torres, E. (2021). A machine learning approach to segmentation of tourists based on perceived destination sustainability and trustworthiness. *Journal of Destination Marketing and Management*, 19, 100512. <https://doi.org/10.1016/j.jdmm.2020.100532>
- Podsakoff, P. M., MacKenzie, S. B., Lee, J. Y., & Podsakoff, N. P. (2003). Common method biases in behavioral research: a critical review of the literature and recommended remedies. *Journal of Applied Psychology*, 88(5), 879. <https://doi.org/10.1037/0021-9010.88.5.879>
- Prebensen, N. K., Woo, E., Chen, J. S., & Uysal, M. (2013). Motivation and Involvement as Antecedents of the Perceived Value of the Destination Experience. *Journal of Travel Research*, 52(2), 253–264. <https://doi.org/10.1177/0047287512461181>
- Pulido-Fernandez, J. I., & Lopez-Sanchez, Y. (2014). Perception Of Sustainability of A Tourism Destination: Analysis From Tourist Expectations. *International Business & Economics Research Journal (IBER)*, 13(7), 1587. <https://doi.org/10.19030/iber.v13i7.8908>
- Rather, R. A., Najar, A. H., & Jaziri, D. (2020). Destination branding in tourism: insights from social identification, attachment and experience theories. *Anatolia*, 31(2), 229–243. <https://doi.org/10.1080/13032917.2020.1747223>
- Rodriguez-Sánchez, C., Sancho-Esper, F., Casado-Díaz, A. B., & Sellers-Rubio, R. (2020). Understanding in-room water conservation behavior: The role of personal normative motives and hedonic motives in a mass tourism destination. *Journal of Destination Marketing and Management*, 18, 100496. <https://doi.org/10.1016/j.jdmm.2020.100496>
- Sahabuddin, M., Tan, Q., Hossain, I., Alam, M. S., & Nekomahmud, M. (2021). Tourist environmentally responsible behavior and satisfaction; study on the world's longest natural sea beach, cox's bazar, bangladesh. *Sustainability (Switzerland)*, 13(16), 9383. <https://doi.org/10.3390/su13169383>
- Sánchez-Fernández, R., Iniesta-Bonillo, M. Á., & Cervera-Taulet, A. (2019). Exploring the concept of perceived sustainability at tourist destinations: a market segmentation approach. *Journal of Travel and Tourism Marketing*, 36(2), 176–190. <https://doi.org/10.1080/10548408.2018.1505579>
- Shafiee, M. M., Tabaeian, R. A., & Khoshfetrat, A. (2020). Tourist engagement and citizenship behavior: The mediating role of relationship quality in the hotel

- industry. *Tourism and Hospitality Research*, 20(4), 481–492. <https://doi.org/10.1177/1467358420914373>
- Shafiee, S., Rajabzadeh Ghatari, A., Hasanzadeh, A., & Jahanyan, S. (2019). Developing a model for sustainable smart tourism destinations: A systematic review. *Tourism Management Perspectives*, 31, 287–300. <https://doi.org/10.1016/J.TMP.2019.06.002>
- Sørensen, F., & Bærenholdt, J. O. (2020). Tourist practices in the circular economy. *Annals of Tourism Research*, 85, 103027. <https://doi.org/10.1016/j.annals.2020.103027>
- Steenkamp, J. E. M., & Geyskens, I. (2006). The Perceived Value of Web Sites. *Journal of Marketing*, 70, 136–150.
- Steenkamp, J. B. E., & Van Trijp, H. C. (1991). The use of LISREL in validating marketing constructs. *International Journal of Research in Marketing*, 8(4), 283–299. [https://doi.org/10.1016/0167-8116\(91\)90027-5](https://doi.org/10.1016/0167-8116(91)90027-5)
- Streimikiene, D., Svagzdiene, B., Jasinskas, E., & Simanavicius, A. (2021). Sustainable tourism development and competitiveness: The systematic literature review. *Sustainable Development*, 29(1), 259–271. <https://doi.org/10.1002/sd.2133>
- Su, L., & Swanson, S. R. (2017). The effect of destination social responsibility on tourist environmentally responsible behavior: Compared analysis of first-time and repeat tourists. *Tourism Management*, 60, 308–321. <https://doi.org/10.1016/j.tourman.2016.12.011>
- Su, L., Wang, L., Law, R., Chen, X., & Fong, D. (2016). Influences of destination social responsibility on the relationship quality with residents and destination economic performance. *Journal of Travel and Tourism Marketing*, 34(4), 488–502. <https://doi.org/10.1080/10548408.2016.1193101>
- Tajfel, H., & Turner, J. C. (1979). An integrative theory of intergroup conflict. In E. G. Austin & S. Worchel (Eds.), *The social psychology of intergroup relations* (pp. 33–47). Brooks/Cole.
- Tehseen, S., Ramayah, T., & Sajilan, S. (2017). Testing and controlling for common method variance: A review of available methods. *Journal of Management Sciences*, 4(2), 142–168. <https://doi.org/10.20547/jms.2014.1704202>
- Torres-Moraga, E., Rodriguez-Sanchez, C., & Sancho-Esper, F. (2021). Understanding tourist citizenship behavior at the destination level. *Journal of Hospitality and Tourism Management*, 49, 592–600. <https://doi.org/10.1016/j.jhtm.2021.11.009>
- Tournois, L., & Rollero, C. (2020). “Should I stay or should I go?” Exploring the influence of individual factors on attachment, identity and commitment in a post-socialist city. *Cities*, 102, 102740. <https://doi.org/10.1016/j.cities.2020.102740>
- Tran, P. K. T., Nguyen, H. K. T., Nguyen, L. T., Nguyen, H. T., Truong, T. B., & Tran, V. T. (2023). Destination social responsibility drives destination brand loyalty: a case study of domestic tourists in Danang city, Vietnam. *International Journal of Tourism Cities*, 9(1), 302–322.
- Tsai, C. Y. D., Wu, S. H., & Huang, S. C. T. (2017). From mandatory to voluntary: consumer cooperation and citizenship behaviour. *Service Industries Journal*, 37(7–8), 521–543. <https://doi.org/10.1080/02642069.2017.1337099>
- Tsaur, S. H., Yang, T. L., & Tsai, C. H. (2021). Tour leader likeability and tourist citizenship behaviours: mediating effect of perceived value. *Current Issues in Tourism*, 24(18), 2628–2642. <https://doi.org/10.1080/13683500.2020.1849044>
- Tuan (Tuan Luu), L. T. (2018). Activating tourists’ citizenship behavior for the environment: the roles of CSR and frontline employees’ citizenship behavior for the environment. *Journal of Sustainable Tourism*, 26(7), 1178–1203. <https://doi.org/10.1080/09669582.2017.1330337>

- UNWTO. (2022). *UN report underscores importance of tourism for economic recovery in 2022*. Retrieved March 30, 2023, from: <https://www.unwto.org/news/un-report-underscores-importance-of-tourism-for-economic-recovery-in-2022>
- Van de Vijver, F., & Hambleton, R. K. (1996). Translating tests. *European Psychologist*, 1(2), 89-99. <https://doi.org/10.1027/1016-9040.1.2.89>
- Wang, J., Wang, S., Wang, H., Zhang, Z., & Ru, X. (2021). Examining when and how perceived sustainability-related climate influences pro-environmental behaviors of tourism destination residents in China. *Journal of Hospitality and Tourism Management*, 48, 357–367. <https://doi.org/10.1016/J.JHTM.2021.07.008>
- Wen, J., & Huang, S. (Sam). (2021). The effects of fashion lifestyle, perceived value of luxury consumption, and tourist–destination identification on visit intention: A study of Chinese cigar aficionados. *Journal of Destination Marketing and Management*, 22, 100664. <https://doi.org/10.1016/j.jdmm.2021.100664>
- Wu, M. Y., Wu, X., Li, Q. C., & Tong, Y. (2022). Community citizenship behavior in rural tourism destinations: Scale development and validation. *Tourism Management*, 89, 104457. <https://doi.org/10.1016/j.tourman.2021.104457>
- Xie, L., Guan, X., He, Y., & Huan, T. C. (2021). Wellness tourism: customer-perceived value on customer engagement. *Tourism Review*, 77(3), 859-876. <https://doi.org/10.1108/TR-06-2020-0281>
- Xu, F., Huang, L., & Whitmarsh, L. (2020). Home and away: cross-contextual consistency in tourists' pro-environmental behavior. *Journal of Sustainable Tourism*, 28(10), 1443–1459. <https://doi.org/10.1080/09669582.2020.1741596>
- Xu, T., & Lu, C. (2023). Does tourism mental fatigue inhibit tourist citizenship behavior? The role of psychological contract breach and boundary conditions. *Journal of Hospitality and Tourism Management*, 55, 59–69. <https://doi.org/10.1016/j.jhtm.2023.03.001>
- Yen, C.-H., Tsai, C.-H., & Han, T.-C. (2022). Can tourist value cocreation behavior enhance tour leader love? The role of perceived value. *Journal of Hospitality and Tourism Management*, 53(129), 133–142. <https://doi.org/10.1016/j.jhtm.2022.10.001>
- Zhang, H., Cheng, Z., & Chen, X. (2022). How Destination Social Responsibility Affects Tourist Citizenship Behavior at Cultural Heritage Sites? Mediating Roles of Destination Reputation and Destination Identification. *Sustainability (Switzerland)*, 14(11), 6772. <https://doi.org/10.3390/su14116772>
- Zhang, H., & Xu, H. (2019). Impact of destination psychological ownership on residents' "place citizenship behavior". *Journal of Destination Marketing & Management*, 14, 100391. <https://doi.org/10.1016/j.jdmm.2019.100391>

APPENDIX

Appendix 1: Main descriptive statistics of the sampleAppendix 1.1. *Sample profile (n = 629)*

Criteria	Levels	n	(%)
Gender	Female	319	50,7%
	Male	310	49,3%
Age	18–29	220	35,0%
	30–44	302	48,0%
	45–65	105	16,7%
	66 or more	2	0,3%
Education	Secondary education	79	12,6%
	Technical education	153	24,3%
	University, college degree	366	58,2%
	Master's degree	28	4,5%
Occupation	PhD degree	3	0,5%
	Unemployed	59	9,4%
	Student	94	14,9%
	Self-employed worker	88	14,0%
	Technical/operations job	283	45,0%
	Middle-management job	90	14,3%
	Top-management job	15	2,4%

Note: Age > 18; nationality = Chilean; destination = Chile

Appendix 1.2. Mean, standard deviation, skewness, kurtosis, and Pearson's correlation of the variables used in the study (n = 629)

Item	Range	Mean	Std. Dev.	Skewness (S)	Kurtosis (K)
DESTINATION Perceived Sustainability (DPS):					
DPS Economic (dimension 1)					
DPS_E1	1-7	5.61	1.54	-1.61	2.22
DPS_E2	1-7	5.48	1.42	-1.22	1.26
DPS_E3	1-7	5.42	1.37	-1.08	0.98
DPS_E4	1-7	5.43	1.39	-1.12	1.06
DPS Cultural (dimension 2)					
DPS_C1	1-7	5.57	1.45	-1.21	1.23
DPS_C2	1-7	5.57	1.48	-1.32	1.43
DPS_C3	1-7	5.51	1.43	-1.14	1.01
DPS Environmental (dimension 3)					
DPS_EN1	1-7	5.16	1.53	-0.95	0.37
DPS_EN2	1-7	5.06	1.66	-0.86	-0.01
DPS_EN3	1-7	5.29	1.50	-1.08	0.81
Destination Identification (DI):					
DI1	1-7	5.10	1.49	-0.85	0.27
DI2	1-7	4.96	1.58	-0.75	-0.04
DI3	1-7	5	1.56	-0.83	0.17
DI4	1-7	4.83	1.56	-0.70	-0.04
DESTINATION Perceived value (PV):					
DPV1	1-7	5.46	1.42	-1.22	1.36
DPV2	1-7	5.64	1.41	-1.27	1.38
DPV3	1-7	5.63	1.38	-1.27	1.55
DPV4	1-7	5.68	1.37	-1.43	2.10
Tourist Citizenship Behavior (TCB):					
TCB recommendation (dimension 1)					
TCBR1	1-7	5.77	1.39	-1.50	2.35
TCBR2	1-7	5.76	1.43	-1.45	1.85
TCBR3	1-7	5.43	1.44	-0.99	0.71
TCBR4	1-7	5.61	1.45	-1.34	1.61
TCBR5	1-7	5.43	1.43	-1.18	1.13
TCB helping (dimension 2)					
TCBH1	1-7	5.46	1.39	-1.12	1.15
TCBH2	1-7	5.32	1.40	-0.92	0.55
TCBH3	1-7	5.48	1.44	-1.15	1.14
TCB feedback (dimension 3)					
TCBF1	1-7	5.31	1.43	-1	0.79
TCBF2	1-7	5.29	1.44	-0.94	0.60
TCBF3	1-7	5.61	1.42	-1.20	1.15
TCBF4	1-7	5.51	1.343	-1.18	1.38
Environmentally Responsible Behavior (ERB):					
ERB1	1-7	5.56	1.41	-1.08	0.97
ERB2	1-7	5.41	1.34	-0.84	0.65
ERB3	1-7	5.53	1.39	-1.11	1.18
ERB4	1-7	5.35	1.39	-0.91	0.78
ERB5	1-7	5.50	1.36	-1.06	1.19
ERB6	1-7	5.69	1.34	-1.19	1.51

Appendix 1.3. Pearson's correlation of the averaged variables used in the study

	DPSeco	DPScult	DPSenv	DI	DPV	TCBrec	TCBhelp	TCBfeed	ERB
DPS economic (DPSeco)	-								
DPS cultural (DPScult)	0.78**	-							
DPS environmental D (PSenv)	0.61**	0.60**	-						
Destination identification (DI)	0.51**	0.46**	0.47**	-					
Destination Perceived value (DPV)	0.69**	0.71**	0.58**	0.60**	-				
TCB recommendation (TCB rec)	0.74**	0.77**	0.63**	0.59**	0.86**	-			
TCB helping (TCB help)	0.65**	0.65**	0.54**	0.63**	0.79**	0.85**	-		
TCB feedback (TCB feed)	0.63**	0.61**	0.53**	0.70**	0.79**	0.80**	0.82**	-	
Environmentally responsible behavior (ERB)	0.35**	0.43**	0.26**	0.28**	0.50**	0.48**	0.40**	0.47**	-

Note: n = 629 individuals. Aggregated variables are the arithmetic mean of the items of each factor.

**p < 0.01; *p < 0.05

Appendix 2. Questionnaire factors, items, and sources

English version	Spanish version (administered in Chile)
DESTINATION PERCEIVED SUSTAINABILITY (DPS) (Adapted from Iniesta-Bonillo et al., 2016)	
ECONOMIC (dimension 1)	
DPSe1: I have seen that this destination (city) is investing to attract tourists.	DPSe1: He visto que este destino (ciudad) está invirtiendo para atraer turistas.
DPSe2: I have seen that this destination (city) has good basic infrastructure.	DPSe2: He visto que este destino (ciudad) tiene buena infraestructura básica.
DPSe3: I consider tourist services in this destination (city) to be good value for money.	DPSe3: Considero que los servicios turísticos en este destino (ciudad) tienen una buena relación calidad-precio.
DPSe4: I think that the benefits of tourism in this destination (city) outweigh the financial cost.	DPSe4: Creo que los beneficios del turismo en este destino (ciudad) superan el costo financiero.
CULTURAL (dimension 2)	
DPSc1: I think people in this destination (city) value their historical heritage (monuments, etc.).	DPSc1: Creo que la gente de este destino (ciudad) valora su patrimonio histórico (monumentos, etc.).
DPSc2: I think people in this destination (city) value their cultural heritage (festivals, traditions, etc.).	DPSc2: Creo que las personas en este destino (ciudad) valoran su patrimonio cultural (fiestas, tradiciones, etc.).
DPSc3: I believe the resources and the authenticity of the local cultural and historical heritage in this destination (city) are being preserved thanks to tourism.	DPSc3: Creo que los recursos y la autenticidad del patrimonio cultural e histórico local en este destino (ciudad) se están preservando gracias al turismo.
ENVIRONMENTAL (dimension 3)	
DPSen1: I think the level of pollution in this destination (city) is acceptable.	DPSen1: Creo que el nivel de contaminación en este destino (ciudad) es aceptable.
DPSen2: I think the smell in this destination (city) is acceptable.	DPSen2: Creo que el olor en este destino (ciudad) es aceptable.
DPSen3: I think the crowd levels there are acceptable, even in peak tourist season.	DPSen3: Creo que los niveles de afluencia allí son aceptables, incluso en temporada alta de turismo.
DESTINATION IDENTIFICATION (DI) (Adapted from Su and Swanson, 2017)	
DI1: I am very interested in what others think about this tourist destination.	DI1: Me interesa mucho lo que opinan los demás sobre este destino turístico.
DI2: The successes of this tourist destination are my successes.	DI2: Los éxitos de este destino turístico son mis éxitos.
DI3: When someone praises this place, I feel like it's a personal compliment.	DI3: Cuando alguien elogia este lugar, siento que es un cumplido personal.
DI4: When someone criticizes this place, it makes me uncomfortable.	DI4: Cuando alguien critica este lugar, me incomoda.
DESTINATION PERCEIVED VALUE (DPV) (Adapted from Iniesta-Bonillo et al., 2016)	
DPV1: Considering the money I spent, this tourist destination is worth visiting.	DPV1: Teniendo en cuenta el dinero que gasté, vale la pena visitar este destino turístico.
DPV2: Considering the time I spent, this tourist destination is worth visiting.	DPV2: Teniendo en cuenta el tiempo que le dediqué, vale la pena visitar este destino turístico.
DPV3: Considering the effort I made, this tourist destination is worth visiting	DPV3: Considerando el esfuerzo que hice, vale la pena visitar este destino turístico

DPV4: In general, this tourist destination is worth visiting.	DPV4: En general, vale la pena visitar este destino turístico.
TOURIST CITIZENSHIP BEHAVIOR (TCB) (Adapted from Groth, 2005)	
TCB RECOMMENDATION (dimension 1)	
TCBR1: I recommend this tourist destination to my relatives	TCBR1: Recomiendo este destino turístico a mis familiares
TCBR2: I recommend this tourist destination to my peers.	TCBR2: Recomiendo este destino turístico a mis compañeros.
TCBR3: I recommend this tourist destination to people interested in the attractions and services on offer there.	TCBR3: Recomiendo este destino turístico a personas interesadas en los atractivos y servicios que ofrece.
TCBR4: I give references about this tourist destination to my co-workers and other people.	TCBR4: Doy referencias sobre este destino turístico a mis compañeros de trabajo y otras personas.
TCBR5: I recommend this destination to people I don't know.	TCBR5: Recomiendo este destino a personas que no conozco.
TCB HELPING (dimension 2)	
TCBH1: I help others pay for a trip to this place.	TCBH1: Ayudo a otros a pagar un viaje a este lugar.
TCBH2: I teach people how to use the services in this tourist destination correctly.	TCBH2: Enseño a las personas a utilizar correctamente los servicios de este destino turístico.
TCBH3: I explain to other tourists how to use the services in this tourist destination.	TCBH3: Explico a otros turistas cómo utilizar los servicios en este destino turístico.
TCB FEEDBACK (dimension 3)	
TCBF1: I answer tourist satisfaction surveys regarding this place.	TCBF1: Respondo encuestas de satisfacción de turistas con respecto a este lugar.
TCBF2: I provide helpful comments to the tourist information office at this location.	TCBF2: Proporciono comentarios útiles a la oficina de información turística de este lugar.
TCBF3: I provide information when I am surveyed for this tourist destination.	TCBF3: Proporciono información cuando me encuestan para este destino turístico.
TCBF4: I inform this destination about excellent service from an employee.	TCBF4: Informo a este destino sobre el excelente servicio de un empleado.
ENVIRONMENTALLY RESPONSIBLE BEHAVIOR (ERB) (Su and Swanson, 2017)	
ERB1: I comply with the rules so as not to damage the environment of the destination.	ERB1: Cumplo con las normas para no dañar el medio ambiente del destino.
ERB2: I inform the destination administration if I see environmental pollution or any type of destruction in the destination.	ERB2: Informo a la administración del destino si veo contaminación ambiental o cualquier tipo de destrucción en el destino.
ERB3: When I see trash and debris in this destination, I throw it away.	ERB3: Cuando veo basura y escombros en este destino, los tiro.
ERB4: If there are activities to improve the environment in the destination, I am willing to attend.	ERB4: Si hay actividades para mejorar el medio ambiente en el destino, estoy dispuesto a asistir.
ERB5: I try to persuade others to protect the natural environment in this tourist destination.	ERB5: Trato de persuadir a otros para que protejan el entorno natural en este destino turístico.
ERB6: I try not to alter or disturb the fauna and/or flora when I visit this tourist destination.	ERB6: Procuero no alterar o perturbar la fauna y/o flora cuando visito este destino turístico.