

Prosocial disposition shaping tourist citizenship behavior: Toward destination patronage intention

Carla Rodriguez-Sanchez, PhD^{a,1}, Eduardo Torres-Moraga, PhD^{b,2},
Franco Sancho-Esper, PhD^{a,1,*}, Casado-Díaz Ana Belen, PhD^{a,1}

^a Department of Marketing, Faculty of Business & Economics, University of Alicante, Spain

^b Department of Business Administration, School of Economics and Business, University of Chile, Santiago, Chile

ARTICLE INFO

Keywords:

Tourist citizenship behavior
Prosocial disposition
Perceived justice
Patronage intention

ABSTRACT

This study explores the factors influencing tourist citizenship behavior (TCB) at destinations—voluntary actions by tourists that support the destination's well-being. Grounded in social exchange and equity theories, it examines individual traits (prosocial disposition) and destination factors (perceived justice) as drivers of TCB, along with its effect on tourists' patronage intentions. Two structural equation models were applied to tourist data, revealing that both self-perception and perceived justice significantly impact TCB. Notably, perceived justice plays a critical role, shifting explanatory power from traits like social responsibility and empathy, highlighting fairness perceptions as central to TCB. TCB positively influences the likelihood of destination revisits and recommendations, offering insights for destination managers to foster positive tourist behaviors and long-term relationships through equitable practices.

1. Introduction

The tourism industry is interactive, and travelers have evolved from value-receivers to key partners for destinations (Arica and Çorbacı, 2020). Thus, tourists now play a transformative role, thus actively creating value through their participatory behavior (Xu et al., 2021). Value co-creation can be conceptualized as collaborative engagement between organizations and stakeholders (Ribeiro et al., 2023) and is characterized by active participation, creativity, and social interaction, ultimately offering mutual benefits and generating value for all parties involved (Ribeiro et al., 2023). Customer citizenship behavior (CCB) is an important customer value co-creation behavior. CCB involves voluntary actions that go beyond role requirements. Examples of such actions include assisting other customers or providing feedback to benefit the organization (extra-role behavior).

In the tourism context, this behavior manifests as tourist citizenship behavior (TCB), which plays a crucial role in the overall success and well-being of a destination (Yao et al., 2023). As proposed by social exchange theory (Homans, 1958), when tourists are satisfied with a

destination, they often feel a sense of (voluntary) responsibility to support that destination (Torres-Moraga et al., 2021a). Thus, TCB can catalyze positive changes in tourist destinations, inspiring others and leading to collective efforts to enhance a destination's overall performance (Torres-Moraga et al., 2021a). Furthermore, tourists who engage in TCB create a positive social environment and improve people's attitudes (Xu et al., 2021). These positive attitudes lead to unique visitor experiences, increased tourist satisfaction (Arica and Çorbacı, 2020; Kamboj and Gupta, 2020), and greater loyalty (Busser and Shulga, 2018; Xu et al., 2021). Unsurprisingly, interest in TCB research has recently increased in the tourism literature (Yao et al., 2023).

Despite this growing interest, a research gap exists in the understanding of the underlying processes of TCB in tourist destinations (Limonta et al., 2024). Table 1 reviews the relevant research on TCB, highlighting this gap. Research on TCB antecedents has largely focused on external factors such as destination identification (e.g., Zhang et al., 2022), perceived value (e.g., Torres-Moraga et al., 2021a), and overall image (Limonta et al., 2024). Although many studies have explored tourists' perceptions of destination attributes as antecedents of TCB,

* Corresponding author.

E-mail addresses: carla.rodriguez@ua.es (C. Rodriguez-Sanchez), eduardot@unegocios.cl (E. Torres-Moraga), franco.sancho@ua.es (F. Sancho-Esper), ana.casado@ua.es (C.-D. Ana Belen).

¹ Address: Dept. Marketing, Faculty of Business & Economics, University of Alicante. Carretera de San Vicente S/N, CP: 03690, San Vicente, Alicante (Spain).

² Address: Dept. Business Administration, School of Economics and Business. Diag. Paraguay 257, Santiago Región Metropolitana (Chile).

Table 1
Previous studies on TCB.

| Author (year) | Context | Sample | TCB dimensions | Antecedents of TCB | Consequences of TCB |
|------------------------------|--------------------------------------|---|---|---|---|
| Al Halbusi et al. (2020) | Cultural arts and creative workshops | Workshop participants in workshops (residents, expatriates, and tourists) Country: Malaysia | 8 dimensions: (1) Positive word-of-mouth; (2) Suggestions for service improvement; (3) Policing with others; (4) Voice; (5) Benevolent act of service facilitation; (6) Display of relationship affiliation; (7) Flexibility; (8) Participation in a firm's activities. Second-order | Physical servicescape (I); Social servicescape (I); Satisfaction (D+; ME) | No |
| Arica and Çorbaci (2020) | Tour travel agency | Members of a tour from a travel agency through co-creation Country: Turkey | 4 dimensions: (1) Feedback; (2) Advocacy; (3) Helping; (4) Tolerance First-order | Value co-creation (D+) | Tourist satisfaction (D+) |
| Shafiee et al. (2020) | Hotels | Travelers across a wide range of selected hotels Country: Iran | Unidimensional | Participation (I); Social interaction (I); Trust (D+; ME); Satisfaction (D+; ME); Commitment (D+; ME); Intimacy (D+; ME); Gender (MO) | No |
| Teng and Tsai (2020) | Group package tour | Members of a tour guide service Country: Taiwan | Unidimensional | Tour leader likability (D+; I); Tour leader attachment (D+; ME) | No |
| Liu et al. (2021) | Destination | Tourists visiting three scenic spots Country: China | 2 dimensions: (1) Recommendation; (2) Feedback First-order | Resource uniqueness (I); Service quality (I); Positive emotion (D+); Negative emotion (D-) | No |
| Torres-Moraga et al. (2021a) | Destination | Chilean tourists visiting different locations in Chile in the last 6 months (online survey) Country: Chile | 3 dimensions: (1) Recommendation; (2) Feedback; (3) Helping Second-order | Destination identification (D+); Perceived value (D+) | Willingness to sacrifice (D+) |
| Tsaur et al. (2021) | Group package tour | Members of a tour guide service Country: Taiwan | 3 dimensions: (1) Benevolent behaviors; (2) Facilitation of communication and management; (3) Voice Second-order | Tour leader likability (D+; I); Perceived value (D+; ME) | No |
| Xu et al. (2021) | Destination | Tourists visiting Xi'an City Country: China | Unidimensional | No | Quality value (D+); Economic value (D+); Novelty value (D+); Knowledge value (D+); Emotional value (D+); Social value (D+); Destination loyalty (I) |
| Fu et al. (2022) | Group package tour | Members of a tour guide service Country: China | 3 dimensions: (1) Feedback; (2) Advocacy; (3) Helping Second-order | Tour guides' appropriate humor (I); Service quality perception (I); Perceived relationship investment (D+; ME); Trust (D+; ME) | No |
| Li et al. (2022) | Group package tour | Members of a tour guide service Country: China | 3 dimensions: (1) Recommendation; (2) Feedback; (3) Helping Second-order | Tour guide humor (I); Tourist delight (D+, ME); Perceived service quality (D+, ME); Attachment to tour guides (D+, ME) | No |
| Tu et al. (2022) | Destination | Tourists visiting Mount Wuyi Country: China | 3 dimensions: (1) Recommendation; (2) Feedback; (3) Helping Second-order | Trait gratitude (D+); Perceived insider status (D+; ME); Positive contact (MO) | No |
| Wong and Lin (2022) | Casino | Casino tourists Country: China | Unidimensional | Employee-to-tourist interaction quality (I); Tourist-to-companion interaction quality (I); Tourist-to-tourist interaction quality (I); Brand experience (I); Brand attachment (D+; ME); Brand types (MOD) | No |
| Yen et al. (2022) | Group package tour | Members of a tour guide service Country: Taiwan | Unidimensional | No | Perceived value (D+); Tour leader love (D+) |
| Zhang et al. (2022) | Destination | Tourists visiting world-class cultural heritage sites in China Country: China | 2 dimensions: (1) Advocacy; (2) Feedback First-order | Destination social responsibility (D+); Destination reputation (D+; MED); Destination identification (D+; MED) | No |
| Kusumawati et al. (2023) | Resort | Visitors to Baobab Safari Resort Country: Indonesia | 3 dimensions: (1) Recommendation; (2) Feedback; (3) Helping First-order | Co-creation experience (I); Involvement (D+; MED); Satisfaction (D+; MED); Perceived risks of COVID-19 (MOD) | No |
| Rather et al. (2023) | Destination | Tourists visiting top tourist sites/destinations Country: India | 4 dimensions: (1) Advocacy; (2) Feedback; (3) Tolerance; (4) Helping First-order | Destination brand reputation (I); Affective brand engagement (D+; MED); Cognitive brand engagement (D+; MED); Behavioral brand engagement (D+; MED); | No |
| Sancho-Esper et al. (2023) | Destination | Tourists visiting different places in Chile in the last 6 | 3 dimensions: (1) Recommendation; (2) Feedback; (3) Helping Second-order | Destination perceived sustainability (I); Destination identification (D+; | Environmentally responsible behavior (D+) |

(continued on next page)

Table 1 (continued)

| Author (year) | Context | Sample | TCB dimensions | Antecedents of TCB | Consequences of TCB |
|-----------------------|-------------|--|---|--|-------------------------------|
| | | months (online survey) Country: Chile Tourists traveling in the last year (unspecified destination, online survey) | | MED); Destination perceived value (D+; MED) | |
| Xu and Lu (2023) | Destination | Country: China Tourists visiting two cities classified as wellness destinations | 2 dimensions: (1) Recommendation; (2) Feedback First-order | Motivational fatigue (D-); Affective fatigue (D-); Cognitive fatigue (D-); Psychological contract breach (D-; ME) | No |
| Yao et al. (2023) | Destination | Country: China Tourists visiting Moutai in Tai'an City | 2 dimensions: (1) Recommendation; (2) Feedback Second-order | Perceived restorativeness (D+); Recovery perception (D+); Tourist engagement (D+); Psychological ownership (D+; MED) | No |
| Bi et al. (2024) | Hotel | Country: China Tourists visiting Manta | Unidimensional | Quantity of host-guest interaction (I); Quality of host-guest interaction (I); Experiential value (D+) | No |
| Limonta et al. (2024) | Destination | Country: Peru Tourists visiting | 3 dimensions: (1) Recommendation; (2) Feedback; (3) Helping Second-order | Cognitive image (I); Affective image (I); Overall image (D+) | Willingness to sacrifice (D+) |

Note: This review focuses on studies that use empirical models including a TCB variable. I = variable with an indirect relationship with TCB; D = variable with a direct relationship with TCB; MED = variable with a mediating role in the explanation of TCB; MOD = variable with a moderating role in the explanation of TCB; + = positive relationship with TCB; - = negative relationship with TCB.

little research has specifically investigated how tourists perceive their treatment by a destination, particularly in terms of fairness and equity. Understanding these perceptions is essential because perceived justice significantly affects tourists' overall experiences, emotional responses, and future behavioral intentions, ultimately influencing their connection to the destination (Wu et al., 2022). Furthermore, studies have overlooked individual self-perception factors, such as personality traits, which are critical for shaping prosocial behaviors (Tu et al., 2022). Personality traits are vital, as they influence motivation, decision-making, and behavioral consistency (Tu et al., 2022). For example, individuals with a highly prosocial disposition are more prone to engage in actions that benefit others and the environment, even at a personal cost (Rapert et al., 2021).

Finally, few studies have examined the consequences of TCB for destinations (Table 1). Most studies suggest that TCB is beneficial for tourist destinations and organizations (e.g., Yao et al., 2023; Zhang et al., 2022). However, almost none of this research has explained the particular ways in which destinations benefit from TCB. Understanding these benefits is essential, particularly with regard to how TCB can enhance tourists' future engagement with destinations. For example, TCB may influence tourists' intentions to not only revisit but also recommend the destination to others, contributing to sustained patronage and long-term loyalty (Le et al., 2021; Torres-Moraga et al., 2021b). Thus, analyzing this relationship can provide valuable knowledge on the long-term effects of TCB on a destination's success. This study aims to address these gaps.

The first objective is to analyze the underlying process of TCB by investigating self-perception factors (i.e., prosocial disposition) and destination-related factors (i.e., perceived justice) as antecedents. By examining both self-perception and destination-related factors, this study provides a more comprehensive understanding of the underlying processes that drive TCB. A specific aim derived from this is to determine whether both types of factors are equally essential in explaining TCB or if one exerts a greater influence. This understanding can assist DMOs in designing more effective marketing strategies by focusing on either specific individual- or destination-related factors, depending on which factor has a greater influence on TCB.

The second objective is to examine the consequences of TCB in terms of patronage intention. Previous studies investigating TCB have mostly focused on explaining the processes through which tourists visiting a destination engage in (voluntary) destination support behavior (TCB). This study proposes that the effects of such behavior go beyond the visit during which the behavior takes place, also affecting the intention to

revisit and praise the destination in the future (i.e., patronage intention). Accordingly, analyzing patronage intention as a consequence of TCB can provide a better understanding of the potential long-term benefits of TCB for destinations (Pessoa et al., 2022). This knowledge is valuable in a highly competitive tourism market, where consumer loyalty is crucial for combating changing preferences and the abundance of destination choices (Zou et al., 2022).

2. Theoretical framework

2.1. Tourist citizenship behavior (TCB)

The concept of citizenship behavior emerged in the management literature to describe voluntary actions by an organization's employees outside their formal job requirements. This was originally referred to as organizational citizenship behavior (OCB; Organ, 1988). Subsequently, Groth (2005) introduced the concept of CCB. This form of citizenship behavior is defined as voluntary actions that benefit a service organization but are not necessary for service production or delivery. Building on Groth's work, Liu and Tsaour (2014) further developed the concept of CCB by adapting it to the context of tour group services and introducing the term TCB.

As Table 1 shows, TCB has been applied to tourism studies along two main lines of research. The first and most prevalent examines TCB in relation to customer experience and the services tourism companies offer (e.g., group package tours, workshops, tour travel agencies, hotels, and casinos). These studies focus on the customer service perspective following the traditional CCB approach (Groth, 2005; Yi and Gong, 2013). The second line of research consists of more recent studies that refer to tourists' extra-role behavior and focus on tourist destinations. This behavior is not necessary for the operation and delivery of a tourist attraction but benefits the travel destination nonetheless (Torres-Moraga et al., 2021a). These studies examined tourist behaviors that contribute to the well-being of a destination instead of the functioning of a tourism business or organization. Crucially, in the context of tourist destinations, tourists and customers are distinct concepts, as tourists are visitors who stay for less than a year for leisure or business purposes, whereas customers include tourists, residents, and businesses engaging in transactions (Prayag, 2022; UNWTO, 2010). Therefore, TCB is more closely aligned with the second line of research, which is the focus of this study.

Previous studies have traditionally conceptualized TCB as a multi-dimensional construct; however, discrepancies exist in the number of

dimensions used (Table 1). Most of these studies build on the frameworks of Groth (2005) and Yi and Gong (2013) to define TCB, categorizing its dimensions into two groups: (1) positive customer (or tourist) behavior directed toward the tourist company or destination, and (2) positive behavior directed toward peers. Groth (2005) further identified three key components of this behavior: recommendations, feedback, and helping. These dimensions are used in the present study. *Recommendation*, also referred to as advocacy (e.g., Yi and Gong, 2013) or word-of-mouth (e.g., Al Halbusi et al., 2020), involves actively promoting destinations through direct advocacy to others or through online communities. *Feedback* entails providing a DMO with suggestions regarding the performance of that destination and *helping* refer to positive actions to assist other tourists in navigating and optimizing their experiences within a destination. However, previous research has devoted little attention to the dimension of helping other tourists, despite it being crucial to TCB because of its link to altruism and its role in enhancing visitor experiences (Hwang and Lyu, 2020). This behavior not only benefits both the helper and recipient, but also fosters a positive, visitor-centered environment at the destination (Torres-Moraga et al., 2021a).

2.2. Self-perception factors: prosocial disposition

As mentioned above, most studies on TCB antecedents have focused on how tourists cognitively or emotionally perceive external elements (e.g., service quality, provider interaction, or destination attributes). Only Tu et al. (2022) included a person-centered variable related to individual traits. They found a positive relationship between tourists' levels of gratitude in their daily lives and their propensity to engage in TCB. However, the reciprocity process described by social exchange suggests that prosocial disposition may be a key individual characteristic that helps explain TCB.

Prosocial disposition, or prosocial behavior, includes all interpersonal actions aimed at benefiting others and is characterized by its altruistic nature and focus on positive outcomes for others (Habashi et al., 2016; Rapert et al., 2021). It is closely associated with morality than self-interest and involves personal sacrifice and voluntary acts that result in both individual and collective benefits (Berman et al., 2020; Berman and Silver, 2022; Jin et al., 2021). Tourists engage in various prosocial behaviors that benefit tourist destinations and are driven by motivations such as pleasure seeking, guilt avoidance, self-perception improvement, personal growth, interpersonal relationships, and subjective well-being (Bauer et al., 2019; Dhiman and Kumar, 2023). These voluntary actions are crucial for destinations, as they foster positive outcomes directly through tourists' actions and indirectly by inspiring local residents to imitate these behaviors to fulfill their own need to help (Anik et al., 2009; Berman et al., 2020; Habashi et al., 2016). Rapert et al. (2021) identified four types of prosocial behavior within prosocial dispositions: social responsibility, empathic concern, moral reasoning, and past helpfulness.

Social responsibility plays a key role in tourist destinations and refers to the willingness to help others and make decisions that affect societal interests (Hewstone et al., 2012). Tourists' social responsibility is influenced by two main factors: the destination itself (e.g., environmental declarations and DMO actions) and tourists' personal commitment to protecting and enhancing their destination (Lee et al., 2021; Luo et al., 2020). *Empathic concern* is an emotion directed toward another person's well-being and is marked by sensitivity, understanding, and warmth (Kim and Kou, 2014; Rapert et al., 2021). This can lead to altruistic acts focused on others' suffering, needs, emotions, and mental states (Einolf, 2008; Yang and Yamamoto, 2023). In business, this involves consumers' sympathy and understanding of the unfavorable situations of companies and employees face (Gillani et al., 2021).

Moral reasoning is a cognitive process central to ethical decision-making and comprises four stages: moral conscience, judgment, intention, and behavior (Small and Lew, 2021). This process, which is influenced by individual traits such as moral capacity and gratitude (Tu

et al., 2022), plays a significant role in shaping consumer attitudes, including preferences for organic products and engagement in pro-environmental behaviors (Li and Wu, 2019). Although it has received limited attention in tourism research, moral reasoning has been found to predict sustainable consumption practices among tourists (Adam, 2023). Finally, *past helpfulness* refers to a self-reported history of acting helpfully in response to others' distress, whether voluntarily or not (Penner, 2002). This assistance, aimed at friends, neighbors, or strangers, influences future willingness to help and can be selfish when intended to avoid personal inconvenience (Hoffman, 1981), or selfless when motivated by empathy (Haidt, 2007). In tourism, limited research has shown that receiving help enhances tourists' experiences, which ultimately benefits the destination (Kim, 2014).

According to previous research, individuals who engage in prosocial behaviors in their everyday lives are more likely to exhibit these behaviors when traveling as tourists (Dolnicar and Leisch, 2008). This suggests that their civic-minded behaviors extend naturally into the tourism context (Jin et al., 2021). Their natural inclination toward prosocial actions (whether helping others or contributing to the welfare of the destination) can manifest as tourism-specific behaviors, such as recommending a destination, providing feedback to destination managers, or helping other tourists (Tu et al., 2022). This connection serves as the foundation for understanding how traits such as social responsibility, empathic concern, moral reasoning, and past helpfulness potentially influence TCB. Visiting a tourist destination involves more than simply interacting with local attractions. Tourists must eat, sleep, and move around their destinations. Through these activities, tourists may develop a certain degree of commitment to a destination (Torres-Moraga et al., 2021a). Therefore, a visit offers an opportunity to perform prosocial actions (Xu et al., 2023). Individuals who normally demonstrate prosocial behavior can behave as citizens at their destinations. Thus, they support their destinations through extra-role behaviors (i.e., TCB). Although no previous studies have specifically examined the link between prosocial disposition and TCB, tourists can plausibly be expected to engage in such extra-role behaviors when they have: (1) a willingness to contribute to society (Hewstone et al., 2012) in the form of social responsibility, (2) a desire to enhance the well-being of others (Einolf, 2008) in the form of empathic concern, (3) a commitment to engage in ethical conduct (Small and Lew, 2021) in the form of moral reasoning, and (4) a history of assisting others in the past (Penner, 2002) in the form of past helpfulness. Therefore, the following hypothesis is proposed:

Hypothesis 1. (a) Social responsibility, (b) empathic concern, (c) moral reasoning, and (d) past helpfulness are positively associated with TCB.

2.3. Perceived justice at the destination

While traditional studies on TCB have predominantly focused on destination attributes (e.g., Liu et al., 2021; Rather et al., 2023), understanding how fairly tourists perceive themselves as being treated by the destination is also important. In this context, perceived justice refers to tourists' assessments of factors such as the responsiveness of local management, equitable distribution of tourism benefits, and responsible management of public resources (Wu et al., 2022). Tourists who perceive fairness in these areas are more likely to engage in positive behaviors that support the destination. Despite the growing research stream on perceived justice, its role as an antecedent to TCB has been largely neglected.

However, previous tourism studies have confirmed a positive relationship between perceived justice and behaviors such as OCB and CCB (e.g., Aguiar-Quintana et al., 2020; Chan and Lai, 2017; Wu et al., 2023). This connection is grounded in equity theory (Adams, 1965), which posits that individuals develop positive or negative attitudes and behaviors based on their perceptions of fairness or injustice in their

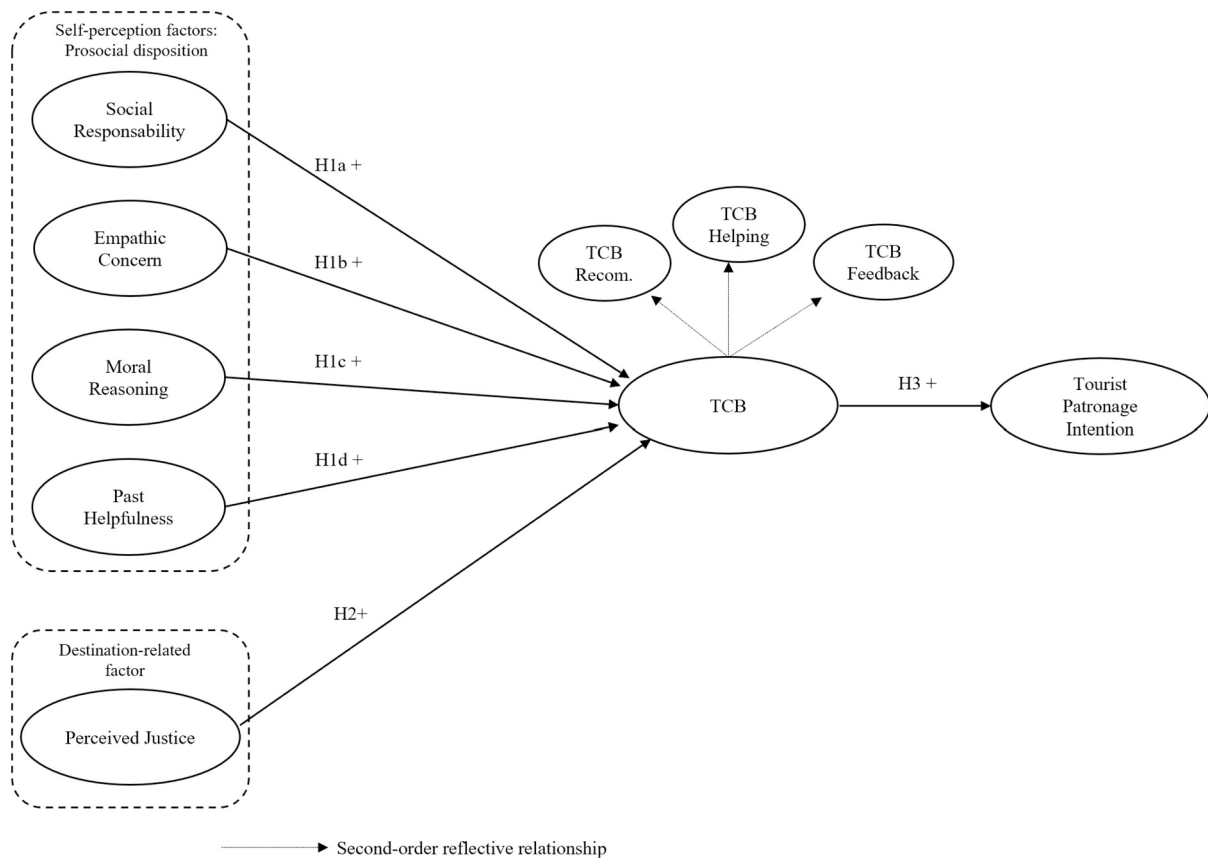


Fig. 1. Proposed research model.

relationships. Building on this, Wu et al. (2022) integrated social exchange theory (Homans, 1958), highlighting the role of reciprocity. Perceived justice creates a sense of moral obligation to reciprocate through positive actions, whereas perceived injustice may trigger negative responses (Ilies et al., 2018).

Social exchange theory, with its focus on interpersonal relationships (Ilies et al., 2018), is particularly useful for analyzing the influence of perceived justice on TCB. In this context, perceived justice is understood as tourists' assessments of a destination's commitment to managing resources responsibly and treating citizens fairly. These perceptions arise from various interactions during travel, such as visiting attractions or engaging with residents (Lin et al., 2019). Perceived justice is a destination-specific variable. In contrast, TCB is an individual tourist-specific dimension. This line of reasoning is supported by perceived self-congruence (Sirgy, 1982; Sirgy et al., 1991) and similarity-attraction (Byrne, 1971). Tourists who perceive high levels of justice at their destination are more likely to engage in TCB when they perceive congruence between what they observe and their self-image. Thus, when tourists perceive that a destination manages its resources fairly and treats its residents well, they are more likely to reciprocate through TCB. Although perceived justice has been explored in the context of residents' support for tourism development (Li et al., 2023) and the CCB of residents and small businesses (Wang et al., 2022; Wu et al., 2023), few studies have examined its explanatory role in TCB among tourists. This study advances the research on tourist destinations by investigating the influence of perceived justice on TCB. Therefore, the following hypothesis is proposed:

Hypothesis 2. Perceived justice is positively associated with TCB.

2.4. Patronage intention

Another aspect necessary to understand TCB is analyzing its

potential consequences for tourist destinations. Tourists who engage in TCB are more likely to influence not only their immediate environment but also their future intentions regarding the destination (e.g., Limonta et al., 2024; Torres-Moraga et al., 2021a). A key outcome of TCB is patronage intention, which refers to the likelihood that a tourist will revisit or recommend a destination based on positive experiences and interactions (Torres-Moraga et al., 2021b).

Traditionally, patronage intention has been used to describe the emotional bond with a company, reflected in a customer's "devotion" to patronizing it regularly (Atulkar and Kesari, 2017). It stems from a psychological connection with a brand (Fullerton, 2005) driven by factors such as purchase satisfaction and the desire to remain in a pleasant service environment (Usman et al., 2023). This intention is reflected in a customer's willingness to buy, visit, and recommend (Kaul et al., 2010) and often leads to increased purchasing frequency (Kusumawati et al., 2020, 2023). Past purchasing experiences and favorable perceptions of the value offered are the primary factors that foster patronage intentions (Lee et al., 2009; Sullivan and Heitmeyer, 2008). Kosiba et al. (2020) situated this concept within the framework of social exchange theory, highlighting perceived benefits outweighing the associated costs positively shapes patronage intention.

Despite its relevance to consumer research, patronage intention has received limited attention in the tourism context. In this study, it refers to an individual's behavioral inclination or predisposition to engage in repeated patronage or support for a particular tourist destination (Torres-Moraga et al., 2021b). Studies have shown that this behavioral intention is crucial for the development of tourist destinations and is shaped by the interaction between tourists and destinations (Stylos and Bellou, 2019). Such interactions often result in a strong desire to revisit (Asadifard et al., 2015). Research suggests that when tourists participate as co-producers at a destination, they develop a more positive attitude toward it (Torres-Moraga et al., 2021a), thereby enhancing their

Table 2
Reliability and convergent validity.

| Construct and item | Standard loading | Robust t | CA | CRI | AVE |
|--|------------------|----------|------|------|------|
| Social responsibility (F1) | | | | | |
| SR1 | 0.91 | 45.17* | | | |
| SR2 | 0.96 | 49.93* | | | |
| SR3 | 0.94 | 48.06* | | | |
| SR4 | 0.96 | 47.70* | | | |
| SR5 | 0.94 | 44.70* | | | |
| SR6 | 0.75 | 28.03* | 0.97 | 0.97 | 0.84 |
| Empathic concern (F2) | | | | | |
| EC1 | 0.83 | 38.84* | | | |
| EC2 | 0.86 | 40.29* | | | |
| EC3 | 0.80 | 35.33* | | | |
| EC4 | 0.90 | 44.65* | | | |
| EC5 | 0.90 | 41.21* | | | |
| EC6 | 0.87 | 40.34* | | | |
| EC7 | 0.87 | 41.59* | 0.95 | 0.95 | 0.75 |
| Moral reasoning (F3) | | | | | |
| MR1 | 0.92 | 41.70* | | | |
| MR2 | 0.91 | 42.43* | | | |
| MR3 | 0.94 | 45.99* | | | |
| MR4 | 0.93 | 43.26* | 0.96 | 0.96 | 0.86 |
| Past helpfulness (F4) | | | | | |
| PH1 | 0.83 | 37.46* | | | |
| PH2 | 0.78 | 31.69* | | | |
| PH3 | 0.73 | 27.46* | | | |
| PH4 | 0.57 | 18.67* | 0.82 | 0.82 | 0.54 |
| Perceived justice (F5) | | | | | |
| PJ2 | 0.89 | 39.03* | | | |
| PJ3 | 0.91 | 46.01* | | | |
| PJ4 | 0.82 | 36.19* | | | |
| PJ5 | 0.68 | 24.09* | 0.89 | 0.89 | 0.69 |
| Tourist citizenship behavior (TCB) (F6) | | | | | |
| TCB recommendation (F61) | | | | | |
| TCBR1 | 0.83 | 27.55* | 0.95 | 0.95 | 0.80 |
| TCBR2 | 0.92 | 29.58* | | | |
| TCBR3 | 0.93 | 30.98* | | | |
| TCBR4 | 0.88 | 29.06* | | | |
| TCBR5 | 0.88 | 30.91* | | | |
| TCB helping (F62) | | | | | |
| TCBH1 | 0.87 | 10.89* | 0.90 | 0.90 | 0.74 |
| TCBH2 | 0.85 | 10.83* | | | |
| TCBH3 | 0.87 | 10.82* | | | |
| TCB feedback (F63) | | | | | |
| TCBF1 | 0.88 | 14.48* | 0.96 | 0.96 | 0.85 |
| TCBF2 | 0.95 | 14.97* | | | |
| TCBF3 | 0.94 | 14.72* | | | |
| TCBF4 | 0.91 | 14.43* | | | |
| Patronage intention (F7) | | | | | |
| PI1 | 0.89 | 39.77* | | | |
| PI2 | 0.87 | 34.54* | | | |
| PI3 | 0.85 | 33.35* | 0.90 | 0.90 | 0.76 |

χ^2 (716 d.f.) = 4263.50 ($p < .001$); $\chi^2 / d.f.$ = 24.22; CFI = 0.91; TLI = 0.91; BBNNFI = 0.91; RMSEA = 0.077 [0.075–0.079]

** $p < .01$, * $p < .05$. CA = Cronbach's alpha; CRI = composite reliability index; AVE = average variance extracted.

satisfaction, commitment, and revisit intention (Stylos and Bellou, 2019). As tourists' involvement in co-creation activities increases their patronage intention (Badar and Waheed, 2023), tourists who engage in TCB can be reasonably expected to develop strong patronage intentions toward a destination.

Although the direct relationship between TCB and patronage intention is yet to be explored, existing research shows that CCB positively influences both repurchase (Mandl and Hogreve, 2020) and patronage intention (Le et al., 2021; Torres-Moraga et al., 2021b). From this perspective, this study contributes to tourism research by examining the role of TCB in patronage intention. Therefore, the following hypothesis is proposed:

Hypothesis 3. TCB is positively associated with tourists' patronage

intentions.

Fig. 1 illustrates the research model.

3. Method

3.1. Sample and data collection

The data collection instrument consisted of a self-administered survey implemented through a Computer-Assisted Personal Interview (CAPI) system, a method specifically selected to minimize social desirability bias (De Leeuw et al., 2012). Interviewers approached respondents at various tourist sites in Santiago de Chile to ensure that participants were genuine tourists actively visiting the city. Located in the Santiago Metropolitan Region, the Chilean capital of Santiago de Chile has approximately 7 million residents, comprising approximately 40 % of the national population. Santiago welcomed approximately 10 million tourists in 2022, of whom approximately 5 million came from the domestic market (Sernatur, 2023). Valparaiso (25.4 %), the Santiago Metropolitan Region (22.5 %), Libertador Bernardo O'Higgins (12.5 %), and Maule (8.5 %) provide the most domestic tourism (Sernatur, 2023). Santiago has experienced tourism growth following the COVID-19 pandemic. From 2021 to 2022, tourist employment and spending by domestic tourists increased by 26 % and 32 %, respectively (WTTC, 2022).

This study used non-random purposive sampling, and the research team strategically identified the tourist attractions in Santiago de Chile domestic tourists visited most frequently, including Cerro San Cristóbal, Cerro Santa Lucia, Catedral Metropolitana, Parque Quinta Normal, Plaza de Armas, Fantasilandia, and Museo Interactivo Mirador (MIM), as shown in Fig. A2 in Appendix A. Trained interviewers engaged with tourists to ensure that they met the eligibility criteria. Tourists were provided with a brief explanation of the general aim of the study and information on their anonymity, privacy, and willingness to participate. All participants provided signed informed consent. The participants were then asked to respond to the questionnaire. The eligibility criteria were (i) being 18 years or older, (ii) residing in Chile (domestic tourists only), (iii) traveling for tourism purposes, and (iv) spending at least two nights in Santiago de Chile (as recommended by Adam, 2023). Responses were collected between January 15 and March 10, 2022. The initial sample comprised 849 participants. Data cleaning was used to remove serial cases, outliers, incomplete responses, and responses from underage respondents. The final sample comprised 836 participants. Appendix B and Table B1 present the main characteristics of the participating tourists.

3.2. Measurement

Scales previously used and validated in the literature were adopted to operationalize the variables and constructs in the proposed model (Appendix C). All participants assessed the same popular tourist destination (Santiago de Chile). The first section of the questionnaire required tourists to consider the specific destination of Santiago de Chile in terms of TCB, perceived justice at the destination, and destination tourist patronage intention. First, TCB was conceived as a reflective second-order latent variable and measured following the approach of Torres-Moraga et al. (2021a). The subdimensions of TCB were recommendation (5 items), helping (3 items), and feedback (4 items). Second, perceived justice at a destination was measured using five items adapted from Wu et al. (2022). Third, destination tourist patronage intention was measured using three items adapted from Baker et al. (2002) and Torres-Moraga et al. (2021b). Subsequently, tourists were asked to respond to a series of questions that focused on themselves, regardless of the destination they had visited. These questions were designed to measure participants' individual characteristics (e.g., prosocial disposition). Individual prosocial disposition consisted of four latent variables: social

Table 3
Discriminant validity.

| | SocRes | EmpCon | Moral | PastH | PJust | TCB_r | TCB_h | TCB_f | PatInt |
|--------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|-------------|
| SocRes | 0.84 | 0.65 | 0.70 | 0.51 | 0.63 | 0.28 | 0.62 | 0.65 | 0.30 |
| EmpCon | [0.79; 0.83] | 0.74 | 0.62 | 0.46 | 0.59 | 0.40 | 0.63 | 0.66 | 0.35 |
| Moral | [0.82; 0.86] | [0.77; 0.81] | 0.85 | 0.42 | 0.66 | 0.28 | 0.57 | 0.65 | 0.34 |
| PastH | [0.69; 0.73] | [0.65; 0.70] | [0.63; 0.67] | 0.54 | 0.48 | 0.39 | 0.41 | 0.42 | 0.47 |
| PJust | [0.77; 0.82] | [0.75; 0.79] | [0.79; 0.84] | [0.67; 0.71] | 0.69 | 0.38 | 0.53 | 0.58 | 0.31 |
| TCB_r | [0.51; 0.55] | [0.61; 0.65] | [0.51; 0.55] | [0.60; 0.64] | [0.60; 0.64] | 0.79 | 0.40 | 0.39 | 0.30 |
| TCB_h | [0.77; 0.81] | [0.77; 0.81] | [0.73; 0.78] | [0.62; 0.66] | [0.71; 0.75] | [0.75; 0.80] | 0.74 | 0.62 | 0.42 |
| TCB_f | [0.78; 0.83] | [0.79; 0.83] | [0.78; 0.83] | [0.63; 0.67] | [0.74; 0.78] | [0.63; 0.67] | [0.76; 0.81] | 0.85 | 0.62 |
| PatInt | [0.53; 0.57] | [0.57; 0.61] | [0.56; 0.60] | [0.67; 0.71] | [0.53; 0.57] | [0.53; 0.57] | [0.61; 0.65] | [0.60; 0.64] | 0.76 |

SocRes = social responsibility; EmpCon = empathic concern; Moral = moral reasoning; PastH = past helpfulness; PJust = perceived justice; TCB_r = TCB recommendation; TCB_h = TCB helping; TCB_f = TCB feedback; PatInt = patronage intention.

Table 4
Summary of nested CFA tests for trait and method effects.

| | χ^2 | d.f. | p | Model comparison | χ^2 difference | d.f. | p |
|------------------|-----------|------|--------|------------------|---------------------|------|--------|
| Null (1) | 42,229.25 | 780 | < 0.01 | (1)–(2) | 37,965.71 | 64 | < 0.01 |
| Trait-only (2) | 4263.54 | 716 | < 0.01 | (3)–(4) | 9924.53 | 71 | < 0.01 |
| Method-only (3) | 13,032.77 | 740 | < 0.01 | (1)–(3) | 29,196.48 | 40 | < 0.01 |
| Trait-method (4) | 3108.24 | 669 | < 0.01 | (2)–(4) | 1155.30 | 47 | < 0.01 |

responsibility (6 items), empathic concern (7 items), moral reasoning (4 items), and past helpfulness (3 items), all of which were adapted from Rapert et al. (2021). In all cases, responses were rated on a 7-point Likert scale. Appendix B (Table B2) presents the descriptive statistics for the model variables.

4. Results

4.1. Psychometric properties of the measurement instrument

Table 2 presents the estimation results of the confirmatory factor analysis (CFA) model. The bottom row of the table shows that all overall fit indices were acceptable (Kline, 2023). Internal consistency was confirmed using Cronbach’s alpha coefficients, which were greater than 0.80 (Taber, 2018). The construct reliability was confirmed using composite reliability indices, which were greater than 0.65 (Kline, 2023). Two complementary procedures were used to confirm convergent validity. First, for all items, the factor loadings were significant and greater than 0.5. Second, for all factors, the average variance extracted (AVE) was greater than 0.5 (Cheung et al., 2023). Table 3 shows the two procedures used to confirm discriminant validity. First, the squared between-construct correlation was smaller than the AVE for each factor pair. Second, none of the 95 % confidence intervals for between-factor correlations included a value of 1 (Hair Jr et al., 2017).

4.2. Common method bias

As explained above, the only method used to gather data was a personal survey. However, this method may have introduced bias, requiring further assessment for common method variance (CMV) (Min et al., 2016). A formal CMV analysis was performed based on the comparative model proposed by Bagozzi et al. (1991). Table 4 compares the four CFA nested models: (1) null (2) trait-only (proposed structure of latent variables), (3) method-only (all items loading on one factor), and (4) trait-method (combination of trait-only and method-only models). Table 4 shows that the proposed latent variable structure (measurement model) significantly improves model fit. Thus, Models 2 and 4 had a substantially better fit than Models 1 and 3. The personal survey (method) partially explained the variance, given that Models 3 and 4 had better fit than Models 2 and 1, respectively. However, a comparison between Models 2 and 4 indicated that only 2.7 % of the variance was related to the method, whereas 89.9 % was related to the

latent factor structure. (See Table 4.)

4.3. Model structure and hypothesis testing

Two nested covariance-based structural equation modeling (CB-SEM) models with maximum likelihood estimation were used to address the research objectives and test the proposed hypotheses (Table 5). A key objective was to determine whether both factors (self-perception and destination-related factors) are equally important in explaining TCB or if one exerts a greater influence. All goodness-of-fit statistics were above the recommended thresholds for both models (Kline, 2023). The R² of the dependent variables ranged from 0.45 to 0.83. A comparison of these nested models suggested that the inclusion of destination perceived justice was significant ($\Delta\chi^2 = 757.76$ [141 d.f.], $p < .01$) in directly explaining TCB and indirectly explaining patronage intentions. Slight differences were observed between the two models in terms of the significance of the antecedents of TCB. In Model 1, in which only self-perception factors were included, all dimensions of prosocial disposition (i.e., social responsibility, $\beta = 0.26$, $p < .01$; empathic concern, $\beta = 0.29$, $p < .01$; moral reasoning, $\beta = 0.19$, $p < .01$; and past helpfulness, $\beta = 0.18$, $p < .01$) were significantly related to TCB. However, when perceived justice was introduced in Model 2, both social responsibility ($\beta = -0.08$, $p > .10$) and empathic concern ($\beta = 0.16$, $p > .10$) became non-significant, whereas moral reasoning ($\beta = 0.15$, $p < .05$) and past helpfulness ($\beta = 0.15$, $p < .05$) remained significant, although with reduced coefficients. Notably, perceived justice emerged as the strongest predictor of TCB ($\beta = 0.59$, $p < .01$), explaining a substantial portion of the variance. These results indicated that much of the influence attributed to social responsibility and empathic concern in Model 1 can be better explained by tourists’ perceptions of justice at their destination in Model 2. Despite these changes, the relationship between TCB and patronage intention remained strong and was similar in both models.

4.4. Mediation analysis

The estimation of the proposed model (Model 2) indicated that TCB mediates the relationship between individual- and destination-related factors and patronage intention. Tourism research recommends that this mediating role be tested (Rasoolimanesh et al., 2021). Thus, a

Table 5
Hypothesis testing.

| Hypothesis | Relationship | Standard coefficient | Robust t | Interpretation |
|---|-----------------------------|----------------------|----------|----------------|
| MODEL 1: Only self-perception factors (prosocial disposition) | | | | |
| H1 | Social responsibility → TCB | 0.26 | 3.79** | Supported |
| H2 | Empathic concern → TCB | 0.29 | 3.03** | Supported |
| H3 | Moral reasoning → TCB | 0.19 | 2.94** | Supported |
| H4 | Past helpfulness → TCB | 0.18 | 2.55** | Supported |
| H6 | TCB → Patronage intention | 0.68 | 12.45** | Supported |
| Variance explained: R ² (TCB) = 0.77; R ² (PatInt) = 0.46 | | | | |
| Goodness-of-fit statistics: χ ² [580 d.f.] = 1976.27 (p < .01), CFI = 0.93; BBNFI = 0.92, BBNNFI = 0.93, IFI = 0.931, RMSEA = 0.072 [0.070–0.075] | | | | |
| Hypothesis | Relationship | Standard coefficient | Robust t | Interpretation |
| MODEL 2: Individual self-perception factors (prosocial disposition) + destination-related factor (perceived justice at the destination) | | | | |
| H1 | Social responsibility → TCB | -0.08 | -0.99 | Not supported |
| H2 | Empathic concern → TCB | 0.16 | 1.58 | Not supported |
| H3 | Moral reasoning → TCB | 0.15 | 2.05* | Supported |
| H4 | Past helpfulness → TCB | 0.15 | 2.03* | Supported |
| H5 | Perceived justice → TCB | 0.59 | 8.02** | Supported |
| H6 | TCB → Patronage intention | 0.67 | 17.62** | Supported |
| Variance explained: R ² (TCB) = 0.83; R ² (PatInt) = 0.45 | | | | |
| Goodness-of-fit statistics: χ ² [721 d.f.] = 2734.03 (p < .01), CFI = 0.91; BBNFI = 0.90, BBNNFI = 0.91, IFI = 0.91, RMSEA = 0.078 [0.075–0.080] | | | | |
| Nested model comparison (Chi-squared difference test): Δχ ² = 757.76 (141 d.f.), p < .01 | | | | |

** p < .01, * p < .05.

formal mediation analysis³ was performed based on the method of [Bagozzi and Dholakia \(2006\)](#). Table 6 shows the results of several SEM estimations. Direct paths were sequentially included between the antecedent and dependent variables of the model (patronage intention).

A comparison of the nested and baseline (proposed model) model yielded intriguing results. While TCB appeared to fully mediate the two self-perception factors (social responsibility and empathic concern), it appeared to only partially mediate the other two self-perception factors (moral reasoning and past helpfulness) and destination perceived justice.

5. Discussion and conclusions

Clarifying the TCB process can improve the understanding of researchers and destination managers of the reasons and underlying mechanisms of TCB and shed light on the outcomes of these behaviors. This study's findings indicate that both self-perception (i.e., prosocial disposition) and destination-related factors (i.e., perceived justice) are positively associated with TCB. Moreover, perceived justice emerges as a key determinant, showing a stronger and more direct impact on TCB

³ Mediation analysis was also performed using the PROCESS macro (Model 4, bootstrapping with 5000 samples), yielding similar results. Detailed results are not shown due to space limitations but are available upon request.

Table 6
Mediation analysis of the proposed model.

| Model | Goodness of fit | Hypothesis test | Additional path | Mediation type |
|-------------------------------------|---------------------------------------|--|-----------------|--------------------|
| M1. Baseline model (Fig. 1) | χ ² [836 d.f.] = 2734.03** | NA | NA | NA |
| M2. SocRes → PatInt | χ ² [720 d.f.] = 2732.33** | M1-M2: diff. χ ² [1 d.f.] = 1.70 | -0.05 | Fully mediated |
| M3. EmpCon → PatInt | χ ² [720 d.f.] = 2731.71** | M1-M3: diff. χ ² [1 d.f.] = 2.32 | 0.09 | Fully mediated |
| M4. Moral → PatInt | χ ² [720 d.f.] = 2730.34** | M1-M4: diff. χ ² [1 d.f.] = 3.69 | 0.12* | Partially mediated |
| M5. PastH → PatInt | χ ² [720 d.f.] = 2705.17** | M1-M5: diff. χ ² [1 d.f.] = 28.86** | 0.41** | Partially mediated |
| M6. PJust → PatInt | χ ² [720 d.f.] = 2725.98** | M1-M6: diff. χ ² [1 d.f.] = 8.05** | -0.31** | Partially mediated |

SocRes = social responsibility; EmpCon = empathic concern; PastH = past helpfulness; Moral = moral reasoning; PJust = perceived justice; PatInt = patronage intention; TCB_r = TCB recommendations; TCB_h = TCB helping; TCB_f = TCB feedback.
** p < .01; * p < .05.

than individual traits such as social responsibility and empathic concern. This underscores the critical role that fairness and equity at a destination play in shaping tourists' voluntary extra-role behavior. The results also suggest that tourists who engage in TCB are more inclined to engage in repeated patronage or support for that destination.

Examining the details of each relationship in the proposed model yielded interesting results. Specifically, the results showed that self-perception factors (i.e., prosocial disposition) in Model 1 had a direct positive effect on TCB. Although the relationship between these variables had not been examined prior to this study, the findings align with those of other studies showing that prosocial behavior plays an important role in tourists' intentions to visit (e.g., [Seo et al., 2021](#)). Regarding social responsibility, the findings are in line with those of studies indicating that the feeling of responsibility for not carrying out prosocial behaviors influences cooperative behaviors and helping at a destination, especially in the form of pro-environmental actions ([Yan and Jia, 2021](#)). Regarding empathic concern, our findings align with those of [Gillani et al. \(2021\)](#), who reported that empathic concern is important in the formation of consumer engagement, which is crucial for tourists in performing coproduction tasks at tourist destinations in the form of TCB ([Torres-Moraga et al., 2021a](#)). Regarding moral reasoning, this study's findings are in line with those of [Adam \(2023\)](#), who indicated that moral background is the best indicator of tourists' willingness to cooperate with a destination. Finally, this study's findings on past helpfulness are directly related to those of [Rapert et al. \(2021\)](#). They found that past helpfulness has a significant direct impact on consumers' acts of generosity. In the tourism context, tourists' acts of support reflect their level of involvement with the destination, which is a fundamental aspect of TCB ([Al Halbusi et al., 2020](#)).

This study's results also provide strong empirical support for the hypothesized positive influence of perceived justice on TCB when this variable is incorporated into the model (Model 2). The analysis revealed a significantly positive relationship between perceived justice and TCB, confirming the importance of justice perceptions in shaping tourists' citizenship attitudes and behaviors. These findings are consistent with previous studies on OCB and CCB in tourism, which have consistently shown a positive direct effect of perceived justice on these behavioral outcomes ([Aguar-Quintana et al., 2020](#); [Chan and Lai, 2017](#); [Wu et al., 2023](#)). The results of the current study also show that when perceived justice is included as an antecedent to TCB, only two dimensions of prosocial disposition (i.e., moral reasoning and past helpfulness) significantly affect TCB. The remaining two dimensions (i.e., social responsibility and empathic concern) no longer had significant effects on

TCB. The reason moral reasoning remains significant in this relationship may be its strong association with prosocial behavior (De Groot and Steg, 2009). Furthermore, moral reasoning is a core component of personal norms governing individual behavior (Schwartz and Howard, 1981). Moral reasoning is especially important when behavior involves an effort that goes beyond an individual's obligations, as in the case of TCB (Li and Wu, 2019). Past helpfulness also continued to influence TCB, following the inclusion of perceived justice. This continued influence may occur because, in addition to being an important factor in prosocial disposition (Rapert et al., 2021), past helpfulness is directly related to TCB (Li et al., 2022). Helping other tourists is one of the most important factors in TCB (Torres-Moraga et al., 2021a), especially when the helpers are tourists who have assisted previously. When assistance is based on past helpfulness (Rapert et al., 2021), it plays a more important role in citizenship behavior construction.

Finally, the findings on the influence of TCB on patronage intention are consistent with those of studies showing the effects of CCB on green hotel patronage intention (Torres-Moraga et al., 2021b) and revisit intention for a coffee shop (Le et al., 2021). The findings are also directly linked to those of Xu et al. (2021), who suggested that when tourists engage in TCB, their active participation helps generate social value, thereby influencing their attitudes and shaping their future behaviors.

5.1. Theoretical implications

This study offers several theoretical contributions to the current understanding of TCB. First, by applying equity theory (Adams, 1965) and social exchange theory (Homans, 1958) to the TCB domain, this study deepens the theoretical framework related to tourists' voluntary actions that go beyond simple consumption and contribute to the well-being of a destination. These theories help explain the mechanisms through which tourists' perceptions of fairness and reciprocity influence their voluntary extra-role behaviors. Second, this study presents a comprehensive review and analysis of TCB within the tourism literature (e.g., study context, antecedents and/or consequences, and dimensions employed for measurement), identifying two key research streams: (1) TCB related to customer-service interactions in tourism companies and (2) TCB focused on tourists' behaviors toward destinations. This duality highlights the wide range of applications for TCB and this study's unique contributions by concentrating on how tourists' behaviors directly benefit the destination itself (a less-explored line of research). By situating TCB in the context of tourist-destination interactions, this study provides new knowledge on how TCB contributes to the overall sustainability and success of tourist destinations.

Third, this study enriches the current understanding of TCB by examining both self-perception (i.e., prosocial disposition) and destination-related (i.e., perceived justice) factors. Prior research on TCB antecedents has predominantly focused on external destination attributes, such as service quality or perceived value (e.g., Torres-Moraga et al., 2021a; Zhang et al., 2022). However, the roles of individual-level factors, such as prosocial disposition, have received little attention despite their significant influence on motivation, decision-making, and behavioral consistency (Tu et al., 2022). This study fills this gap by showing that tourists who demonstrate a strong prosocial disposition in their daily lives are more likely to engage in TCB when visiting tourist destinations. One key theoretical contribution of this study is its exploration of perceived justice as a crucial antecedent to TCB. Previous research on tourism has largely neglected the role of perceived justice, focusing instead on factors such as satisfaction, perceived value, and destination image (e.g., Liu et al., 2021; Tsaor et al., 2021). This study demonstrates that perceived justice (i.e., tourists' assessment of fairness in how destinations manage resources and treat both tourists and residents) plays a critical role in encouraging TCB. Tourists who perceive fairness and equity at a destination are more inclined to engage in positive citizenship behavior. This explanatory factor has been shown to be even more significant than tourists' inherent prosocial disposition.

This evidence significantly extends the application of equity theory in tourism, emphasizing the importance of reciprocity: tourists respond positively when they perceive justice in their interactions with a destination. By highlighting the role of perceived justice, this study underlines its importance as a destination-specific variable that shapes tourists' extra-role behaviors, thereby benefiting a destination's long-term success.

Furthermore, this study advances the knowledge on how TCB influences patronage intention. Until now, this concept has mostly been explored in the context of CCB in business settings (e.g., Le et al., 2021; Mandl and Hogreve, 2020). By examining how TCB influences tourists' intentions to revisit or recommend a destination (i.e., patronage intention), this study provides valuable knowledge on how destinations can support tourists' loyalty and long-term commitment. The findings showed that tourists who engage in TCB are more likely to develop strong patronage intentions, reinforcing the practical value of promoting TCB for destination managers.

5.2. Managerial implications

The results of this study have important implications for tourist destination management. Based on the finding that most of the variance in TCB is explained by perceived justice rather than prosocial disposition, DMOs should prioritize ensuring that the destination is perceived as fair to foster TCB, and ultimately, increase tourist patronage. While DMOs can attempt to target individuals who are naturally inclined to care for others and contribute to the well-being of those around them (i.e., individuals with a prosocial disposition; Rapert et al., 2021), they (DMOs) should instead focus on strategies that ensure a fair distribution of tourism benefits among both residents and tourists. This finding of our study has significant implications, as it suggests that, rather than concentrating on developing targeted push marketing strategies aimed at a specific prosocial segment (often difficult to identify in the market), DMOs should focus on implementing pull strategies within the tourist destination itself. These strategies should enhance perceived justice, which can attract tourists, often through word-of-mouth recommendations.

From the resident perspective, resources should be invested to improve infrastructure, particularly in projects that directly benefit local communities, such as community centers, suburban parks, building renovations, and street repairs. This approach will foster positive attitudes toward tourism among residents and attract new visitors through word-of-mouth. From the tourist perspective, for a destination to be perceived as fair, tourists must feel that it engages in actions that benefit them to compensate for the effort they made to visit. These actions could include playing pleasant music at tourist attractions, providing dancing and live music at different places in tourist destinations, and creating comfortable paths for people to enjoy the landscape (Zhang and Xu, 2019). DMOs can provide these actions with real-time crowd-tracking mobile applications that tourists can use throughout their visits (Lee and Xue, 2020). Easter Island and Hawaii are examples of destinations where visitors receive dances, flowers, and greenery that symbolize gratitude.

Furthermore, investments must focus on elements that ensure that a destination is perceived as fair to residents and tourists. This includes improving airports and public transportation, performing regular street maintenance, and prioritizing the protection of natural landscapes, wildlife, and vegetation in areas that both tourists and locals frequent. To support these efforts, DMOs must provide timely information. For example, they should promptly report on tourism-related policies, particularly how tourism revenue is invested in both attractions and residents' well-being.

Finally, DMOs should listen to tourists' questions and suggestions (Wu et al., 2022), even if they are negative. Tourists should be provided with opportunities to engage (Yao et al., 2023) and become involved (Xie et al., 2022) in fostering TCB. Tourists should be invited to participate in online co-creation meetings after their visit (Duerden et al.,

2015), as these meetings can help DMOs better understand tourist satisfaction and listen to proposals for improvements or new attractions (Al Halbusi et al., 2020). It is particularly important to focus on proposals that imply that a tourist destination is perceived as fair (Wu et al., 2023). DMOs should aim to inform participants about how their suggestions have been implemented, ensuring that the destination is perceived as a place where tourists' opinions are valued (Torres-Moraga and Barra, 2023).

5.3. Limitations and future research directions

This study was designed to minimize the main biases and limitations associated with cross-sectional tourism studies. However, several aspects can be improved, which may offer interesting opportunities for future research. First, because this study was based on cross-sectional data collected at a single time point, strict causality cannot be inferred. To address this limitation, future experimental studies could be designed to manipulate some of the key variables identified in this study (e.g., destination perceived justice) and observe their direct effects on TCB, thereby providing more robust evidence of causality. Additionally, longitudinal designs could be used to track changes in tourist behavior over time and establish stronger causal relationships. These approaches, which rely on observational data rather than survey-based methods, can also overcome the limitations of quantitative surveys that depend on self-reported and intention-based measures. Accordingly, this study relied on tourists' self-reported measures of latent variables related to sustainable tourism and patronage intention. Although all the recommended controls were applied in the design of the questionnaire and data collection process, social desirability bias remains a concern, as is common in tourism research (e.g., Doran and Hanss, 2019; Juvan and Dolnicar, 2016). Finally, a large sample ($n = 836$) of actual visitors to Santiago de Chile was collected. This sample was diverse in terms of gender, age, educational level, province of origin, and car distance from Santiago (see Appendix B, Table B1). Although this sample may seem suitable for analyzing domestic tourism in Chile, a second wave of data

on international tourists would enable the assessment of differences by country of origin. A new sample could include relevant variables for cross-country comparisons, such as place attachment (e.g., Dwyer et al., 2019; Patwardhan et al., 2020).

Funding

This work was partially supported by grant PID2022-141694NB-I00, funded by MCIN/AEI/10.13039/501100011033, by "ERDF A way of making Europe", and by Emerging Project GV2022 [CIGE/2022/51].

Declaration of generative AI in scientific writing

During the preparation of this work the author(s) used Grammarly to improve the quality of the English because the authors are not native English speakers. After using this tool/service, the author(s) reviewed and edited the content as needed and take(s) full responsibility for the content of the publication.

CRediT authorship contribution statement

Carla Rodriguez-Sanchez: Writing – review & editing, Writing – original draft, Supervision, Project administration, Investigation, Funding acquisition, Conceptualization. **Eduardo Torres-Moraga:** Writing – review & editing, Writing – original draft, Investigation, Data curation, Conceptualization. **Franco Sancho-Esper:** Writing – review & editing, Writing – original draft, Visualization, Software, Methodology, Investigation, Funding acquisition, Formal analysis, Data curation, Conceptualization. **Casado-Díaz Ana Belen:** Writing – review & editing, Writing – original draft, Investigation, Funding acquisition, Conceptualization.

Declaration of competing interest

None.

Appendix A. Map of the destination and the tourist attractions where data were gathered



Fig. A1. Location of the analyzed destination (Santiago de Chile). (Source: Free Vector Maps)

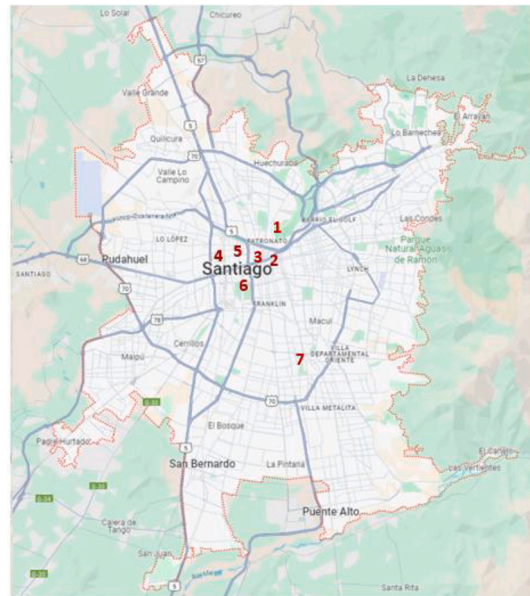


Fig. A2. Tourist attractions and locations where data were gathered. (Source: Google Maps)

Appendix B. Main descriptive statistics of the sample

Table B1
Sample profile (n = 836).

| Criterion | Level | n | (%) | |
|--------------------|----------------------------------|------------------------|--------|--------|
| Gender | Female | 466 | 55.7 % | |
| | Male | 370 | 44.3 % | |
| Age | 18–29 | 291 | 34.8 % | |
| | 30–44 | 421 | 50.4 % | |
| | 45–65 | 118 | 14.1 % | |
| | 66 or more | 6 | 0.7 % | |
| | Secondary education | 164 | 19.6 % | |
| Education | Technical education | 219 | 26.2 % | |
| | University, college degree | 417 | 49.9 % | |
| | Master's degree | 33 | 3.9 % | |
| | PhD degree | 3 | 0.4 % | |
| | Talca | 562 | 67.2 % | |
| | Linares | 160 | 19.1 % | |
| | Curicó | 22 | 2.6 % | |
| | Cauquenes | 21 | 2.5 % | |
| | Cachapoal | 9 | 1.1 % | |
| | Diguillín | 9 | 1.1 % | |
| Province of origin | Malleco | 9 | 1.1 % | |
| | Antofagasta | 8 | 1.0 % | |
| | Concepción | 7 | 0.8 % | |
| | Valparaíso | 6 | 0.7 % | |
| | Valdivia | 5 | 0.6 % | |
| | Elqui | 3 | 0.4 % | |
| | Not reported | 3 | 0.4 % | |
| | Iquique | 2 | 0.2 % | |
| | Quillota | 2 | 0.2 % | |
| | Cautín | 1 | 0.1 % | |
| | Colchagua | 1 | 0.1 % | |
| | Cordillera | 1 | 0.1 % | |
| | Los Andes | 1 | 0.1 % | |
| | Magallanes | 1 | 0.1 % | |
| | Osorno | 1 | 0.1 % | |
| | Región Metropolitana de Santiago | 1 | 0.1 % | |
| | San Felipe de Aconcagua | 1 | 0.1 % | |
| | Distance to Santiago (by car) | Less than 200 mm | 45 | 5.4 % |
| | | Between 201 and 400 km | 756 | 90.4 % |
| | More than 401 km | 35 | 4.2 % | |

n = 836, Age > 18; Nationality = Chilean, Destination = Santiago de Chile.

Table B2

Mean, standard deviation, skewness, kurtosis, and Pearson's correlation of the variables used in the study (n = 836).

| Item | Range | Mean | SD | Skewness (S) | Kurtosis (K) |
|--|-------|------|------|--------------|--------------|
| SOCIAL RESPONSIBILITY (F1) | | | | | |
| SR1 | 1-7 | 3.36 | 1.85 | 0.30 | -1.08 |
| SR2 | 1-7 | 3.19 | 1.84 | 0.48 | -0.89 |
| SR3 | 1-7 | 3.28 | 1.82 | 0.39 | -0.99 |
| SR4 | 1-7 | 3.07 | 1.78 | 0.55 | -0.79 |
| SR5 | 1-7 | 3.08 | 1.84 | 0.63 | -0.69 |
| SR6 | 1-7 | 3.62 | 1.74 | 0.15 | -0.10 |
| EMPATHIC CONCERN (F2) | | | | | |
| EC1 | 1-7 | 3.72 | 1.89 | 0.75 | -1.16 |
| EC2 | 1-7 | 3.34 | 1.82 | 0.34 | -1.01 |
| EC3 | 1-7 | 3.87 | 1.86 | -0.04 | -1.10 |
| EC4 | 1-7 | 3.27 | 1.81 | 0.41 | -0.93 |
| EC5 | 1-7 | 3.31 | 1.75 | 0.35 | -0.86 |
| EC6 | 1-7 | 3.39 | 1.83 | 0.31 | -0.99 |
| EC7 | 1-7 | 3.73 | 1.83 | 0.08 | -1.05 |
| MORAL REASONING (F3) | | | | | |
| MR1 | 1-7 | 3.10 | 1.79 | 0.56 | -0.78 |
| MR2 | 1-7 | 3.27 | 1.83 | 0.43 | -0.97 |
| MR3 | 1-7 | 3.36 | 1.80 | 0.41 | -0.89 |
| MR4 | 1-7 | 3.22 | 1.78 | 0.51 | -0.77 |
| PAST HELPFULNESS (F4) | | | | | |
| PH1 | 1-7 | 3.39 | 1.83 | 0.27 | -1.11 |
| PH2 | 1-7 | 3.45 | 1.94 | 0.33 | -1.16 |
| PH3 | 1-7 | 3.40 | 1.99 | 0.33 | -1.17 |
| PH4 | 1-7 | 3.90 | 1.88 | -0.07 | -1.22 |
| PERCEIVED JUSTICE (F5) | | | | | |
| PJ2 | 1-7 | 3.27 | 1.83 | 0.40 | -0.92 |
| PJ3 | 1-7 | 3.38 | 1.87 | 0.31 | -1.09 |
| PJ4 | 1-7 | 3.75 | 1.89 | 0.11 | -1.14 |
| PJ5 | 1-7 | 3.96 | 1.71 | -0.06 | -0.94 |
| TOURIST CITIZENSHIP BEHAVIOR (F6) | | | | | |
| TCB recommendation (F61) | | | | | |
| TCBR1 | 1-7 | 4.71 | 1.93 | -0.63 | -0.79 |
| TCBR2 | 1-7 | 4.31 | 1.78 | -0.34 | -0.87 |
| TCBR3 | 1-7 | 4.29 | 1.77 | -0.35 | -0.91 |
| TCBR4 | 1-7 | 4.48 | 1.84 | -0.44 | -0.89 |
| TCBR5 | 1-7 | 4.07 | 1.69 | -0.20 | -0.82 |
| TCB helping (F62) | | | | | |
| TCBH1 | 1-7 | 3.55 | 1.74 | 0.20 | -0.95 |
| TCBH2 | 1-7 | 3.44 | 1.75 | 0.24 | -0.99 |
| TCBH3 | 1-7 | 3.73 | 1.76 | 0.06 | -0.96 |
| TCB feedback (F63) | | | | | |
| TCBF1 | 1-7 | 3.39 | 1.77 | 0.33 | -0.90 |
| TCBF2 | 1-7 | 3.31 | 1.75 | 0.38 | -0.85 |
| TCBF3 | 1-7 | 3.41 | 1.74 | 0.30 | -0.93 |
| TCBF4 | 1-7 | 3.36 | 1.76 | 0.38 | -0.88 |
| PATRONAGE INTENTION (F7) | | | | | |
| PI1 | 1-7 | 3.56 | 1.68 | 0.21 | -0.91 |
| PI2 | 1-7 | 3.52 | 1.72 | 0.22 | -0.91 |
| PI3 | 1-7 | 3.42 | 1.70 | 0.35 | -0.82 |

Table B3

Pearson's correlation of the averaged variables used in the study (n = 836).

| | SocRes | EmpCon | Moral | PastH | PJust | TCB_r | TCB_h | TCB_f | PatInt |
|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| SocRes | - | | | | | | | | |
| EmpCon | 0.88** | - | | | | | | | |
| Moral | 0.82** | 0.83** | - | | | | | | |
| PastH | 0.72** | 0.75** | 0.72** | - | | | | | |
| PJust | 0.86** | 0.82** | 0.77** | 0.69** | - | | | | |
| TCB_r | 0.55** | 0.61** | 0.50** | 0.57** | 0.66** | - | | | |
| TCB_h | 0.76** | 0.72** | 0.70** | 0.63** | 0.79** | 0.71** | - | | |
| TCB_f | 0.81** | 0.78** | 0.78** | 0.65** | 0.82** | 0.62** | 0.82** | - | |
| PatInt | 0.53** | 0.54** | 0.53** | 0.62** | 0.72** | 0.51** | 0.56** | 0.58** | - |

SocRes = social responsibility; EmpCon = empathic concern; Moral = moral reasoning; PastH = past helpfulness; PJust = perceived justice; TCB_r = TCB recommendation; TCB_h = TCB helping; TCB_f = TCB feedback; PatInt = patronage intention.

Note: n = 836 individuals. Aggregated variables are the arithmetic mean of the items of each factor.

**p < .01; *p < .05.

Appendix C. Constructs, items, and sources included in the survey

As explained in the methodology section, data were gathered from actual tourists who were visiting the focal destination (Santiago de Chile). Therefore, the first set of factors was directly related to the visited destination. Tourists were then asked about several general aspects, regardless of the visited destination.

Pensando en la ciudad de Santiago de Chile, por favor, indique el número (de 1 = total desacuerdo a 7 = total acuerdo) que mejor refleje su opinión acerca de cada una de las siguientes afirmaciones:
Thinking about the city of Santiago, Chile, please select the number (from 1 = totally disagree to 7 = totally agree) that best reflects your opinion about each of the following statements:

| In English (original) | In Spanish (administered in Chile) |
|--|--|
| TOURIST CITIZENSHIP BEHAVIOR (F6) (Torres-Moraga et al., 2021a) | |
| TCB RECOMMENDATION (F61) | |
| TCBR1. I recommend this tourist destination (Santiago de Chile) to my relatives. | TCBR1. Recomiendo este destino turístico (Santiago de Chile) a mis familiares. |
| TCBR2. I recommend this tourist destination (Santiago de Chile) to my peers. | TCBR2. Recomiendo este destino turístico (Santiago de Chile) a mis pares (iguales) |
| TCBR3. I recommend this tourist destination (Santiago de Chile) to people interested in the attractions and services on offer in this place. | TCBR3. Recomiendo este destino turístico (Santiago de Chile) a las personas interesadas en los atractivos y servicios que hay en este lugar. |
| TCBR4. I give references about this tourist destination (Santiago de Chile) to my co-workers and other people. | TCBR4. Doy referencias sobre este destino turístico (Santiago de Chile) a mis compañeros de trabajo y a otras personas. |
| TCBR5. I recommend this place (Santiago de Chile) to people I don't know. | TCBR5. Recomiendo este lugar (Santiago de Chile) a personas que no conozco. |
| TCB HELPING (F62) | |
| TCBH1. I help others buy a trip to this place (Santiago de Chile). | TCBH1. Ayudo a otros a comprar un viaje a este lugar (Santiago de Chile). |
| TCBH2. I teach someone how to use the services of this tourist place (Santiago de Chile) correctly. | TCBH2. Enseño a alguien a cómo usar los servicios de este lugar turístico (Santiago de Chile) correctamente. |
| TCBH3. I explain to other tourists how to use the services of this tourist place (Santiago de Chile) correctly. | TCBH3. Explico a otros turistas a cómo usar los servicios de este lugar turístico (Santiago de Chile) correctamente. |
| TCB FEEDBACK (F63) | |
| TCBF1. I answer a tourist satisfaction survey regarding this place (Santiago de Chile). | TCBF1. Contesto una encuesta de satisfacción al turista respecto a este lugar (Santiago de Chile). |
| TCBF2. I provide helpful comments to the tourist service office at this location (Santiago de Chile). | TCBF2. Proporciono comentarios útiles a la oficina de servicio al turista de este lugar (Santiago de Chile). |
| TCBF3. I provide information when I am surveyed for this tourist destination (Santiago de Chile). | TCBF3. Proporciono información cuando soy encuestado por este lugar turístico (Santiago de Chile). |
| TCBF4. I inform this place about the excellent service received by an employee (Santiago de Chile). | TCBF4. Informo a este lugar (Santiago de Chile) sobre el excelente servicio recibido por un empleado. |
| PERCEIVED JUSTICE (F5) (Wu et al., 2022) | |
| PJ1. The governmental organizations of this place (Santiago de Chile) place great importance on my questions and suggestions. | PJ1. Las organizaciones de administración de este lugar (Santiago de Chile) le dan gran importancia a mis preguntas y sugerencias. |
| PJ2. The governmental organizations of this tourist destination (Santiago de Chile) are very timely in publishing information about their policies. | PJ2. Las organizaciones de administración de este destino turístico (Santiago de Chile) son muy oportunas en la publicación de información sobre sus políticas. |
| PJ3. The governmental organizations of this tourist destination (Santiago de Chile) have fulfilled their responsibilities regarding public matters (e.g., environmental protection). | PJ3. Las organizaciones de administración de este destino turístico (Santiago de Chile) han cumplido con sus responsabilidades en los asuntos públicos (p. ej., la protección del medio ambiente). |
| PJ4. The governmental organizations of this city (Santiago de Chile) have been very fair in distributing tourism revenues. | PJ4. Las organizaciones de administración de esta ciudad (Santiago de Chile) han sido muy justa en la distribución de los ingresos del turismo. |
| PJ5. The governmental organizations of this city (Santiago de Chile) reasonably compensate its inhabitants. | PJ5. Las organizaciones de administración de esta ciudad (Santiago de Chile) compensan razonablemente a sus habitantes. |
| TOURIST PATRONAGE INTENTION (F7) (Baker et al., 2002; Torres-Moraga et al., 2021b) | |
| PI1. I am willing to commend this tourist destination (Santiago de Chile). | PI1. Estoy dispuesto a elogiar este destino turístico (Santiago de Chile). |
| PI2. I am willing to explore this destination (Santiago de Chile). | PI2. Estoy dispuesto a turistar en este lugar (Santiago de Chile). |
| PI3. I will probably travel to this tourist destination (Santiago de Chile). | PI3. Yo probablemente viajaré a este destino turístico (Santiago de Chile). |

(continued on next page)

(continued)

| In English (original) | In Spanish (administered in Chile) |
|---|--|
| <p>Independiente de su opinión sobre el destino concreto (Santiago de Chile), indique el número (1 = total desacuerdo a 7 = total acuerdo) que mejor refleje su opinión acerca de cada una de las siguientes afirmaciones: Regardless of your opinion on the specific destination (Santiago de Chile), please select the number (from 1 = totally disagree to 7 = totally agree) that best reflects your opinion about each of the following statements:</p> | |
| In English (original) | In Spanish (administered in Chile) |
| <p>SOCIAL RESPONSIBILITY (F1) (Rapert et al., 2021)</p> | |
| SR1. I would feel less bothered about leaving litter in a dirty park than in a clean one. | SR1. Me molestaría menos dejar basura en un parque sucio que en uno limpio. |
| SR2. Depending on what a person has done, there may be an excuse for taking advantage of them. | SR2. Dependiendo de lo que haya hecho una persona, puedo tener una excusa para aprovecharme de ella. |
| SR3. With the pressure of grades and the widespread cheating in school nowadays, individuals who cheat occasionally are not really at fault. | SR3. Con la presión de las calificaciones y el engaño generalizado en las escuelas, la persona que copia ocasionalmente no tiene tanta culpa. |
| SR4. It doesn't make much sense to be very concerned about how we act when we are sick and feeling miserable. | SR4. No tiene mucho sentido preocuparse de cómo actuamos cuando estamos enfermos y nos sentimos miserables. |
| SR5. If I broke a machine through mishandling, I would feel less guilty if it was already damaged before I used it. | SR5. Si yo rompiera una máquina por mi mal uso, me sentiría menos culpable si ésta ya estuviera dañada antes de que yo la usara. |
| SR6. When you have a job to do, it is impossible to look out for everyone's best interest. | SR6. Cuando tienes un trabajo que hacer, es imposible velar por el interés de todos. |
| <p>EMPATHIC CONCERN (F2) (Rapert et al., 2021)</p> | |
| EC1. When I see someone being taken advantage of, I feel kind of protective toward them. | EC1. Cuando veo que se aprovechan de alguien, me siento un poco protector de ellos. |
| EC2. Other people's misfortunes usually disturb me a great deal. | EC2. Las desgracias ajenas suelen perturbarme mucho. |
| EC3. When I see someone being treated unfairly, I usually feel pity for them. | EC3. Cuando veo que alguien es tratado injustamente, generalmente siento lástima por él. |
| EC4. I am often quite touched by things that I see happen. | EC4. A menudo me conmueven bastante las cosas que suceden. |
| EC5. I often have tender, concerned feelings for people less fortunate than me. | EC5. A menudo tengo sentimientos de ternura y preocupación por aquellas personas que son menos afortunadas que yo. |
| EC6. I often feel very sorry for other people when they are having problems. | EC6. A menudo siento mucha pena por las personas cuando tienen problemas. |
| EC7. I would describe myself as a pretty soft-hearted person. | EC7. Me describiría como una persona bastante bondadosa. |
| <p>MORAL REASONING (F3) (Rapert et al., 2021)</p> | |
| MR1. My decisions are usually based on my concern for other people. | MR1. Mis decisiones generalmente se basan en mi preocupación por otras personas. |
| MR2. I choose a course of action that maximizes the help other people receive. | MR2. Elijo un curso de acción que maximice la ayuda que podrían recibir otras personas. |
| MR3. My decisions are usually based on concern for the welfare of others. | MR3. Mis decisiones generalmente se basan en la preocupación por el bienestar de los demás. |
| MR4. I choose alternatives that minimize the negative consequences to other people. | MR4. Elijo alternativas que minimicen las consecuencias negativas para otras personas. |
| <p>PAST HELPFULNESS (F4) (Rapert et al., 2021)</p> | |
| PH1. I have helped carry a stranger's belongings (books, packages, groceries, etc.). | PH1. He ayudado a llevar las pertenencias de un extraño (p. ej., libros, paquetes, etc.). |
| PH2. I have let a neighbor whom I didn't know too well borrow an item of some value (tools, a dish, etc.). | PH2. Le he prestado a algún vecino que en ese momento no conocía muy bien, artículos que tienen algún valor (por ejemplo, herramientas, un plato, etc.). |
| PH3. Before being asked, I have voluntarily looked after a neighbor's pet or children without being paid for it. | PH3. He cuidado voluntariamente, antes de que me lo pidan, de la mascota o los niños de un vecino, sin que me paguen por eso. |

References

- Adam, I. (2023). Rational and moral antecedents of tourists' intention to use reusable alternatives to single-use plastics. *J. Travel Res.*, 62(5), 949–968. <https://doi.org/10.1177/0047287522110586>
- Adams, J. S. (1965). Inequity in social exchange. *Adv. Exp. Soc. Psychol.*, 2, 267–299. [https://doi.org/10.1016/S0065-2601\(08\)60108-2](https://doi.org/10.1016/S0065-2601(08)60108-2)
- Aguiar-Quintana, T., Araujo-Cabrera, Y., & Park, S. (2020). The sequential relationships of hotel employees' perceived justice, commitment, and organizational citizenship behavior in a high unemployment context. *Tour. Manag. Perspect.*, 35, Article 100676. <https://doi.org/10.1016/j.tmp.2020.100676>
- Al Halbusi, H., Jimenez Estevez, P., Eleen, T., Ramayah, T., & Uzir, M. U. H. (2020). The roles of the physical environment, social servicescape, co-created value, and customer satisfaction in determining tourists' citizenship behavior: Malaysian cultural and creative industries. *Sustainability*, 12(8), 3229. <https://doi.org/10.3390/su12083229>
- Anik, L., Aknin, L. B., Norton, M. I., & Dunn, E. W. (2009). *Feeling good about giving: The benefits (and costs) of self-interested charitable behavior* (pp. 10–12). Harvard Business School Marketing Unit Working Paper. <https://doi.org/10.2139/ssrn.1444831>

- Arica, R., & Çorbacı, A. (2020). The mediating role of the tourists' citizenship behavior between the value co-creation and satisfaction. *Adv. Hospital. Touri. Res.*, 8(1), 125–150. <https://doi.org/10.30519/ahr.649639>
- Asadifard, M., Rahman, A. A., Aziz, Y. A., & Hashim, H. (2015). A review on tourist mall patronage determinant in Malaysia. *Int. J. Innovat. Manage. Technol.*, 6(3), 229–233. <https://doi.org/10.7763/IJIMT.2015.V6.607>
- Atulkar, S., & Kesari, B. (2017). Satisfaction, loyalty and repatronage intentions: Role of hedonic shopping values. *J. Retail. Consum. Serv.*, 39, 23–34. <https://doi.org/10.1016/j.jretconser.2017.06.013>
- Badar, S., & Waheed, A. (2023). Revealing the factors of re-patronage intention: True behavioral insights in hotel customers. *Journal of Hospitality and Tourism Insights*, 6(5), 2317–2338. <https://doi.org/10.1108/JHTI-06-2022-0240>
- Bagozzi, R. P., & Dholakia, U. M. (2006). Antecedents and purchase consequences of customer participation in small group brand communities. *Int. J. Res. Mark.*, 23(1), 45–61. <https://doi.org/10.1016/j.ijresmar.2006.01.005>
- Bagozzi, R. P., Yi, Y., & Phillips, L. W. (1991). Assessing construct validity in organizational research. *Adm. Sci. Q.*, 36(3), 421–458. <https://doi.org/10.2307/2393203>
- Baker, J., Parasuraman, A., Grewal, D., & Voss, G. B. (2002). The influence of multiple store environment cues on perceived merchandise value and patronage intentions. *J. Mark.*, 66(2), 120–141. <https://doi.org/10.1509/jmkg.66.2.120.18470>
- Bauer, J. J., Graham, L. E., Lauber, E. A., & Lynch, B. P. (2019). What growth sounds like: Redemption, self-improvement, and eudaimonic growth across different life narratives in relation to well-being. *J. Pers.*, 87(3), 546–565. <https://doi.org/10.1111/jopy.12414>
- Berman, J. Z., & Silver, I. (2022). Prosocial behavior and reputation: When does doing good lead to looking good? *Curr. Opin. Psychol.*, 43, 102–107. <https://doi.org/10.1016/j.copsyc.2021.06.021>
- Berman, J. Z., Bhattacharjee, A., Small, D. A., & Zauberger, G. (2020). Passing the buck to the wealthier: Reference-dependent standards of generosity. *Organ. Behav. Hum. Decis. Process.*, 157, 46–56. <https://doi.org/10.1016/j.obhdp.2019.12.005>
- Bi, J., Wang, B., & Lu, F. (2024). Does host-guest interaction stimulate tourists' citizenship behavior? A combination of social exchange theory and cognitive appraisal theory. *Forests*, 15(7), 1156. <https://doi.org/10.3390/f15071156>
- Busser, J. A., & Shulga, L. V. (2018). Co-created value: Multidimensional scale and nomological network. *Tour. Manag.*, 65, 69–86. <https://doi.org/10.1016/j.tourman.2017.09.014>
- Byrne, D. E. (1971). *The attraction paradigm*. New York: Academic Press.
- Chan, S. H. J., & Lai, H. Y. I. (2017). Understanding the link between communication satisfaction, perceived justice and organizational citizenship behavior. *J. Bus. Res.*, 70, 214–223. <https://doi.org/10.1016/j.jbusres.2016.08.017>
- Cheung, G. W., Cooper-Thomas, H. D., Lau, R. S., & Wang, L. C. (2023). Reporting reliability, convergent and discriminant validity with structural equation modeling: A review and best-practice recommendations. *Asia Pac. J. Manag.*, 1–39. <https://doi.org/10.1007/s10490-023-09871-y>
- De Groot, J. I. M., & Steg, L. (2009). Morality and prosocial behavior: The role of awareness, responsibility, and norms in the norm activation model. *J. Soc. Psychol.*, 149(4), 425–449. <https://doi.org/10.3200/SOCP.149.4.425-449>
- De Leeuw, E. D., Hox, J., & Dillman, D. (2012). *International Handbook of Survey Methodology*. European Association of Methodology. Taylor & Francis Group/Lawrence Erlbaum Associates.
- Dhiman, N., & Kumar, A. (2023). What we know and don't know about consumer happiness: Three-decade review, synthesis, and research propositions. *J. Interact. Mark.*, 58(2–3), 115–135. <https://doi.org/10.1177/10949968221095548>
- Dolnicar, S., & Leisch, F. (2008). An investigation of tourists' patterns of obligation to protect the environment. *J. Travel Res.*, 46(4), 381–391. <https://doi.org/10.1177/0047287507308330>
- Doran, R., & Hanss, D. (2019). Socially desirable responding: The case of self-reported values in tourism surveys. *Curr. Issue Tour.*, 22(2), 127–132. <https://doi.org/10.1080/13683500.2017.1310191>
- Duerden, M. D., Ward, P. J., & Freeman, P. A. (2015). Conceptualizing structured experiences: Seeking interdisciplinary integration. *J. Leis. Res.*, 47(5), 601–620. <https://doi.org/10.18666/jlr-2015-v47-i5-6096>
- Dwyer, L., Chen, N., & Lee, J. (2019). The role of place attachment in tourism research. *J. Travel Tour. Mark.*, 36(5), 645–652. <https://doi.org/10.1080/10548408.2019.1612824>
- Einolf, C. J. (2008). Empathic concern and prosocial behaviors: A test of experimental results using survey data. *Soc. Sci. Res.*, 37(4), 1267–1279. <https://doi.org/10.1016/j.sres.2007.06.003>
- Fu, T., Li, S., Xu, J., Liu, M., & Yu, K. (2022). Exploring antecedents and consequences of tourists' perceived relationship investment from new perspectives in the tour group context. *Asia Pac. J. Tourism Res.*, 27(9), 925–939. <https://doi.org/10.1080/10941665.2022.2142622>
- Fullerton, G. (2005). How commitment both enables and undermines marketing relationships. *Eur. J. Mark.*, 39(11/12), 1372–1388. <https://doi.org/10.1108/03090560510623307>
- Gillani, A., Koutala, S., Leonidou, L. C., & Christodoulides, P. (2021). The impact of proximity on consumer fair trade engagement and purchasing behavior: The moderating role of empathic concern and hypocrisy. *J. Bus. Ethics*, 169, 557–577. <https://doi.org/10.1007/s10551-019-04278-6>
- Groth, M. (2005). Customers as good soldiers: Examining citizenship behaviors in internet service deliveries. *J. Manag.*, 31(1), 7–27. <https://doi.org/10.1177/0149206304271375>
- Habashi, M. M., Graziano, W. G., & Hoover, A. E. (2016). Searching for the prosocial personality: A Big Five approach to linking personality and prosocial behavior. *Personal. Soc. Psychol. Bull.*, 42(9), 1177–1192. <https://doi.org/10.1177/0146167216652859>
- Haidt, J. (2007). The new synthesis in moral psychology. *Science*, 316, 998–1002. <https://doi.org/10.1126/science.1137651>
- Hair, J. F., Jr., Matthews, L. M., Matthews, R. L., & Sarstedt, M. (2017). PLS-SEM or CB-SEM: Updated guidelines on which method to use. *International Journal of Multivariate Data Analysis*, 1(2), 107–123. <https://doi.org/10.1504/IJMUDA.2017.087624>
- Hewstone, M., Stroebe, W., & Jonas, K. (2012). *An Introduction to Social Psychology* (5th ed.). Glasgow: John Wiley & Sons.
- Hoffman, M. L. (1981). Is altruism part of human nature? *J. Pers. Soc. Psychol.*, 40, 121–137. <https://doi.org/10.1037/0022-3514.40.1.121>
- Homans, G. C. (1958). Social behavior as exchange. *Am. J. Sociol.*, 63(6), 597–606. <https://www.jstor.org/stable/2772990>
- Hwang, J., & Lyu, S. O. (2020). Relationships among green image, consumer attitudes, desire, and customer citizenship behavior in the airline industry. *Int. J. Sustain. Transp.*, 14(6), 437–447. <https://doi.org/10.1080/15568318.2019.1573280>
- Ilies, R., Lanaj, K., Pluut, H., & Goh, Z. (2018). Intrapersonal and interpersonal need fulfillment at work: Differential antecedents and incremental validity in explaining job satisfaction and citizenship behavior. *J. Vocat. Behav.*, 108, 151–164. <https://doi.org/10.1016/j.jvb.2018.07.005>
- Jin, S., Balliet, D., Romano, A., Spadaro, G., Van Lissa, C. J., Agostini, M., & Leander, N. P. (2021). Intergenerational conflicts of interest and prosocial behavior during the COVID-19 pandemic. *Personal. Individ. Differ.*, 171, Article 110535. <https://doi.org/10.1016/j.paid.2020.110535>
- Juvan, E., & Dolnicar, S. (2016). Measuring environmentally sustainable tourist behaviour. *Ann. Tour. Res.*, 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. *Curr. Issue Tour.*, 23(3), 323–344. <https://doi.org/10.1080/13683500.2018.1513459>
- Kaul, S., Sahay, A., & Koshy, A. (2010). Impact of initial-trust-image on shopper trust and patronage intentions: A study of young, male apparel shoppers in India. *Int. J. Retail Distrib. Manag.*, 38(4), 275–296. <https://doi.org/10.1108/09590551011032090>
- Kim, J. H. (2014). The antecedents of memorable tourism experiences: The development of a scale to measure the destination attributes associated with memorable experiences. *Tour. Manag.*, 44, 34–45. <https://doi.org/10.1016/j.tourman.2014.02.007>
- Kim, S. J., & Kou, X. (2014). Not all empathy is equal: How dispositional empathy affects charitable giving. *Journal of Nonprofit & Public Sector Marketing*, 26(4), 312–334. <https://doi.org/10.1080/10495142.2014.965066>
- Kline, R. B. (2023). *Principles and practice of structural equation modeling* (5th ed.). New York: Guilford publications.
- Kosiba, J. P., Acheampong, A., Adeola, O., & Hinson, R. E. (2020). The moderating role of demographic variables on customer expectations in airport retail patronage intentions of travellers. *J. Retail. Consum. Serv.*, 54, Article 102033. <https://doi.org/10.1016/j.jretconser.2020.102033>
- Kusumawati, A., Listyorini, S., & Suharyono, & Yulianto, E. (2020). The role of religiosity on fashion store patronage intention of Muslim consumers in Indonesia. *SAGE Open*, 10(2). <https://doi.org/10.1177/2158244020927035>
- Kusumawati, A., Kurniawan, C. N., & Iqbal, M. (2023). Co-creation experience and tourists' citizenship behavior: Challenges of Indonesian ecotourism sector during post-pandemic era. *Tourism Review. Ahead-of-print.* <https://doi.org/10.1108/TR-03-2023-0171>
- Le, A., Tan, K. L., Yong, S. S., Soonsap, P., Lipa, C. J., & Ting, H. (2021). Perceptions towards green image of trendy coffee cafés and intention to re-patronage: The mediating role of customer citizenship behavior. *Young Consum.*, 23(2), 165–178. <https://doi.org/10.1108/YC-03-2021-1291>
- Lee, S. W., & Xue, K. (2020). A model of destination loyalty: Integrating destination image and sustainable tourism. *Asia Pac. J. Tourism Res.*, 25(4), 393–408. <https://doi.org/10.1080/10941665.2020.1713185>
- Lee, M.-Y., Kim, Y.-K., & Fairhurst, A. (2009). Shopping value in online auctions: Their antecedents and outcomes. *J. Retail. Consum. Serv.*, 16(1), 75–82. <https://doi.org/10.1016/j.jretconser.2008.11.003>
- Lee, S., Park, H. J., Kim, K. H., & Lee, C. K. (2021). A moderator of destination social responsibility for tourists' pro-environmental behaviors in the VIP model. *J. Destin. Mark. Manag.*, 20, Article 100610. <https://doi.org/10.1016/j.jdmm.2021.100610>
- Li, Q. C., & Wu, M. Y. (2019). Rationality or morality? A comparative study of pro-environmental intentions of local and nonlocal visitors in nature-based destinations. *J. Destin. Mark. Manag.*, 11, 130–139. <https://doi.org/10.1016/j.jdmm.2019.01.003>
- Li, S., Chen, G., Liu, M., Xu, J., Cao, J., & Yang, J. (2022). How does tour guide humor influence tourist citizenship behavior? *J. Hosp. Tour. Manag.*, 50, 108–118. <https://doi.org/10.1016/j.jhtm.2022.01.005>
- Li, J., Lee, T. J., Chen, N., & Park, K. S. (2023). Pro-environmental behavior of the residents in sensitive tourism destinations. *J. Vacat. Mark.*, 29(2), 291–308. <https://doi.org/10.1177/13567667221101406>
- Limonta, R., Ruiz-Moreno, F., Ali, A. A., & Zingone, L. (2024). The Manta mystique: Destination image and its effect on tourist citizenship behavior and willingness to sacrifice. *Journal of Vacation Marketing, Online first.* <https://doi.org/10.1177/135676672412745>
- Lin, P. M. C., Fan, D. X. F., Zhang, H. Q., & Lau, C. (2019). Spend less and experience more: Understanding tourists' social contact in the Airbnb context. *Int. J. Hosp. Manag.*, 83, 65–73. <https://doi.org/10.1016/j.ijhm.2019.04.007>
- Liu, J. S., & Tsaur, S. H. (2014). We are in the same boat: Tourist citizenship behaviors. *Tour. Manag.*, 42, 88–100. <https://doi.org/10.1016/j.tourman.2013.11.001>

- 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. *J. Vacat. Mark.*, 27(1), 45–60. <https://doi.org/10.1177/1356766720952101>
- Luo, W., Tang, P., Jiang, L., & Su, M. M. (2020). Influencing mechanism of tourist social responsibility awareness on environmentally responsible behavior. *J. Clean. Prod.*, 271, Article 122565. <https://doi.org/10.1016/j.jclepro.2020.122565>
- Mandl, L., & Hogreve, J. (2020). Buffering effects of brand community identification in service failures: The role of customer citizenship behaviors. *J. Bus. Res.*, 107, 130–137. <https://doi.org/10.1016/j.jbusres.2018.09.008>
- Min, H., Park, J., & Kim, H. J. (2016). Common method bias in hospitality research: A critical review of literature and an empirical study. *Int. J. Hosp. Manag.*, 56, 126–135. <https://doi.org/10.1016/j.ijhm.2016.04.010>
- Organ, D. W. (1988). *Organizational citizenship behavior: The good soldier syndrome*. Health and Com: Lexington Books/D. C.
- Patwardhan, V., Ribeiro, M. A., Woosnam, K. M., Payini, V., & Mallya, J. (2020). Visitors' loyalty to religious tourism destinations: Considering place attachment, emotional experience and religious affiliation. *Tour. Manag. Perspect.*, 36, Article 100737. <https://doi.org/10.1016/j.tmp.2020.100737>
- Penner, L. A. (2002). Dispositional and organizational influences on sustained volunteerism: An interactionist perspective. *J. Soc. Issues*, 58(3), 447–467. <https://doi.org/10.1111/1540-4560.00270>
- Pessoa, R. A., Oliveira, O., & Souza, L. F. (2022). Factors that make a destination fascinating and motivate (re)visit. *Spanish Journal of Marketing-ESIC*, 26(2), 210–230. <https://doi.org/10.1108/SJME-12-2021-0231>
- Prayag, G. (2022). Chapter 2: The customer and tourist experience? Conceptual convergence or divergence. In *Handbook on the Tourist Experience: Design, Marketing and Management* (pp. 15–28). Edward Elgar Publishing. <https://doi.org/10.4337/9781839109393.00008>
- Rapert, M. L., Thyroff, A., & Grace, S. C. (2021). The generous consumer: Interpersonal generosity and pro-social dispositions as antecedents to cause-related purchase intentions. *J. Bus. Res.*, 132, 838–847. <https://doi.org/10.1016/j.jbusres.2020.10.070>
- Rasoolimanesh, S. M., Wang, M., Roldán, J. L., & Kunasekaran, P. (2021). Are we in right path for media analysis? Reviewing the literature and proposing robust guidelines. *J. Hosp. Tour. Manag.*, 48, 395–405. <https://doi.org/10.1016/j.jhtm.2021.07.013>
- Rather, R. A., Raisinghani, M., Gligor, D., Parrey, S. H., Russo, I., & Bozkurt, S. (2023). Examining tourist citizenship behaviors through affective, cognitive, behavioral engagement and reputation: Symmetrical and asymmetrical approaches. *J. Retail. Consum. Serv.*, 75, Article 103451. <https://doi.org/10.1016/j.jretconser.2023.103451>
- Ribeiro, T. D. L. S. A., Costa, B. K., Ferreira, M. P., & de Lamónica Freire, O. B. (2023). Value co-creation in tourism and hospitality: A systematic literature review. *Eur. Manag. J.*. <https://doi.org/10.1016/j.emj.2022.12.001>
- Sancho-Esper, F., Rodriguez-Sanchez, C., & Torres-Moraga, E. (2023). Environmental sustainability at destination level: The role of tourist citizenship behavior. *Advances in Hospitality and Tourism Research (AHTR)*. <https://doi.org/10.30519/ahtr.1292435>. Ahead-of-print.
- A normative decision-making model of altruism. In Schwartz, S. H., Howard, J. A., Rushton, J. P., & Sorrentino, R. M. (Eds.), *Altruism and helping behavior*, (pp. 89–211). (1981) (pp. 89–211). Hillsdale, NJ: Lawrence Erlbaum.
- Seo, K., Choi, Y., & Shin, J. (2021). Homelessness in destinations: Tourists' visit intention. *Ann. Tour. Res.*, 89, Article 103249. <https://doi.org/10.1016/j.annals.2021.103249>
- Sernatur. (2023). Big data for domestic tourism. In *Big data para el turismo interno (in Spanish)*. Servicio Nacional de Turismo de Chile (Sernatur). National Tourism Service of Chile. Available at: <https://www.sernatur.cl/daturismo/big-data-turismo-interno/> (retrieved 10/1/2024).
- Shafiee, M. M., Tabaeian, R. A., & Khoshfetrat, A. (2020). Tourist engagement and citizenship behavior: The mediating role of relationship quality in the hotel industry. *Tour. Hosp. Res.*, 20(4), 481–492. <https://doi.org/10.1177/1467358420914373>
- Sirgy, M. J. (1982). Self-concept in consumer behavior: A critical review. *J. Consum. Res.*, 9(3), 287–300. <https://www.jstor.org/stable/2488624>
- Sirgy, M. J., Johar, J. S., Samli, A. C., & Claiborne, C. B. (1991). Self-congruity versus functional congruity: predictors of consumer behavior. *J. Acad. Mark. Sci.*, 19(4), 363–375. <https://doi.org/10.1007/BF02726512>
- Small, C., & Lew, C. (2021). Mindfulness, moral reasoning and responsibility: Towards virtue in ethical decision-making. *J. Bus. Ethics*, 169, 103–117. <https://doi.org/10.1007/s10551-019-04272-y>
- Stylos, N., & Bellou, V. (2019). Investigating tourists' revisit proxies: The key role of destination loyalty and its dimensions. *J. Travel Res.*, 58(7), 1123–1145. <https://doi.org/10.1177/0047287518802100>
- Sullivan, P., & Heitmeyer, J. (2008). Looking at Generation Y shopping preferences and intentions: Exploring the role of experience and apparel involvement. *Int. J. Consum. Stud.*, 32(2), 285–295. <https://doi.org/10.1111/j.1470-6431.2008.00680.x>
- Taber, K. S. (2018). The use of Cronbach's alpha when developing and reporting research instruments in science education. *Res. Sci. Educ.*, 48, 1273–1296. <https://doi.org/10.1007/s11165-016-9602-2>
- Teng, H. Y., & Tsai, C. H. (2020). Can tour leader likability enhance tourist value co-creation behaviors? The role of attachment. *J. Hosp. Tour. Manag.*, 45, 285–294. <https://doi.org/10.1016/j.jhtm.2020.08.018>
- Torres-Moraga, E., & Barra, C. (2023). Does destination brand experience help build trust? Disentangling the effects on trust and trustworthiness. *J. Destin. Mark. Manag.*, 27, Article 100767. <https://doi.org/10.1016/j.jdmm.2023.100767>
- Torres-Moraga, E., Rodriguez-Sanchez, C., & Sancho-Esper, F. (2021a). Understanding tourist citizenship behavior at the destination level. *J. Hosp. Tour. Manag.*, 49, 592–600. <https://doi.org/10.1016/j.jhtm.2021.11.009>
- Torres-Moraga, E. I., Alonso-Dos-Santos, M., & Carvajal-Trujillo, E. (2021b). Green hotel patronage intention through biospheric values. *Sustainable Production and Consumption*, 27, 602–612. <https://doi.org/10.1016/j.spc.2021.01.028>
- Tsaur, S. H., Yang, T. L., & Tsai, C. H. (2021). Tour leader likeability and tourist citizenship behaviours: Mediating effect of perceived value. *Curr. Issue Tour.*, 24(18), 2628–2642. <https://doi.org/10.1080/13683500.2020.1849044>
- Tu, H., Zhang, Z., & Jiang, Z. (2022). When and how tourists engage in citizenship behavior: The interactive effect of trait gratitude and positive resident-tourist contact. *J. Travel Res.*, 62(8), 1832–1847. <https://doi.org/10.1177/00472875221140904>
- UNWTO. (2010). International Recommendations for Tourism Statistics 2008. https://unstats.un.org/unsd/publication/seriesm/seriesm_83rev1e.pdf.
- Usman, S. B., Kristaung, R., & Yaputra, H. (2023). The effect of perceived non-monetary sacrifice, perceived service quality, perceived monetary sacrifice on re-patronage intention with patient perceived value as a mediation variable. *Int. Re. J. Econom. Manag. Stud.*, 2(3). <https://www.doi.org/623-637.10.56472/25835238/IRJEMS-V2I3P178>.
- Wang, S., Berbekova, A., & Uysal, M. (2022). Pursuing justice and quality of life: Supporting tourism. *Tour. Manag.*, 89, Article 104446. <https://doi.org/10.1016/j.tourman.2021.104446>
- Wong, I. A., & Lin, Z. (2022). Understanding tourist citizenship behavioral intentions: The role of social interactions and brand perceptions. *J. China Tour. Res.*, 18(3), 592–610. <https://doi.org/10.1080/19388160.2021.1939829>
- WTTC. (2022). *WTTC Cities Economic Impact 2022: City Travel is Back*. Dec. 2022. World Travel & Tourism Council. Available at: <https://wtcc.org/Portals/0/Documents/R eports/2023/WTTC-Cities-Economic-Impact-Final.pdf> (retrieved 10/1/2024).
- Wu, M.-Y., Wu, X., Li, Q., & Tong, Y. (2022). Community citizenship behavior in rural tourism destinations: Scale development and validation. *Tour. Manag.*, 89, Article 104457. <https://doi.org/10.1016/j.tourman.2021.104457>
- Wu, M.-Y., Wu, X., Li, Q., Wang, J., & Wang, Y. (2023). Justice and community citizenship behavior for the environment: Small tourism business entrepreneurs' perspectives. *J. Sustain. Tour.*, 31(12), 2839–2856. <https://doi.org/10.1080/09669582.2022.2122061>
- Xie, L., Guan, X., He, Y., & Huan, T. C. (2022). Wellness tourism: Customer-perceived value on customer engagement. *Tour. Rev.*, 77(3), 859–876. <https://doi.org/10.1108/TR-06-2020-0281>
- Xu, T., & Lu, C. (2023). Does tourism mental fatigue inhibit tourist citizenship behavior? The role of psychological contract breach and boundary conditions. *J. Hosp. Tour. Manag.*, 55, 59–69. <https://doi.org/10.1016/j.jhtm.2023.03.001>
- Xu, F., Tan, J., Liu, L., Li, S., & Qin, L. (2021). How does value co-creation behavior affect destination loyalty? A role switching perspective. *J. Theor. Appl. Electron. Commer. Res.*, 16(5), 1805–1826. <https://doi.org/10.3390/jtaer16050101>
- Xu, Z., Yang, G., Wang, L., Guo, L., & Shi, Z. (2023). How does destination psychological ownership affect tourists' pro-environmental behaviors? A moderated mediation analysis. *J. Sustain. Tour.*, 31(6), 1394–1412. <https://doi.org/10.1080/09669582.2022.2049282>
- Yan, A., & Jia, W. (2021). The influence of eliciting awe on pro-environmental behavior of tourist in religious tourism. *J. Hosp. Tour. Manag.*, 48, 55–65. <https://doi.org/10.1016/j.jhtm.2021.05.007>
- Yang, C., & Yamamoto, M. (2023). Testing the role of inspirational and crime news use in self-report empathic concern and helping. *Int. J. Commun.*, 17, 3408–3427. URL: <https://ijoc.org/index.php/ijoc/article/view/19819>.
- Yao, Y., Wang, G., Ren, L., & Qiu, H. (2023). Exploring tourist citizenship behavior in wellness tourism destinations: The role of recovery perception and psychological ownership. *J. Hosp. Tour. Manag.*, 55, 209–219. <https://doi.org/10.1016/j.jhtm.2023.03.008>
- Yen, C.-H., Tsai, C.-H., & Han, T.-C. (2022). Can tourist value cocreation behavior enhance tour leader love? The role of perceived value. *J. Hosp. Tour. Manag.*, 53, 133–142. <https://doi.org/10.1016/j.jhtm.2022.10.001>
- Yi, Y., & Gong, T. (2013). Customer value co-creation behavior: Scale development and validation. *J. Bus. Res.*, 66(9), 1279–1284. <https://doi.org/10.1016/j.jbusres.2012.02.026>
- Zhang, H., & Xu, H. (2019). A structural model of liminal experience in tourism. *Tour. Manag.*, 71, 84–98. <https://doi.org/10.1016/j.tourman.2018.09.015>
- 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*, 14(11), 6772. <https://doi.org/10.3390/su14116772>
- Zou, W., Wei, W., Ding, S., & Xue, J. (2022). The relationship between place attachment and tourist loyalty: A meta-analysis. *Tour. Manag. Perspect.*, 43, Article 100983. <https://doi.org/10.1016/j.tmp.2022.100983>



Carla, Rodriguez-Sanchez. Associate Professor, Department of Marketing, University of Alicante. P.O. Box 99 E-03080. Alicante (Spain). Tel. +34,965,903,400 (3163). E-mail: carla.rodriguez@ua.es. **Dr. Carla Rodriguez-Sanchez** is an Associate Professor in the Department of Marketing, University of Alicante (Spain). She is a member of the General Board of the European Social Marketing Association (ESMA). Her current research interests are related to environmental psychology, sustainable consumer behavior, and tourism. She has published in refereed academic journals as: Environmental Research, Journal of Vacation Marketing, Journal of Hospitality and Tourism Management; Resources, Conservation and Recycling; Journal of Vacation Marketing, Journal of Destination Marketing & Management, Journal of Environmental Psychology, British Journal of Social Psychology, Journal of Social Marketing, Urban Water Journal, among others. ORCID: <https://orcid.org/0000-0002-5801-6801>



Eduardo Torres-Moraga. Associate Professor, Department of Business Administration, Universidad de Chile (Chile). Tel. +56 (2) 2978 3403. E-mail: eduardot@unegocios.cl. **Dr. Eduardo Torres-Moraga** is an Associate Professor in the Department of Business Administration at the University of Chile (Chile). His research interests are centred on sustainable and green tourism, sports sponsorship, and destination management. He has published in refereed academic journals as: Review of Managerial Science, Journal of Destination Marketing & Management, Sustainable production and consumption, Journal of Hospitality and Tourism Management, British Food Journal, Service Industries Journal, Journal Business Research, Journal of Business & Industrial Marketing, among others. ORCID: <https://orcid.org/0000-0003-3089-4116>



Franco Sancho-Esper. Associate Professor, Department of Marketing, University of Alicante. P.O. Box 99 E-03080. Alicante (Spain). Tel. +965,903,400 (3169). E-mail: franco.sancho@ua.es (CORRESPONDING AUTHOR). **Dr. Franco M. Sancho-Esper** is an Associate Professor in the Department of Marketing, University of Alicante (Spain). He is currently working in social marketing, tourism marketing and business strategy. He has published in refereed academic journals as: Journal of Sustainable Tourism, Journal of Hospitality and Tourism Management, Journal of Vacation Marketing, Journal of Destination Marketing & Management, British Journal of Social Psychology, Research in Transportation Economics Journal of Travel & Tourism Marketing, British Food Journal, Journal of Transport Economics and Policy, among others. ORCID: <https://orcid.org/0000-0002-6073-1935>



Ana Belen Casado-Díaz. Full Professor, Department of Marketing, University of Alicante. P.O. Box 99 E-03080. Alicante (Spain). Tel. +965,903,400 (3142). E-mail: ana.casado@ua.es. **Dr. Ana Casado-Díaz** is a Full Professor in the Department of Marketing, University of Alicante (Spain). Her current research lines are tourism marketing, smart destinations, and sustainable consumption. She has published in refereed academic journals as: Journal of Sustainable Tourism, International Journal of Service Industry Management, Journal of Business Research, International Journal of Bank Marketing, Current Issues in Tourism, International Journal of Hospitality Management, The Service Industries Journal, Tourism Management, Journal of Travel & Tourism Marketing, Journal of Destination Marketing & Management, among others. ORCID: <http://orcid.org/0000-0002-9960-0078>