

GO GREEN OR GO VIRAL: WHY TRAVELERS ARE WILLING TO SHARE SUSTAINABILITY POSTS ABOUT TOURISM DESTINATIONS

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ABSTRACT

This study explores the factors influencing travelers' intention to share sustainability-related content about tourism destinations, focusing on the role of destination social responsibility and environmental triggers. Specifically, it examines how travelers' awareness, concern, and knowledge about environmental issues shape their willingness to share sustainability messages via social media platform (Facebook). Additionally, the study investigates the moderating effects of environmental attachment, which amplifies the relationship between environmental triggers and the intention to share. Data was collected through a structured questionnaire from 317 domestic tourists, and the analysis was conducted using SmartPLS. Findings contribute to a deeper understanding of online sustainable tourism strategy by highlighting the environmental stimuli and destination social responsibility on travelers' online engagement. These insights offer practical implications for tourism marketers aiming to enhance destination value through socially responsible and eco-conscious messaging.

Keywords: Destination social responsibility, Environmental attachment, Environmental awareness, Environmental concern, Intention to share.

1. INTRODUCTION

In recent years, the global tourism industry has undergone a transformative shift towards sustainability, driven by escalating environmental concerns and heightened traveler awareness [1]. As destinations grapple with the dual challenge of economic recovery post-COVID-19 and climate resilience, destination social responsibility has emerged as a strategic imperative. It refers to the proactive efforts by tourism destinations to promote ethical, community-inclusive, and environmentally conscious practices that align with broader sustainable development goals [2-4]. Sustainable development encompasses not only sustained economic growth and social equity but also the inclusion of all societal groups. Equally essential is environmental conservation, which necessitates strong political will, active engagement from local and regional stakeholders, and the meaningful participation of citizens [3, 5]. Environmentally sustainable development within the tourism sector is essential both in the short and long term, as it directly contributes to the achievement of the United Nations Sustainable Development Goals (SDGs) by 2030 - particularly Goal 14, which focuses on the conservation and sustainable use of oceans, seas, and marine resources and supports the long-term viability of blue growth sectors [6].

In the face of escalating climate change and the global shift towards sustainability post-COVID-19, green tourism has become a significant focus in Vietnam's travel industry. In 2024, the Vietnam International Travel Mart (VITM) in Hanoi emphasized "Vietnam Tourism - Green Transition for Sustainable Development," highlighting the nation's commitment to eco-friendly tourism practices [7]. Recent surveys indicate a strong inclination among Vietnamese tourists towards sustainable travel choices. An independent survey conducted in 2024 revealed that 96% of Vietnamese tourists consider sustainable tourism important in their travel decisions [8]. Additionally, 94% expressed a desire to engage in more sustainable travel practices over the next 12 months, with 56% feeling guilty about choosing options that negatively impact the environment. The Vietnamese government has been proactive in promoting green tourism. Vietnam has been tasked with developing policies for eco-friendly development, aiming for net-zero emissions by 2050. Vietnam's tourism industry is actively embracing green initiatives, reflecting both governmental commitment and public support for sustainable travel practices [9].

The growing digital engagement of travelers, particularly through social media, has amplified the role of consumers in shaping sustainable tourism narratives [10]. Social media plays a pivotal role in promoting destination social responsibility by facilitating dynamic and transparent interactions between tourism destinations and travelers. It enables destinations to communicate their sustainability initiatives effectively while allowing tourists to engage, respond, and share socially responsible practices with wider audiences [11]. Tourists are no longer passive observers but active participants in communicating the values of destinations. This behavioral shift prompts the critical question: What drives tourists to share sustainability-related content online? While prior studies have examined environmental behavior from the perspective of green consumption or eco-tourism [12, 13], limited attention has been paid to the psychological and emotional mechanisms behind sharing sustainable tourism messages. Key psychological constructs such as Environmental Attachment [14, 15], the emotional bond individuals form with nature or specific environments—are found to influence pro-environmental intentions and behaviors. Similarly, environmental awareness and Environmental concern have been shown to shape individuals' attitudes and decisions related to sustainability [14, 16]. However, their specific impact on the Intent to Share sustainability-oriented content on digital platforms remains rarely explored in the context of tourism in Vietnam. This study seeks to bridge this gap by investigating how destination social responsibility, environmental concern, awareness, and attachment collectively influence tourists' willingness to share sustainability-related posts about destinations. Understanding these relationships is crucial not only for destination marketers but also for policy makers striving to promote environmentally responsible tourism behavior through peer-to-peer influence in the digital age.

2. CONCEPTUAL FRAMEWORK & DEVELOPMENT OF HYPOTHESES

2.1. Travelers' online engagement

Social media platforms have transformed consumers from passive recipients into active participants in interactive marketing environments [17]. In this context, consumers' online activities which encompass the consumption, contribution, and creation of brand-related content on online platforms [18]. These activities are rooted in the concept of users acting simultaneously as consumers and producers of content, commonly referred to as User-Generated Content (UGC) [19]. The value of UGC lies in its capacity to enhance brand visibility and foster community-based brand awareness through peer influence and authentic engagement. Travelers' Online Engagement refers to the active and participatory behavior of

tourists on digital and social media platforms, involving actions such as liking, commenting, sharing, and creating content related to tourism experiences [19]. In the context of sustainability and destination social responsibility, this engagement extends to supporting, promoting, and advocating for environmentally and socially responsible practices of tourism destinations. It reflects not only tourists' digital interaction with content but also their emotional connection, perceived value, and intention to influence others' travel behaviors through peer communication and social influence [10, 11]. Travelers' engagement on social media has become a crucial mechanism for disseminating and amplifying messages related to sustainability and destination social responsibility. Online platforms serve not only as communication tools but also as spaces for co-creation and advocacy, where users actively participate in shaping destination images and promoting responsible behaviors.

The previous papers emphasize that users are more likely to share corporate social responsibility content when they perceive it as authentic, personally relevant, and emotionally engaging [10]. Extending this perspective to tourism, the findings show that tourists' intentions to share sustainability messages about destinations are influenced by the credibility of the information, emotional connection with the place, and perceived social norms [20]. Moreover, Gulati highlights that among Indian tourists, social media is a key driver in shaping sustainable behavior by raising awareness and creating peer-driven demand for eco-friendly experiences [20]. In particular, visual and narrative storytelling on platforms like Instagram and Facebook can inspire pro-environmental decision-making. Similarly, Confetto demonstrate that for Generation Z, engaging with sustainability-related content on social media fosters not only higher intention to share such content but also the adoption of sustainable consumption patterns [21]. The rapid advancement of the Internet and social media has transformed traditional word-of-mouth (WOM) into electronic word-of-mouth (eWOM), allowing travelers to instantly disseminate opinions, experiences, and sustainability-related content to a wider audience. This digital shift amplifies the impact of individual voices in shaping destination image and promoting environmental awareness. Existing studies suggest that such online engagement, particularly through sharing, or endorsing not only reflects travelers' environmental values but also acts as a form of peer influence that reinforces destination social responsibility initiatives.

2.2. Destination Social Responsibility

Destination Social Responsibility which refers to the commitment of tourism destinations to ethical, environmental, and community-oriented practices [22]. Prior research suggests that destination social responsibility enhances the perceived value and emotional attachment of travelers, thereby encouraging proactive behaviors such as online advocacy and content sharing [4, 11]. Tourists are more likely to engage in word-of-mouth dissemination when they perceive destination practices as authentic, sustainable, and aligned with global values of environmental stewardship and cultural preservation [23]. The act of sharing sustainability content on social media reflects not only individual environmental concern but also a desire to influence peer behavior and social norms [10], [11]. Social media further amplifies this process by enabling real-time interaction and community validation, especially among environmentally aware segments [17], [24]. Collectively, these findings underscore the positive association between destination social responsibility and tourists' intent to share destination-related sustainability communications. In this context, Vietnamese travelers are not only consumers but also communicators, using social media to promote and reinforce sustainable tourism narratives. Therefore, destination social responsibility is expected to have a significant positive effect on their intent to share destination sustainability messages online.

H1: Destination Social Responsibility positively influences Vietnamese travelers' intent to share

2.3. Traveler's Social Responsibility

2.3.1. Environmental awareness

Environmental awareness, which reflects an individual's cognitive and emotional understanding of ecological issues and their consequences, plays a pivotal role in shaping pro-environmental behaviors and motivations [25] [26]. This construct not only involves factual knowledge of environmental degradation but also includes attitudinal and affective components that influence behavioral intentions [27]. Heightened environmental awareness fosters a greater sense of moral obligation and personal responsibility, which translates into stronger motivation to engage in sustainable actions, including information sharing and advocacy [25]. When travelers are well-informed about environmental challenges, they are more likely to perceive the importance of promoting sustainable tourism practices and to internalize values that support environmental preservation [14, 24].

Moreover, increased awareness enhances perceived self-efficacy, individuals believe their actions can positively impact the environment, which further strengthens their willingness to promote green practices [28]. In the tourism context, research indicates that environmentally aware tourists are more likely to support and share sustainability-related content on digital platforms as a form of behavioral expression and social influence [14, 16]. This tendency is particularly evident among younger travelers who exhibit strong digital engagement and eco-conscious values [23]. Therefore, environmental awareness is anticipated to exert a significant positive influence on travelers' intent to share sustainability-related messages about tourism destinations through online platforms, as individuals with heightened ecological consciousness are more likely to engage in advocacy behaviors that promote sustainable tourism practices.

H2: Environmental awareness positively influences travelers' intent to share

2.3.2. Environmental concern

Environmental concern refers to the degree to which individuals are aware of environmental issues and demonstrate emotional, cognitive, and behavioral responses toward environmental preservation [29, 30]. In consumer behavior studies, environmental concern is often associated with a heightened willingness to engage in pro-environmental actions, including paying more for eco-friendly products, supporting green policies, and promoting environmental messages within one's social networks [31]. Environmental concern, reflecting an individual's emotional and cognitive sensitivity to environmental degradation, is a key determinant of pro-environmental behavior, including information sharing [11].

Environmental concern influences not only consumer choices but also behavioral advocacy, such as spreading sustainability messages. In the tourism context, environmentally concerned travelers are more likely to share sustainability-related content online as a means of expressing their values and encouraging collective action [32] [33]. A multidimensional view of environmental consciousness suggests that concern acts as an emotional catalyst, translating awareness into behavioral intentions through moral responsibility and affective motivation [34]. Studies further show that individuals with higher environmental concern are more willing to invest in and promote eco-friendly products, including travel experiences [35] [36]. Accordingly, it is hypothesized that environmental concern positively influences travelers' intent to share sustainability-related messages about tourism destinations via social media platforms.

H3: Environmental concern positively influences travelers' intent to share

2.3.3. Environmental Attachment

Environmental attachment is increasingly recognized as a critical psychological construct in explaining individuals' pro-environmental attitudes and behaviors, particularly within the tourism context [37]. Environmental attachment refers to the emotional bond individuals form with natural environments, which in turn drives their motivation to protect and preserve those environments [37, 38]. This attachment manifests through feelings of environmental curiosity, gratitude, sympathy, and even remorse, reflecting a deep-seated appreciation for the intrinsic value of nature. As a multidimensional construct, environmental attachment encapsulates both cognitive and emotional elements that influence behavioral outcomes [33]. The cognitive aspect involves individuals' understanding of environmental issues and the consequences of their actions, while the emotional dimension reflects the affective connection and sense of identity tied to nature.

Empirical evidence has shown that individuals with strong environmental attachment are more likely to participate in sustainable travel behaviors, make conscious choices regarding transportation and accommodation, and support environmentally responsible tourism [39]. This aligns with the broader theoretical framework of pro-environmental travel behavior wherein psychological factors, such as attachment [14, 15] and personal norms, serve as key antecedents of environmentally significant decision-making [40]. Moreover, the role of environmental attachment extends beyond individual behavior to influence collective outcomes. Tourists with high environmental attachment levels contribute positively to the environmental and economic sustainability of destinations, by favoring eco-friendly options and engaging in practices such as low-carbon transport, reduced travel frequency, and preference for green-certified accommodations [41].

H4: Environmental Attachment positively influences travelers' intent to share

Destinations social responsibility through initiatives such as sustainable tourism promotion and community support can foster emotional bonds between travelers and destinations [32]. These bonds, conceptualized as environmental or place attachment, enhance the likelihood that travelers will share their positive experiences and pro-environmental practices with others. Research by previous authors supports the notion that emotional connection to a place can translate into stronger environmentally responsible behavior, including advocacy behaviors like online sharing or recommendation [15, 42, 43].

Environmental awareness heightens a traveler's sensitivity to ecological issues and the importance of sustainable practices [25]. This heightened awareness contributes to deeper environmental attachment, as individuals begin to value and emotionally connect with natural environments. In turn, this attachment motivates travelers to engage in behaviors such as sharing sustainability-related messages or experiences [5, 37, 44]. Individuals with high levels of environmental concern tend to develop stronger emotional bonds with natural destinations, driven by their desire to protect the environment. This sense of concern can evolve into environmental attachment, which then motivates behaviors such as content sharing, advocacy, or recommendation [11]. The mediating role of attachment in the relationship between environmental concern and behavior is supported by both [44] [15] who demonstrated that concern-driven attachment enhances behavioral outcomes in environmental contexts [37].

H5: Environmental Attachment is a mediator of Destination Social Responsibility and travelers' intent to share

H6: Environmental Attachment is a mediator of Environmental awareness and travelers' intent to share

H7: Environmental Attachment is a mediator of Environmental concern and travelers' intent to share.

3. METHODOLOGY

To test the proposed hypotheses and research model, this study employs a quantitative approach using a structured questionnaire to collect data on the key variables from a sample of active Facebook users. The questionnaire was distributed through tourism-related forums and groups on social media platforms, with a primary focus on Facebook to ensure relevance and reach among target respondents. As such, the sampling method employed was non-probabilistic and based on convenience sampling. The target audience comprised Vietnamese tourists aged 18 and above who had previously engaged in domestic travel. To ensure relevance to the research objectives, the questionnaire began with a screening question: "Have you traveled domestically in the past 12 months?" Only respondents who answered "yes" proceeded to the full survey. The questionnaire introduced the concept of sustainability in tourism and explained key terms such as "destination social responsibility" and "environmental awareness" to ensure participant understanding. Participation was entirely voluntary, and all respondents were assured of anonymity and confidentiality.

The questionnaire items used in this study were adapted from validated scales in previous literature, ensuring both contextual relevance and psychometric robustness. Environmental Attachment were adapted from [15]; Environmental Awareness were inherited from [14]; Environmental Concern were based on [33]; Destination Social Responsibility were adapted from [11]; and Intention to Share are developed from [10]. All items were measured using a five-point Likert scale, ranging from 1 = Strongly Disagree to 5 = Strongly Agree.

To address the research objectives and test the proposed model, this study adopted a quantitative research approach. First, descriptive statistics were conducted using SPSS 27 to analyze the socio-demographic characteristics of the respondents and to verify the distribution of responses across the measured constructs. Subsequently, the research employed Partial Least Squares Structural Equation Modeling (PLS-SEM) to evaluate the measurement and structural models using SmartPLS 4.0 software.

4. FINDINGS

A total of 317 valid responses were collected from domestic travelers across Vietnam. The demographic profile of the respondents is summarized as follows: The sample comprised 183 females (57.7%) and 134 males (42.3%), indicating a slightly higher representation of female participants. The majority of respondents were aged between 18 and 29 years (48.3%), followed by those aged 30–39 years (32.5%), 40–49 years (13.9%), and above 50 years (5.3%). Monthly income levels varied among participants, with 38.2% earning below 10 million VND, 33.4% earning between 10–20 million VND, and 18.9% earning between 20–30 million VND. A smaller portion (9.5%) reported earnings above 30 million VND per month. Concerning Travel Destination, respondents had recently traveled to various popular domestic destinations, with the most frequently mentioned being Đà Nẵng (24.6%), Hội An (21.5%), Đà Lạt (17.4%), Sa Pa (14.5%), and Ninh Bình (11.0%). The remaining 11% reported visiting other locations, including Phú Quốc, Huế, and Cần Thơ. A large proportion of the respondents held a university degree (63.1%), followed by those with postgraduate qualifications (21.8%) and high school or vocational training (15.1%). These demographic characteristics provide a diverse and relevant sample for examining the model.

All standardized factor loadings exceeded the recommended threshold of 0.70, indicating satisfactory indicator reliability. Additionally, Cronbach’s alpha values for all constructs ranged from 0.812 to 0.880, surpassing the minimum criterion of 0.70. Composite reliability (CR) values were also well above the threshold of 0.70, confirming internal consistency reliability. The Average Variance Extracted (AVE) values for all constructs exceeded the 0.50 benchmark, ranging from 0.639 to 0.753. This indicates an adequate level of convergent validity [45] (Table 1).

Table 1. Summary statistics and correlations

	α	CR	AVE	1	2	3	4	5
1. Environmental Attachment	0.814	0.877	0.641	0.800				
2. Environmental awareness	0.814	0.877	0.641	0.357	0.829			
3. Environmental concern	0.880	0.917	0.735	0.536	0.323	0.858		
4. Destination social responsibility	0.812	0.876	0.639	0.411	0.382	0.527	0.800	
5. Intention to share	0.836	0.901	0.753	0.620	0.432	0.750	0.631	0.868

Discriminant validity was examined using the Fornell–Larcker criterion. As shown in Table 1, the square root of each construct’s AVE (bold values on the diagonal) was greater than its correlations with any other construct in the model, satisfying the requirement [45].

Table 2. Testing the hypotheses

Relationships	Original sample	Sample mean	STDEV	P Values	Note
Attachment → Intention to share	0.233	0.231	0.039	0.000	Accepted
Awareness → Intention to share	0.104	0.105	0.033	0.002	Accepted
Concern → Intention to share	0.457	0.460	0.048	0.000	Accepted
Destination → Intention to share	0.255	0.253	0.048	0.000	Accepted
Awareness → Attachment → Intention to share	0.041	0.041	0.014	0.003	Accepted
Concern → Attachment → Intention to share	0.096	0.095	0.020	0.000	Accepted
Destination → Attachment → Intention to share	0.030	0.029	0.013	0.024	Accepted

Environmental attachment has a positive and significant effect on travelers’ intention to share ($\beta = 0.233$, $p < 0.001$), indicating that individuals who feel emotionally connected to a place are more likely to engage in sharing behaviors. Furthermore, environmental attachment mediates the relationships between environmental awareness, environmental concern, and destination social responsibility with intention to share. All indirect paths through environmental attachment were statistically significant ($p < 0.05$), though with lower effect sizes, suggesting a partial mediation effect.

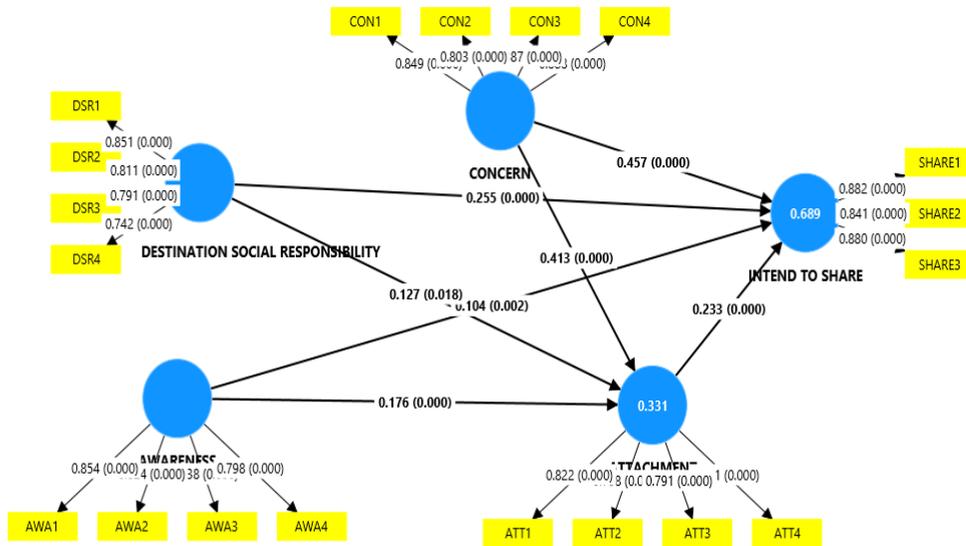


Figure 1. The result model

Environmental awareness significantly and positively influences travelers’ intention to share ($\beta = 0.104$, $p = 0.002$), highlighting the role of being informed about environmental issues in shaping social engagement behaviors. Additionally, environmental awareness indirectly influences intention to share through environmental attachment ($\beta = 0.041$, $p = 0.003$), suggesting that awareness contributes to place attachment, which in turn encourages sharing behavior. Among all predictors, environmental concern exhibits the strongest direct effect on travelers’ intention to share ($\beta = 0.457$, $p < 0.001$). This underscores that individuals who are deeply concerned about environmental issues are the most likely to advocate and share related content. Moreover, environmental concern also has a significant indirect effect via environmental attachment ($\beta = 0.096$, $p < 0.001$), further amplifying its influence on sharing behavior. Destination social responsibility significantly affects travelers’ intention to share ($\beta = 0.255$, $p < 0.001$), indicating that when travelers recognize a destination's efforts in sustainability and community responsibility, they are more motivated to share their experiences. This relationship is also partially mediated by environmental attachment ($\beta = 0.030$, $p = 0.024$), suggesting that destination social responsibility fosters emotional bonds with the destination, encouraging sharing behavior.

5. CONCLUSION & IMPLICATIONS

In the context of Vietnam’s sustainable tourism, this study sheds light on the psychological mechanisms that drive travelers’ intention to share environmentally related content. With Vietnam increasingly positioning itself as a green and responsible travel destination, understanding the role of environmental factors and emotional attachment is crucial for both policymakers and tourism operators. The results demonstrate that environmental attachment plays a significant role in promoting sharing behavior among travelers. When visitors develop a strong emotional connection to Vietnamese destinations—whether it be the natural beauty of Ha Long Bay, the cultural richness of Hoi An, or the biodiversity of national parks—they are more likely to become advocates, sharing positive messages and experiences with others. Importantly, environmental attachment mediates the influence of awareness, concern, and destination social responsibility, suggesting that emotional engagement is a key leverage point in promoting sustainable tourism behaviors.

Among all predictors, environmental concern had the strongest direct effect on the intention to share. This finding reflects a growing environmental consciousness among tourists in Vietnam, particularly among younger generations and international visitors who value destinations that actively contribute to environmental protection. Moreover, the concern not only directly impacts behavior but also fosters emotional bonds that reinforce advocacy. Environmental awareness, while having a more modest effect, still significantly influences sharing behavior. Travelers who are well-informed about environmental issues—through signage, interpretation centers, or digital content—are more likely to engage in meaningful interactions and online advocacy, especially when that awareness leads to stronger emotional ties with the place. Lastly, the perception of destination social responsibility was also a strong driver of sharing intentions. This aligns well with Vietnam's push for community-based tourism and eco-certification of destinations. When tourists recognize and appreciate these responsible practices, they are more likely to share and recommend such places to others. These findings suggest that to promote sustainable tourism in Vietnam, efforts should go beyond awareness campaigns. Building emotional attachment through authentic, engaging, and culturally rich experiences can significantly enhance visitors' willingness to share, support, and return.

The findings of this study hold several important practical and social implications for promoting sustainable tourism in Vietnam. As Vietnam positions itself as an environmentally responsible destination, understanding the psychological drivers behind travelers' intention to share sustainability-related content can inform more effective destination marketing and policy strategies. Tourism authorities and destination managers should focus on fostering emotional attachment between travelers and local destinations. This can be achieved by designing immersive, culturally rich, and environmentally engaging experiences that help visitors connect deeply with the place. Initiatives such as eco-tours led by local communities, storytelling about heritage sites, and opportunities for tourists to participate in conservation efforts can enhance place attachment, which in turn encourages travelers to share their positive experiences with others. In addition, the strong influence of environmental concern and awareness on sharing behavior suggests that educational communication campaigns remain essential. These campaigns should go beyond simply informing tourists and aim to inspire concern and action—through creative signage, interactive exhibits at tourist sites, digital storytelling, or influencer-driven environmental content. By raising awareness and concern, destinations can activate travelers' intrinsic motivations to advocate for sustainability.

The role of destination social responsibility further highlights the importance of visibly implementing and communicating environmental and social responsibility practices. Tourism stakeholders in Vietnam should continue investing in sustainable infrastructure, waste reduction initiatives, and community development projects, and ensure that these efforts are clearly communicated to visitors. When tourists perceive that a destination actively cares for its environment and people, they are more likely to share their experiences and support its long-term growth. Socially, encouraging travelers to share their sustainable travel experiences contributes to the broader diffusion of environmental values. When visitors post about responsible tourism in places, it reinforces a national image of Vietnam as a green destination and builds a culture of environmentally responsible travel among both domestic and international audiences. In conclusion, strengthening emotional connections, enhancing environmental education, and showcasing social responsibility efforts are key strategies to harness the power of tourist advocacy in advancing sustainable tourism development in Vietnam.

While this paper makes a valuable contribution to understanding travelers' willingness to share sustainability-related content, certain limitations remain, particularly regarding the potential negative impacts of increased costs from sustainability policies on traveler sentiment

and social media engagement. Future research should examine these dynamics to understand the trade-offs between responsible tourism and digital engagement.

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TÓM TẮT

SÓNG XANH HAY LAN TỎA: ĐỘNG LỰC CHIA SẺ BÀI VIẾT VỀ DU LỊCH BỀN VỮNG CỦA DU KHÁCH

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Nghiên cứu này khám phá yếu tố ảnh hưởng đến việc du khách sẵn sàng chia sẻ các nội dung liên quan đến du lịch bền vững, với trọng tâm là vai trò của trách nhiệm xã hội điểm đến và các tác nhân môi trường. Cụ thể, nghiên cứu xem xét nhân tố gắn bó môi trường; nhận thức môi trường; mối quan tâm môi trường và hiểu biết của du khách về các vấn đề môi trường ảnh hưởng đến ý định chia sẻ các thông điệp bền vững trên mạng xã hội (Facebook). Đồng thời, nghiên cứu cũng phân tích vai trò điều tiết của sự gắn bó với môi trường trong việc củng cố mối quan hệ giữa các tác nhân môi trường và ý định chia sẻ. Dữ liệu được thu thập từ 317 du khách nội địa thông qua bảng hỏi cấu trúc, và được phân tích bằng phần mềm SmartPLS. Kết quả nghiên cứu khẳng định khách du lịch có ý thức môi trường cao sẵn lòng chia sẻ về điểm đến đó; một điểm đến có trách nhiệm cũng góp phần thúc đẩy hành vi gắn kết môi trường với du khách và sẵn lòng lan tỏa các câu chuyện du lịch bền vững trên các nền tảng mạng xã hội. Những phát hiện này mang lại hàm ý thực tiễn cho các nhà tiếp thị du lịch trong việc nâng cao giá trị điểm đến thông qua thông điệp có trách nhiệm xã hội và thân thiện với môi trường.

Từ khóa: Trách nhiệm xã hội điểm đến, Gắn bó môi trường, Nhận thức môi trường, Mối quan tâm môi trường, Ý định chia sẻ.