Green engagement pathways in tourism: The converging roles of knowledge sharing and social media in shaping revisit intentions

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ARTICLE INFO	ABSTRACT
	Despite significant advances in green marketing within the tourism sector, the specific pathways through which green knowledge sharing influences tourist behaviors and revisit intentions remain underexplored. This study addresses this gap by examining how the dissemination of environmentally-focused knowledge by organizations impacts tourists' environmentally responsible engagement behaviors and their intentions to revisit, with a particular focus on the moderating role of social media usage. Utilizing a mixed-methods approach in Vietnam's burgeoning tourism industry, data from 700 tourists were analyzed using structural equation modeling to validate hypothesized relationships. The results indicate that environmentally responsible engagement behaviors significantly mediate the relationship between organizations' green knowledge dissemination and tourists' intentions to revisit destinations. Moreover, the study finds that active engagement on social media platforms intensifies this mediation effect, suggesting that strategic digital interactions can amplify the influence of green knowledge on tourist behaviors. This research contributes to the sustainable tourism literature by demonstrating how social media can enhance the effectiveness of green marketing strategies, promote sustainable practices, and improve long-term business sustainability in the tourism sector.

1. Introduction

The tourism industry plays a pivotal role in global environmental protection (Becken & Scott, 2024). Tourists' increasing awareness and demand for sustainable travel options have spurred the industry to adopt greener practices (Chandy et al., 2021; Font et al., 2021; Madan et al., 2023). In alignment with global sustainability goals, the tourism sector must enhance its engagement in environmentally friendly initiatives to meet the growing eco-conscious preferences of tourists (Becken & Scott, 2024). The industry has seen a shift towards sustainability, with various stakeholders implementing green marketing strategies that benefit both the environment and business performance (Majeed & Kim, 2022). These strategies include promoting green knowledge and encouraging tourists' participation in environmental conservation efforts (Majeed & Kim, 2022). Hotels and resorts across the globe are increasingly participating in 'going green' initiatives. For example, in Vietnam,

certain hotels and communities have adopted practices such as reducing single-use plastics and enhancing guests' engagement through green knowledge-sharing activities (Nguyen et al., 2024; Nguyen & Nguyen, 2023). Similar initiatives are observed in other tourist destinations, emphasizing local and global environmental contributions (Nguyen, 2022). However, despite these advancements, gaps remain in the universal adoption of green practices within the industry. Some establishments have yet to fully integrate sustainable practices, which can lead to significant environmental impacts (Majeed & Kim, 2022). This disparity highlights the ongoing challenge of achieving comprehensive environmental stewardship in tourism.

Given the critical challenges faced by the tourism sector, there has been a significant push towards green marketing performance (Majeed & Kim, 2022). This shift is particularly noticeable as the sector increasingly embraces green marketing strategies to meet the growing demand for eco-friendly practices (Majeed & Kim, 2022). Recognizing the role of customer behaviors in shaping sustainable tourism, leading hospitality businesses have adopted strategies such as green knowledge sharing and social media engagement to enhance both environmental stewardship and business performance (Chandy et al., 2021; Font et al., 2021; Madan et al., 2023). Scholarly calls (e.g., Bhat et al., 2024; Dang et al., 2023) have recently emphasized the need to shift focus from green outcomes to Revisit Intention (RI) - defined as the likelihood of customers returning to a destination, motivated by positive green experiences. RI plays a crucial role in reducing marketing costs and promoting long-term business growth (Dang et al., 2023). While traditional marketing efforts have focused on promoting green brand images, long-term engagement strategies such as green knowledge sharing through digital platforms remain underexplored in the hospitality industry (Font et al., 2021; Majeed & Kim, 2022).

Recent studies have established that knowledge sharing influences communication performance (Zhang et al., 2022), emphasizing the importance of green knowledge sharing in a tourism setting (Font et al., 2021; Majeed & Kim, 2022). An Organization's Green Knowledge Sharing (OGKS) is defined as the dissemination of environmentally focused knowledge and practices within the tourism industry, facilitating interactions with tourists and stakeholders to reduce adverse environmental impacts (Song et al., 2020). Despite the acknowledged impact of such practices on enhancing communication and operational efficiency, gaps remain in fully understanding how green practices directly influence environmental stewardship and customer engagement (Zhang et al., 2022). Specifically, in the hospitality industry, while initiatives to promote green knowledge are evident, the pathways through which this knowledge enhances RI and sustainable behavior are less explored (Majeed & Kim, 2022). Existing literature often highlights isolated factors such as environmental awareness and customer satisfaction, but lacks a comprehensive analysis of how OGKS catalyzes long-term customer engagement and loyalty within eco-friendly tourism practices (Zhang et al., 2022). Thus, future research is needed to explore these mediating mechanisms more deeply, particularly to understand the dynamics of OGKS and its impact on both customer behavior and environmental outcomes in tourism (Majeed & Kim, 2022).

This study identifies a significant gap in tourism concerning the complex mechanisms between OGKS and RI (Majeed & Kim, 2022). To bridge this gap, it explores a phase mediation mechanism involving green engagement, which operates within the context of the tourism industry. The interaction between OGKS, green engagement, and RI is pivotal for understanding how environmentally focused practices influence customer decisions to return to a destination. Unraveling these relationships is crucial for stakeholders in the tourism

sector, as enhancing these mechanisms can significantly boost RI, thereby promoting sustainable tourism and improving long-term business sustainability.

The research is based on Service-Dominant Logic theory (S-DL), particularly leveraging the first axiom, which posits that 'service is the fundamental basis of exchange' to explore the mediation mechanism of green engagement. This axiom emphasizes the role of operant resources - primarily knowledge and skills - as the core of service exchanges (Vargo & Lusch, 2004). In the context of sustainable tourism (Carvalho & Alves, 2023), OGKS represents a direct application of these operant resources aimed at enhancing the environmental awareness and capabilities of customers. For example, a resort might implement training sessions on sustainable practices for guests, utilizing its expertise to improve guests' environmental stewardship - a clear application of knowledge as a service. This study hypothesizes that such Tourists' Green Engagement Behaviors (TGEB) mediate the relationship between OGKS and RI, where deeper customer involvement with tourism companies in environmental practices leads to increased loyalty and repeat visits (Hollebeek et al., 2019). Specifically, the enhanced TGEB, fueled by the substantive application of specialized knowledge, encourages tourists to choose eco-friendly destinations repeatedly. By extending the concept of service in S-DL to include environmental education as a value co-creation process, this framework suggests that the more profound the knowledge shared, the stronger the customer's engagement and subsequent RI, thereby promoting sustainable tourism development. This conceptualization not only underscores the importance of knowledge as a service but also aligns with broader environmental conservation efforts, highlighting how tourism operators can significantly influence visitor behaviors and preferences through strategic knowledge sharing.

In addition to the existing gap regarding OGKS impacts on RI through TGEB, as Majeed and Kim (2022), Zhang et al. (2022) emphasized, there is still a need for further research into contingencies that may moderate this relationship, such as the role of Social Media Usage (SMU). SMU refers to how frequently and in what ways individuals or organizations use platforms like Facebook, Instagram, and Twitter to interact, share content, and communicate with others (Burnasheva & Suh, 2021). Therefore, this study aims to examine the interactive effect of OGKS with SMU on the development of RI. According to S-DL, individuals tend to rely on operant resources, such as knowledge and skills, to co-create value (Vargo & Lusch, 2004). Within this context, social media platforms function as institutions that facilitate and constrain service exchanges in the digital environment through their norms and rules and share meanings (Vargo & Lusch, 2018). Consistency across SMU plays a crucial role in shaping green engagement behaviors. Alignment between OGKS and SMU may further enhance revisit intention among eco-conscious tourists. This assumption is supported by prior studies that have demonstrated the positive interaction between experiential knowledge and customer engagement in green initiatives (Hu et al., 2017; Rueda et al., 2017), particularly in sustainable tourism and hospitality (Joo et al., 2020). By integrating these elements, the current study explores how digital tools can amplify the impact of green knowledge, leading to increased loyalty and sustainable behaviors.

This research is systematically structured to address pivotal questions that intersect organizational practices and tourist behaviors within the tourism sector. Specifically, it queries: 1) How does an organization's green knowledge sharing indirectly influence tourists' revisit intentions through the mediation of tourists' green engagement behaviors? 2) How does the use of social platforms intensify the connection between an organization's

dissemination of environmental knowledge and tourists' eco-friendly interactions, and does this connection become more distinct with increased utilization of social platforms? 3) Does social media usage enhance the indirect influence of an organization's green knowledge sharing on revisit intentions via tourists' green engagement behaviors, particularly when social media engagement is elevated? By addressing these questions, this research aims to contribute to the literature on sustainable tourism in various ways. Firstly, this study enriches our understanding by incorporating the organization's green knowledge sharing as a dynamic source of influence, augmenting the recognized set of factors affecting tourists' revisit intentions, which have traditionally focused more on direct customer interactions and less on mediated experiences through knowledge sharing. Secondly, the research extends the exploration of green behaviors in tourism by delineating the mediating role of tourists' green engagement behaviors, through which the effects of the organization's green knowledge sharing on revisit intentions are transmitted. This expands the current discourse within sustainable tourism research, which has predominantly centered on direct paths or individual mediators influencing tourists' behaviors. Thirdly, by investigating the moderating role of social media usage, this study further develops the understanding of how digital platforms can amplify the impact of green knowledge sharing on tourists' engagement and revisit intentions. This differentiates from previous studies by demonstrating how enhanced digital interactions can elevate the effectiveness of green marketing strategies. This study elucidates the intertwined roles of environmental knowledge dissemination and the utilization of social networks within organizations. It highlights how these elements collectively bolster strategic tourist engagement in sustainable practices, which in turn fosters increased intentions to revisit. This contribution is particularly valuable given the growing emphasis on integrating digital strategies within the tourism sector to foster sustainable development.

2. Theoretical background and hypothesis development

2.1. Mediating the impact of tourists' eco-friendly engagement behaviors on the influence of organizational eco-knowledge dissemination regarding the intention to revisit

An organization's green knowledge sharing is characterized as the dissemination of knowledge and practices focused on environmental sustainability within the tourism industry, facilitating interactions among businesses and tourists to mitigate adverse environmental impacts (Song et al., 2020). Knowledge and experience dissemination should be expanded across various levels of business interaction: internally within companies, among consumers, and between companies and their customers (B2C) (Kotler et al., 2021). Specifically, within the B2C framework, the exchange of knowledge can galvanize consumer engagement with a company's array of products, services, and experiences (Hoyer et al., 2023). Particularly in the hospitality sector, leveraging communication channels such as social media for sharing knowledge (Meire et al., 2019) emerges as a pivotal marketing tactic. This approach not only welcomes newcomers but also cultivates a learning environment fostered by organizations and communities. Moreover, within the environmental realm, this B2C interaction enriches knowledge exchange concerning environmental preservation (e.g., health, and ecosystem) and is vital in enhancing connectivity and emotional engagement, thus supporting ecological objectives (Hsia et al., 2006). Online platforms facilitate the dissemination of eco-conscious knowledge, enabling customers to elevate their awareness, skills, and attitudes towards fostering a sustainable lifestyle. This shift encourages the adoption of greener behaviors over the long term by assimilating insights shared digitally. Further, by fostering an environment of active green

knowledge utilization, customers can significantly diminish the ecological footprints of their consumption patterns (Hoyer et al., 2023).

Customer engagement behaviors refer to the various ways in which customers interact with a brand or company across multiple touchpoints and channels through digital channels (Hollebeek et al., 2019). For example, these behaviors can include actions such as purchasing products, interacting on social media, subscribing to newsletters, participating in loyalty programs, providing feedback, and engaging with tourist support. In the green context of the tourism industry, tourists' green engagement behaviors may be defined as the conscious actions and decisions made by travelers that reflect their commitment to environmental sustainability while participating in tourism activities (Hollebeek et al., 2019). These behaviors encompass a wide range of practices aimed at minimizing the ecological impact of tourism and promoting sustainable development. Previous studies have identified factors motivating organizations to prioritize eco-friendly initiatives (Bansal & Roth, 2000). They have explored the connections between these environmental strategies and consumer purchase intentions (Kumar & Ghodeswar, 2015; Pahwa & Goyal, 2019), as well as the impact of such practices on organizational performance (López-Rodríguez, 2009; Montabon et al., 2007). Moreover, tourists who engage in such activities often report a deeper connection to the places they visit, which fosters a sense of responsibility toward environmental stewardship (Greene et al., 2024). Tourists are increasingly influenced by social norms and feedback mechanisms that encourage sustainable behaviors, as interventions leveraging social proof can effectively motivate tourists to adopt eco-friendly practices (Martínez García de Leaniz et al., 2024). Finally, tourists' engagement is shaped by their level of environmental knowledge and awareness, as educational programs and information dissemination about sustainable practices can enhance their understanding and commitment to green behaviors (Raza et al., 2024).

Within the tourism-hospitality sector, a growing body of research focuses on tourists' revisiting intentions (Abbasi et al., 2021; An et al., 2019). The intention to revisit a crucial metric in the hospitality field significantly contributes to business growth by decreasing costs associated with marketing and promotion (Kim et al., 2013; Mai & Nguyen, 2015). In this service-driven sector, such intentions are shaped by the experiences provided to guests (Gani et al., 2019). RI is defined as "the degree to which a person has formulated conscious plans to perform or not perform some specified future behavior" (Warshaw & Davis, 1985, p. 214). RI is similarly characterized as an individual's inclination or preparedness to return to the same destination (Tosun et al., 2015). Employing the principles of service-dominant logic (Islam et al., 2019), this concept serves as a fundamental motivator of human actions. Thus, within an environmental framework, this research leverages the theory to elucidate consumer behaviors in the tourism and hospitality industries.

Following service-dominant logic theory, organizations function as service agents, with the interaction of services between these entities and their consumers forming the core foundation (Vargo & Lusch, 2004). This service interchange, essentially the deployment of skills, advantages the involved party (Vargo & Lusch, 2004). Within the ecological framework, OGKS is expected to bolster consumers' environmental abilities, such as eco-friendly knowledge and skills, prompting greater engagement with corporate green services that align with the firms' ecological marketing tactics. This engagement can foster beneficial psychological connections with sustainable brands in consumers and cultivate an environmental stewardship mindset (Leckie et al., 2021). Indeed, proactive dissemination of environmental expertise by organizations can cultivate a deeper sense of ecological

responsibility among tourists, potentially enhancing TGEB (Leckie et al., 2021). Furthermore, customers committed to environmental initiatives who actively participate in knowledge-sharing are more inclined to develop a strong affinity towards a brand's sustainable image, which may subsequently foster intentions to revisit. Therefore, the propagation of green knowledge could affect revisiting intentions through the intermediary effect of customer engagement with sustainability.

H1: An organization's green knowledge sharing has an indirect influence on revisit intention via the tourists' green engagement behaviors

2.2. Moderating the influence of social media utilization on the dynamics between a firm's dissemination of green knowledge and environmental engagement

Social media usage is characterized by the frequency with which users engage in online interactions and content sharing on digital platforms to address specific issues or for leisure and entertainment purposes (Hughes et al., 2012). Research literature extensively explores the varied aspects of social media engagement. This engagement is segmented into four categories: employee, supplier, retailer, and consumer social media utilization, which are considered crucial metrics for assessing the efficacy of contemporary marketing strategies. Numerous studies have aimed to elucidate the impact of social media engagement on consumer behaviors, including purchasing, satisfaction, and loyalty (Burnasheva & Suh, 2021; Uzir et al., 2020), alongside environmentally conscious purchasing decisions, sustainable consumption patterns, environmental performance, and green information technology adoption (Bedard & Tolmie, 2018; Biswas, 2016).

S-DL views value creation as a co-creation process between firms and customers, where knowledge and skills play crucial roles (Vargo & Lusch, 2004). In the context of green tourism, organizations provide operant resources such as green knowledge through digital platforms to encourage customers to engage in environmentally responsible behaviors. Social media acts as an institutional framework that facilitates the exchange of services and knowledge, promoting value co-creation between organizations and customers (Vargo & Lusch, 2018). Therefore, SMU is considered a key moderating factor in the relationship between OGKS and TGEB. By leveraging social media, organizations can amplify their green knowledge-sharing efforts, thus enhancing opportunities for customers to co-create value through environmental actions. For instance, OGKS can boost customers' environmental competencies, while real-time interactions on social media foster deeper customer involvement, making them more likely to participate in green initiatives, develop attachments to green brands, and form intentions to revisit eco-friendly destinations. Studies have also indicated that SMU enhances the impact of digital content on shaping behaviors and perceptions. Kumar et al. (2016) demonstrated that digital contexts like SMU can moderate the effect of firm-generated content on customer behavior, increasing customer engagement. Further, research by Siji and Parsad (2023) found that user-generated content on social media, such as reviews and ratings, significantly influences student enrollment decisions in business schools, highlighting SMU's moderating role. Similarly, Rueda et al. (2017) showed that social media platforms in education settings amplify student engagement and satisfaction, creating an immersive environment for learning. Extending these findings to green tourism, SMU strengthens the relationship between green knowledge sharing and customer engagement, leading to higher revisit intentions.

In line with S-DL, digital platforms facilitate service exchanges, enhancing customer engagement and promoting environmentally positive experiences through increased

interaction opportunities. Consequently, our hypothesis is that SMU positively moderates the relationship between OGKS and TGEB in the context of green tourism. Moreover, when organizations share green knowledge through digital platforms, customers' engagement in green behaviors is expected to mediate the relationship between OGKS and RI. However, the strength of this mediation may depend on the level of SMU. When SMU is high, the exchange of green knowledge and the co-creation of value through environmental actions on social media are likely to be more frequent and impactful. This increased interaction and engagement on social media platforms can amplify the effect of OGKS on TGEB, leading to stronger green engagement behaviors. In turn, these enhanced green engagement behaviors are expected to have a more substantial positive impact on RI when SMU is high. Conversely, when SMU is low, the mediating effect of TGEB on the relationship between OGKS and revisit intentions may be weaker. The limited interaction and engagement on social media platforms may reduce the impact of OGKS on TGEB and the subsequent effect of TGEB on RI. Specifically, we propose that:

H2: Social media usage strengthens the positive relationship between an organization's green knowledge sharing and tourists' green engagement behaviors, such that the relationship is stronger when social media usage is high compared to when it is low

H3: Social media usage moderates the indirect effect of an organization's green knowledge sharing on revisit intentions through tourists' green engagement behaviors, such that the indirect effect is stronger when social media usage is high compared to when it is low

Figure 1

The Proposed Conceptual Framework
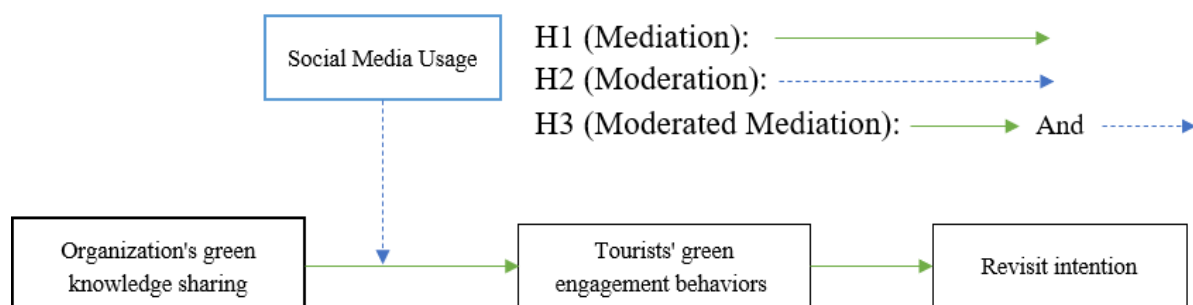
Note. Our own research

From theories and previous studies, the proposed research model is presented in Figure 1.

3. Methodology

3.1. Sampling

The research was conducted within the Southeast Asian tourism sector, specifically in Vietnam. The choice of location is attributed to multiple factors. Vietnam's tourism sector has seen rapid growth, making significant economic contributions while facing pressing environmental challenges (Le & Le, 2023). This expansion has fueled a rising demand for sustainable travel options, with eco-friendly practices increasingly linked to greater tourist satisfaction and stronger long-term loyalty (Mai et al., 2023). Simultaneously, heightened awareness and stricter environmental regulations have encouraged tourists to adopt more responsible behaviors during their visits (Pham et al., 2023). Recognizing these dynamics, Vietnam has embraced a strategic shift towards green and sustainable tourism. The Vietnamese Ministry of Culture, Sports, and Tourism has prioritized green tourism as a core strategy, rolling

out programs to enhance environmental awareness and promote sustainability within the industry (Vietnam National Administration of Tourism, 2024a). At the same time, the Vietnam Tourism Association has actively supported businesses in transitioning towards green practices by developing eco-friendly products and fostering greater awareness of environmental protection (Vietnam National Administration of Tourism, 2024b). These efforts underscore Vietnam's dedication to integrating green knowledge sharing into its tourism sector, fostering sustainable practices that benefit both the environment and the economy.

Given these considerations of the study settings, we utilized the snowball sampling technique to build our sample for this study. Our target population - tourists who have engaged in green tourism behaviors and experienced organizational green knowledge sharing in Vietnam - is considered a hard-to-reach group due to the lack of official databases or comprehensive lists (Biernacki & Waldorf, 1981; Luu, 2022). Snowball sampling allowed us to effectively access this specific group by leveraging initial respondents to refer others within their network, thus expanding our sample through their social connections (Atkinson & Flint, 2001; Nguyen et al., 2023). Additionally, the field of green tourism in Vietnam is relatively new and lacks extensive statistical data, making traditional probability sampling methods challenging due to the absence of a clear sampling frame (Luu, 2024; Noy, 2008). By employing snowball sampling, we overcame this limitation by utilizing social networks to reach relevant and experienced participants in green tourism (Luu, 2024). This technique also helped in building trust and rapport with participants, which is crucial when collecting data on personal behaviors and attitudes related to environmental practices (Goodman, 1961). Being introduced through mutual acquaintances enhanced the authenticity and reliability of the data collected (Heckathorn, 1997).

To effectively verify the eligibility of tourists in an online questionnaire survey within the green tourism sector, we formulated screening questions that align with the principles of sustainable tourism and the specific characteristics of the target demographic. The screening questions ask about the primary purpose of their visit to Vietnam, which is to confirm they traveled for leisure or tourism rather than business or other reasons (Veal, 2017). It then inquires whether they participated in environmentally friendly or sustainable tourism activities, such as eco-tours or staying in eco-friendly accommodations, to verify their engagement in green tourism practices (Weaver, 2001). Additionally, the survey confirms that participants are at least 18 years old to ensure they can provide informed consent ethically (Babbie, 2020) and obtain their explicit consent to participate in the survey (Bryman, 2016). For example, a 25-year-old tourist who visited Vietnam for leisure, engaged in activities like visiting national parks, and agreed to participate would be considered eligible for the survey. The survey invitation was disseminated digitally to tourists engaged in eco-friendly tourism activities, promoting their voluntary engagement and safeguarding their privacy and response confidentiality. The survey included specific instructions for participants to provide their Email addresses to enable the tracking of responses across multiple phases of the study. Consistent with prior research (e.g., Luu, 2024; Mikolajczak et al., 2019), participants were requested to leave contact information via Email address if they agreed to participate in future surveys.

Data collection was conducted in two waves, with each wave spaced one month apart. The initial wave commenced in June 2024. Gathering data over multiple phases for both the variables influencing and influenced by the study helps to reduce bias from common methods (Podsakoff et al., 2012). Furthermore, multi-wave data collection is crucial for evaluating mediation processes (Cole & Maxwell, 2003). In the first wave, data regarding OGKS and

SMU. Statistical tests (e.g., t-test) showed no significant differences between responses from the participants across different regions. The second wave collected data concerning TGEB were collected from tourists who participated in green tourism activities on the internet and RI from the same participants. After eliminating incomplete responses, the final sample consisted of 700 participants, nearly evenly split between males (50.43%) and females (49.57%). The largest age group falls between 26 - 35 years, accounting for 40.57%, followed by those aged 18 - 25 at 33.14%. Respondents aged 36 - 45, 46 - 55, and over 55 constitute smaller proportions, at 11.86%, 9.86%, and 4.57%, respectively. Regarding education, the majority hold a Bachelor's degree or equivalent (55%), while 34.29% have a Master's degree or higher, and 10.71% have a high school degree or lower. Income distribution shows that 27.14% earn between $300 and $500, 26.29% earn $500 to less than $1,000, and 25.29% earn $1,000 to less than $1,500.

3.2. Measures

In this study, the questionnaire, including four constructs (OGKS, SMU, TGEB, and TGEB), was adapted using the back-translation method outlined by Schaffer and Riordan (2003) to ensure accuracy and appropriateness in the Vietnamese context. The construct of OGKS was quantified using seven items sourced from Lee (2001). SMU was evaluated using three items (Burnasheva & Suh, 2021). TGEB was measured by five items of Busalim et al. (2021). RI was assessed with three items adapted from Satar et al. (2024). The rating of 18 measurement items ranged from 1 (strongly disagree) to 5 (strongly agree). Constructs and their items are presented in Table 1.

Table 1

Constructs and Items

Constructs/items	References
Organization's Green Knowledge Sharing (OGKS)	
Tourism organizations share environmental proposals and reports with customers on social media (OGKS1)	
Tourism organizations share green manuals, models, and methodologies with customers on social media (OGKS2)	
Tourism organizations share each other's success and failure green stories with customers on social media (OGKS3)	
Tourism organizations share green knowledge obtained from newspapers, magazines, journals, and television with customers on social media (OGKS4)	Lee (2001)
Tourism organizations share know-how from green experiences with customers on social media (OGKS5)	
Tourism organizations share know-where and know-whom with customers on social media (OGKS6)	
Tourism organizations share green expertise obtained from green education and green training with customers on social media (OGKS7)	
Social Media Usage (SMU)	Burnasheva and Suh (2021)
I use social media to find and spread information about tourism organizations (SMU1)	

Constructs/items	References
I use social media to deliver my opinions about luxury tourism organizations (SMU2)	
I use social media to share my purchase experiences with friends (SMU3)	
Tourists' Green Engagement Behaviors (TGEB)	
I am an integrated member of tourism organizations on social media (TGEB1)	
I am an engaged member of tourism organizations on social media (TGEB2)	Busalim et al. (2021)
I am an active member of tourism organizations on social media (TGEB3)	
I am a participating member of tourism organizations on social media (TGEB4)	
I am an interacting member of tourism organizations on social media (TGEB5)	
Revisit Intention (RI)	
Visiting sustainable travel destinations gets me to think about it (RI1)	
When I am visiting the sustainable travel destinations, I think very much about it (RI2)	Satar et al. (2024)
Visiting the sustainable travel destinations stimulates my interest in learning more about it (RI3)	

Note. Our own research

4. Result and discussion

4.1. Common method bias

In conducting rigorous research, it is imperative to deploy a methodologically sound design to effectively mitigate issues of common method bias. This study leverages insights from Podsakoff et al. (2003) within the tourism industry. Our initial statistical analysis revealed that no single construct explained more than 34% of the total variance, remaining below the critical 50% threshold suggested by Podsakoff et al. (2003), which indicates a robust defense against potential biases. In line with Kock's (2015) recommendations, a comprehensive collinearity test was conducted. The results showed that all variance inflation factors were below the threshold of 04 (O'Brien, 2007), which further validates the absence of common method bias and supports the integrity of our research design.

4.2. Measurement models

Table 2 shows that all items' loadings range from 0.875 to 0.932, indicating robust factor loadings. AVE values are notably strong, from 0.789 for OGKS to 0.870 for SMU, demonstrating good convergent validity (Hair et al., 2021). The CR and CA values are equally impressive, with CR ranging from 0.936 to 0.963 and CA from 0.897 to 0.955, underscoring high internal consistency across constructs (Hair et al., 2021). The HTMT ratios, such as 0.167 between OGKS and RI and 0.671 between OGKS and TGCE, highlight varying degrees of discriminant validity, suggesting that these constructs are distinct yet related (Hair et al., 2021).

Table 2

Evaluation of the Measurement Model

Constructs	Items	Convergent validity			Internal consistency reliability		HTMT			
		Loadings	AVE	CR	CA		OGKS	RI	SMU	TGCE
Organization's Green Knowledge Sharing (OGKS)	OGKS1	0.888								
	OGKS2	0.891								
	OGKS3	0.891								
	OGKS4	0.881	0.789	0.963	0.955					
	OGKS5	0.896								
	OGKS6	0.887								
	OGKS7	0.883								
Revisit Intention (RI)	RI1	0.914								
	RI2	0.907	0.829	0.936	0.897		0.167			
	RI3	0.909								
Social Media Usage (SMU)	SMU1	0.932								
	SMU2	0.933	0.870	0.952	0.925		0.109	0.362		
	SMU3	0.932								
Green customer engagement for sharing knowledge online with firms (TGCE)	TGCE1	0.911	0.801	0.953	0.938		0.253	0.447	0.671	
	TGCE2	0.892								
	TGCE3	0.885								
	TGCE4	0.875								
	TGCE5	0.912								

Note. Our own research

4.3. Hypothesis testing

Table 3 highlights the statistical significance of the mediation effect of TGCE on the relationship between OGKS and RI, showing a positive coefficient (0.411) with a p-value below 0.001, indicating a strong mediator in enhancing revisit intentions (Hayes, 2022). Moreover, the moderated mediation analysis reveals that SMU significantly strengthens the influence of OGKS on TGCE, with coefficients suggesting a substantial positive interaction (OGKS*SMU = 0.080, $p < .01$) (Hayes, 2022). This suggests that higher levels of SMU amplify the impact of green knowledge sharing on customer engagement behaviors. The table also shows the indirect effects of OGKS on RI through TGCE are positively moderated by SMU (0.033, 95% CI [0.002, 0.064]), reinforcing the critical role of digital engagement in the tourism sector (Hayes, 2022). Therefore, the findings of this study provide empirical support for the study's hypotheses H1, H2, and H3, suggesting that strategic social media engagement coupled with effective green knowledge sharing can significantly enhance sustainable tourism practices by fostering greater customer loyalty and revisit intentions.

Table 3

Mediation and Moderated Mediation Effects

Antecedent	Consequent					
	TGCE			RI		
	Coeff.	*SE*	*p*	*Coeff.*	*SE*	*p*
Gender	0.112	0.058	0.053	-0.064	0.070	0.357
Age	0.005	0.019	0.794	-0.001	0.022	0.982
Education	0.070	0.031	0.024	0.009	0.038	0.801
Income	0.003	0.014	0.860	-0.010	0.017	0.577
Constant	-0.136	0.068	$< .05$	0.047	0.083	0.566
OGKS	0.185	0.029	$< .001$	--	--	--
SMU	0.617	0.029	$< .001$	--	--	--
OGKS* SMU	0.080	0.025	$< .01$	--	--	--
TGCE				0.411	0.035	$< .001$
		$R^2 = 0.438$			$R^2 = 0.170$	
	Effect	BootSE	(BootLLCI: BootULCI)	Index	BootSE	(BootLLCI: BootULCI)
Indirect effect of OGKS on RI through TGCE	0.100	0.021	(0.061:0.146)			
The indirect effect of OGKS on RI through TGCE is moderated by SMU				0.033	0.015	(0.002:0.064)

Note. Our own research

Moreover, the moderating effect of SMU on the relationship between OGKS and TGCE is supported by Figure 2. The blue line shows the effect when SMU is at a low level, while the green line represents the effect under a high level of SMU. As evident, higher levels of SMU enhance the impact of OGKS on TGCE, demonstrating how crucial social media engagement is in promoting green customer behaviors in the tourism sector.

Figure 2

The Moderating Effect of SMU on the Association That Connects OGKS and TGCE
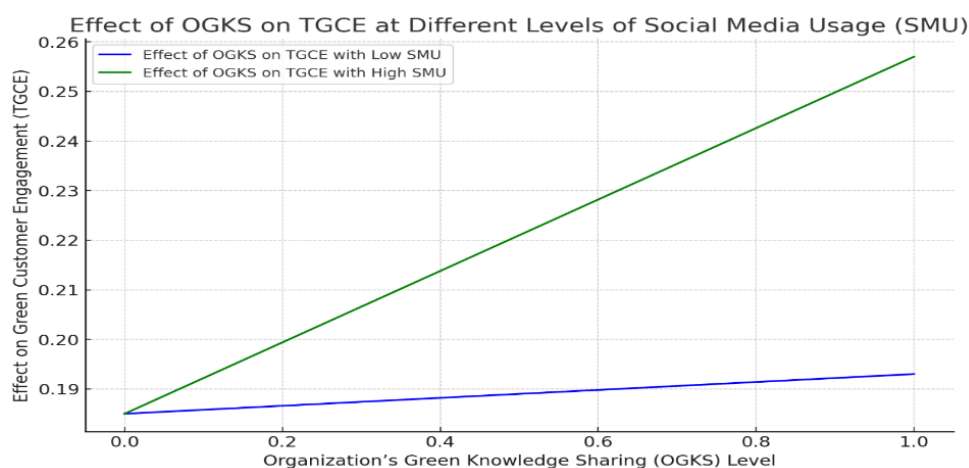
Note. Our own research

5. Conclusion

5.1. Research implications

Our findings contribute to the S-DL by demonstrating how value co-creation through green knowledge sharing can lead to positive behavioral outcomes among tourists. This extends the understanding of S-DL in the context of sustainable tourism. Specifically, this inquiry examined the mechanism of TGEB that mediates the relationship between OGKS and RI. These mechanisms align with the foundational elements of green engagement and knowledge-sharing in tourism, emphasizing TGEB and the role of OGKS. TGEB represents the conscious actions and decisions made by travelers reflecting their commitment to environmental sustainability, while OGKS refers to the transfer of environmentally focused knowledge and practices within the tourism industry (Hollebeek et al., 2019; Song et al., 2020). By presenting evidence for this mediation mechanism, the study contributes to the growing literature on sustainable tourism, which has largely focused on direct and indirect relationships between marketing practices and RI (Abbasi et al., 2021; Tosun et al., 2015).

This study distinguishes itself by highlighting the mediation role of TGEB, which enhances the connection between OGKS and RI, fostering long-term tourist loyalty and eco-conscious behaviors. This approach expands on earlier works like Mai and Nguyen (2015), who explored customer intention to purchase green products without delving into how green knowledge sharing fosters deeper engagement. Furthermore, this study diverges from prior research that focused solely on the proposed conceptual model for individual mediators, such as engagement perceptions of greenwashing (Hollebeek et al., 2019; Majeed & Kim, 2022), by exploring the combination of OGKS and SMU as a moderated mediation factor (Rueda et al., 2017; Siji & Parsad, 2023) in the tourism sector. By integrating SMU into the framework, this study demonstrates how the alignment between OGKS and SMU amplifies the impact of TGEB, making tourists more likely to engage with eco-friendly destinations and develop stronger RI (Majeed & Kim, 2022). This finding further contributes to the literature on green tourism and highlights the potential for digital platforms to enhance sustainable tourism practices and customer loyalty.

Based on the S-DL theory, this study examines a mediation path involving TGEB, along with the moderated mediation effect of SMU, contributing further extensions to the S-DL theory in the tourism industry. In this study, tourists who engage with green tourism organizations gain access to valuable resources, such as environmental knowledge and sustainable practices, through OGKS. According to S-DL (Vargo & Lusch, 2004), these operant resources are converted into personal resources like green engagement behaviors, which can then be invested into behaviors that exceed basic expectations, such as sustainable travel decisions and increased loyalty (Leckie et al., 2021). Furthermore, under the S-DL lens, this inquiry reveals that the moderating effect of SMU strengthens the relationship between OGKS and personal resources like TGEB. This interaction reflects institutional resources integrated with S-DL theory (Hollebeek et al., 2019). The synergy between operant resources (i.e., OGKS) and institutional resources (i.e., SMU) aligns with the S-DL framework, while OGKS explains how operant resources are further transferred into TGEB, which in turn drives revisiting intentions.

5.2. Practical implications

This research offers actionable insights for tourism and hospitality firms on fostering repeat visits among tourists within Vietnam and similar cultural settings. Hospitality

businesses must recognize the importance of stakeholders, mainly tourists, in achieving organizational goals related to sustainable tourism and enhancing the likelihood of repeat visits. The study underscores the importance of effectively disseminating green knowledge to foster tourists' engagement and loyalty. Operators should focus on sharing tangible, actionable environmental practices (e.g., green manuals, eco-tours) through both direct interactions and digital platforms. For example, providing training sessions on eco-friendly practices to tourists during their stay enhances their commitment to sustainability.

Considering the slow uptake of sustainable practices in specific Asian markets, these firms must evaluate their engagement levels with tourists, focusing specifically on environmental involvement, to set and pursue improvement benchmarks (Teare, 2023). Utilizing various communication methods such as workshops, electronic newsletters, and digital media, these companies should communicate to tourists the benefits of engaging in sustainable practices by providing valuable insights and knowledge regarding sustainable travel options and leveraging revisit intentions. Building robust relationships with tourists is crucial, as these interactions can provide insights into preferences for environmentally friendly travel options like eco-lodges, community-based conservation projects, or wildlife-friendly excursions. Strong connections with tourists enable staff to gather and exchange up-to-date green knowledge on sustainable preferences and collaborate on solving related challenges. Training staff in communication, analytical problem-solving, and managing disagreements is essential to forge such relationships. By intensifying tourist engagement through strategic communication and sharing of sustainability practices, firms can significantly enhance the likelihood of tourists returning, thereby advancing sustainable tourism and securing long-term profitability.

Building on the findings that detail the conditional intermediary function of social media utilization in linking a company's environmental knowledge dissemination with tourists' intentions to return, mediated through tourists' eco-friendly engagement activities, tourism enterprises are encouraged to intensify their digital outreach efforts. This strengthening can be achieved by establishing robust social media policies, enhancing digital interactions, and showcasing eco-friendly practices across digital platforms (Leung et al., 2013). To foster these enhancements, companies should develop and implement strategic social media policies that align with environmental standards (Han et al., 2018). This involves instituting systems that track and incentivize social media engagements that promote environmental objectives. Companies are advised to motivate staff and the broader tourist community to embody and showcase these strategic initiatives, including activities such as utilizing eco-friendly digital marketing tools, promoting sustainable travel behaviors like sharing eco-conscious content on social networks, or broadcasting success stories of green initiatives within the organization online. Furthermore, to sustain and boost the efficacy of social media usage, it is vital to have tech-savvy leadership, maintain consistent and transparent communication of eco-friendly initiatives on social platforms, engage stakeholders in online green campaigns actively, and empower employees to pioneer and manage social media-based environmental activities.

The study's results support the integration of green knowledge dissemination into national tourism strategies. Policymakers should encourage the adoption of OGKS practices, such as mandating the inclusion of green training and knowledge-sharing initiatives for tourism operators. These initiatives could be incentivized through tax benefits or certifications for eco-friendly establishments. Additionally, recognizing the pivotal role of SMU,

governments and tourism boards should prioritize investments in digital infrastructure. This includes subsidizing platforms that facilitate the dissemination of green knowledge and engaging tourists in environmental education, further amplifying the impact of SMU on sustainable behaviors.

5.3. Limitations and further research

This study acknowledges several limitations. One significant concern is the potential subjectivity in the data, as self-reports could introduce biases. This issue is particularly pertinent in studies involving green tourism, where customer perceptions and self-reported behaviors regarding environmentally responsible actions can be influenced by personal values or social desirability biases (Podsakoff et al., 2003). Such subjectivity is evident in self-reports on tourists' green engagement behaviors, which rely on individual assertions rather than observable measures. To address this limitation, it is recommended that future research employ more objective methods to assess green engagement. This could include the use of behavioral tracking technologies or third-party observations, which provide more reliable data free from self-reporting biases. Furthermore, integrating mixed methods, such as qualitative interviews alongside quantitative surveys, can enrich the understanding of tourists' actual behaviors versus their reported practices.

This study acknowledges the potential occurrence of Common Method Bias (CMB) (Podsakoff et al., 2003). Specifically, snowball sampling may introduce biases, such as over-representation of certain demographic groups or shared characteristics due to reliance on participants' networks (Kirchherr & Charles, 2018). This reliance could limit the diversity of the sample and affect the generalizability of the findings. In the context of evaluating tourists' green engagement behaviors and revisiting intentions in Vietnam, the risk of CMB was minimized through several procedural and statistical remedies. These included conducting the survey in multiple waves to temporally separate the measurement of predictors and outcomes and implementing interactive tests to assess the relationships between variables dynamically. Moreover, the survey also focused on ensuring a wide geographical spread of initial participants to diversify the social networks accessed. Additionally, the marker variable test was employed as a statistical technique to control for any artificial covariance among the constructs. Future research could further enhance the robustness of findings by adopting more sophisticated research designs, such as cross-lagged panels or experimental methods (Kasl & Jones, 2003). Moreover, for future research, hybrid approaches combining snowball sampling with random sampling may balance accessibility and representativeness. These approaches would allow researchers to more definitively control for CMB and draw causal conclusions regarding the impact of green knowledge sharing on tourists' behaviors and revisit intentions. Such designs are particularly recommended for deepening our understanding of how engagement in green practices influences tourist behaviors over time.

The generalizability of the findings from the current study could be significantly enhanced by extending the validation of its model across diverse contexts. Particularly, future research should apply the research model that explores the interaction between OGKS and TGEB to different sectors beyond the tourism industry such as manufacturing or service sectors. This would help in assessing the model's robustness and applicability in varying business environments where green practices might differ significantly.

Further research should explore additional mediating and moderating mechanisms to deepen understanding of how OGKS influences tourist behavior. Future studies could integrate other mediators in green practices to elucidate pathways enhancing eco-friendly

decisions. Additionally, examining moderators such as social media influencers' role could reveal how digital interactions affect the efficacy of OGKS in promoting sustainable tourist behaviors. These investigations will expand theoretical models and offer strategic insights for boosting green tourism initiatives.

ACKNOWLEDGEMENT

NO CONFLICT OF INTEREST STATEMENT

All authors declare that they have no conflict of interest.

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