



TOURIST AND DESTINATION SOCIAL RESPONSIBILITY AS DRIVERS OF REVISIT INTENTION IN AGRITOURISM

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ARTICLE INFO	ABSTRACT
DOI: 10.52932/jfmr.v17i1enes.1258 <i>Received:</i> March 11, 2026 <i>Accepted:</i> April 09, 2026 <i>Published:</i> August 08, 2026 Keywords: Destination social responsibility, Tourist social responsibility, Tourist-Destination congruity, Revisit intention, Agricultural tourism Article classification: Research paper JEL codes: L83, Q01, Z32	Purpose – Agritourism is widely regarded as a form of sustainable tourism that only satisfies tourists' expectatial and recreational demands but also contributes to improving the income of local communities. This study aims to examine the simultaneous destination social responsibility (DSR) and tourist social responsibility (TSR) on revisit intention to agritourism destinations. The findings are expected to provide significant insight into the role of stakeholders' social responsibility in promoting sustainable agritourism. Design/methodology/approach – The study adopts a quantitative research methodology, employing partial least squares structural equation modeling (PLS-SEM) to test the proposed hypotheses. Based on data collected from 424 survey responses. Findings – The ressult indicated that both destination social responsibility and tourist social responsibility exert significant positive direct effects on revisit intention, with tourist social responsibility demonstrating a more prominent influence than destination social responsibility. Futhermore, the findings reveal that tourist – destination congruity serves as a partial mediator in the relationship between destination social responsibility, tourist social responsibility and revisit intention.

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Originality/value – This study contributes to the agritourism literature by examining the roles of both destination-side and tourist-destination congruity as a mediating mechanism. The results suggest that revisit intention in agritourism is not solely influenced by the social responsibility of stakeholders but also depends on the alignment of their shared responsibility in tourism activities, offering a basis for future research on multi-stakeholder responsibility in sustainable tourism

Practical implications – Agritourism destinations should strengthen sustainability practices and communication, offer experiential activities for tourists to enact social responsibility, and build a green, value-aligned destination brand targeted at sustainability-conscious tourist segments to foster stronger revisit intention.

1. Introduction

In the context where rural destinations are seeking development models that balance economic efficiency, resource conservation, and improvements in community livelihoods, the sustainable development of agricultural tourism increasingly depends on the ability to build long-term relationships with tourists. Among the key indicators of such relationships, revisit intention is widely considered a core measure reflecting tourists' attachment, trust, and the long-term sustainability of a destination. Agricultural tourism is generally defined as the provision of tourism activities on farms that aim to offer educational, recreational, and rural experiential opportunities for visitors (Barbieri et al., 2016). This form of tourism not only generates additional income for farm households through the provision of on-site products and services (Malkanathi & Routry, 2011), but is also regarded as a strategy for livelihood diversification and sustainable development in rural communities (Kim et al., 2019). By encouraging biodiversity conservation, maintaining traditional farming systems, and promoting environmentally friendly agricultural practices (Dangol & Ranabhat, 2007; Pandey & Pandey, 2011),

agricultural tourism contributes to balancing economic objectives with social and environmental responsibilities.

In Viet Nam, amid the ongoing economic restructuring and the growing demand for green tourism development, many localities have increasingly promoted agricultural tourism as a strategic approach to enhance the value of agricultural products and improve the income of rural residents. However, to ensure long-term sustainability, agricultural tourism destinations must not only attract first-time visitors but also foster tourists' revisit intention, which reflects their level of satisfaction, attachment, and future behavioral commitment. Previous studies on tourists' behavioral intentions in agritourism context have primarily focused on two dimensions, namely the supply side of tourism services and tourists' travel motivations. From the perspective of tourism service providers, factors identified as positive signals influencing tourists' behavioral intentions include destination attractiveness (Dat et al., 2024; Shen & Wang, 2023), on-site tourism activities (Liang et al., 2021; Liang, 2017) and marketing (Xiang et al., 2019). From tourists' perspective, factors such as travel motivation and participation in tourism

activities are considered key determinants of behavioral intentions in agritourism (Li & Li, 2021). Notably, existing studies have largely overlooked the influence of social responsibility on tourists' revisit intentions to agritourism destinations.

In this context, destination social responsibility has increasingly attracted attention from both researchers and practitioners. Destination social responsibility refers to the efforts of destinations and their stakeholders to implement responsible practices across economic, social, and environmental dimensions (Agapito et al., 2023). When tourists perceive that a destination behaves responsibly, they are more likely to develop positive attitudes, trust, and supportive behaviors toward the destination. However, most studies on destination social responsibility have focused primarily on urban or ecotourism contexts (J. Li et al., 2024; Nourafkan et al., 2024), while empirical research in agricultural tourism settings, where interactions between tourists and local communities are more direct and highly personalized, remains limited. In addition to destination social responsibility, tourist social responsibility has emerged as a relatively new concept that reflects the extent to which tourists are aware of and practice responsible behaviors toward the environment, local culture, and host communities. Nevertheless, this concept has not yet received adequate scholarly attention. Existing studies on tourist social responsibility remain relatively limited in number (de Leaniz et al., 2025; Hoang & Nguyen, 2025; Kassem et al., 2021; Miller et al., 2015). In the context of agricultural tourism, where tourism experiences are closely connected with the daily lives and livelihoods of local residents, tourist social responsibility may play a crucial role in shaping positive and long-term relationships between tourists and destinations.

Dong Thap province, with its distinctive agricultural ecosystems, riverine landscapes,

and traditional craft villages, has developed various tourism models associated with agricultural experiences, such as fruit orchard visits, farming activities, local culinary experiences, and exploration of rural lifestyles. The development of agricultural tourism models in Dong Thap not only helps diversify tourism products but also promotes the consumption of agricultural products, preserves cultural and ecological values, and supports the province's goal of sustainable tourism development. However, to the best of our knowledge, no prior study has examined tourists' revisit intention toward these agricultural tourism destinations under the influence of social responsibility factors. Building on the aforementioned theoretical and practical gaps, this study focuses on examining the effects of destination social responsibility and tourist social responsibility on tourists' revisit intention at agricultural tourism destinations in Dong Thap, Viet Nam. Through this investigation, the study aims to contribute to the expansion of the theoretical foundation of social responsibility in tourism, while also providing managerial implications to support the development of sustainable and responsible agricultural tourism and to enhance destinations' ability to retain tourists in the long term.

2. Theoretical background

Social identity theory (SIT) was proposed to explain how individuals develop a social identity through their affiliation with social groups to which they feel they belong (Tajfel & Turner, 2004). According to this theory, individuals define themselves not only through personal characteristics but also through their identification with particular groups or organizations. The process of social identification occurs when individuals categorize themselves and others into social groups, subsequently develop a sense of belonging to that group, and ultimately compare their group with

other groups in order to maintain a positive self-image. When the level of identification with a group or organization becomes strong, individuals tend to exhibit supportive attitudes and behaviors aimed at maintaining or enhancing the group's status. In the context of tourism, SIT suggests that tourists may develop a sense of identification with a destination when they perceive that the destination's values, norms, and image are consistent with their own personal identity. When a destination demonstrates positive values such as social responsibility, environmental protection, and support for local communities, tourists are more likely to feel proud of and identify with that destination. Consequently, this identification can lead to supportive behaviors such as positive word-of-mouth, emotional attachment, and revisit intention in the future (Su & Swanson, 2017). Therefore, SIT provides an important theoretical foundation for explaining how factors related to destination social responsibility and tourists' responsible behavior may foster psychological attachment and positive behavioral responses toward a destination.

The relationship between destination social responsibility, tourist social responsibility, and tourist-destination congruity

Destination social responsibility represents a normative commitment to sustainable development and is considered a cognitive construct capable of predicting the psychological and behavioral responses of stakeholders at a destination (Su & Swanson, 2017). Meanwhile, tourist-destination congruity refers to the degree of alignment between a destination's image, characteristics, or personality and a tourist's self-concept. This concept originates from self-congruity theory, which suggests that individuals tend to prefer and respond more positively to consumption objects that reflect or reinforce their own (Sirgy, 1982). Drawing on

SIT, individuals tend to evaluate and develop positive attachments to entities that reflect or reinforce their values and identity. This process occurs through mechanisms of social comparison and identification, in which the degree of value congruence plays a central role (Ashforth & Mael, 1989). In the tourism context, tourist-destination congruity reflects the extent to which tourists perceive that a destination aligns with their personal values, lifestyle, and ethical orientations. Recent studies suggest that the ethical and sustainability attributes of a destination contribute to the formation of a positive destination image and promote psychological compatibility between tourists and the destination (Garcia de los Salmones et al., 2025). At the same time, destination social responsibility also influences trust and attachment, two foundational elements in the process of developing perceived value congruity (Karatepe et al., 2024). In the context of agricultural tourism, through experiential interactions, when tourists perceive a high level of destination social responsibility, they are more likely to evaluate the destination as being aligned with their own value system. Therefore, the following hypothesis is proposed:

Hypothesis H1: Destination social responsibility has a positive effect on tourist-destination congruity at agricultural tourism destinations in Dong Thap.

In addition, tourist-destination value congruence refers to the degree of similarity between tourists' self-image and the image and values projected by the destination (Sirgy & Su, 2000). According to SIT, individuals tend to seek environments and entities that align with their self-perceived identity in order to maintain self-consistency and a positive self-image (Tajfel & Turner, 2004). Studies on ethical consumption indicate that individuals with a strong sense of responsibility often prefer organizations or destinations that share similar values (Papista &

Krystallis, 2013). In the context of agricultural tourism, tourists with high levels of tourist social responsibility are likely to evaluate destinations based on the degree to which they align with their ethical value systems. When a destination meets the responsibility standards that tourists value, they are more likely to perceive a higher level of compatibility with that destination. Therefore, tourist social responsibility is not only a behavioral characteristic but also a cognitive foundation that fosters perceived value congruity between tourists and destinations. Accordingly, the following hypothesis is proposed:

Hypothesis H2: Tourist social responsibility has a positive effect on tourist-destination congruity at agricultural tourism destinations in Dong Thap.

The relationship between destination social responsibility, tourist social responsibility, and tourists' revisit intention

Revisit intention refers to the degree of tourists' willingness and desire to return to a destination they have previously experienced. It is considered a reliable predictor of actual revisit behavior (Han & Kim, 2010; Nhat Vuong et al., 2025). According to SIT, individuals' behaviors are influenced by the extent to which they identify themselves with a group, organization, or social entity that reflects values they consider important (Tajfel & Turner, 2004). In the tourism context, when a destination clearly demonstrates commitments to social responsibility, tourists tend to perceive the destination as an entity representing positive and admirable values. Previous studies in different tourism contexts have also shown that destination social responsibility positively influences revisit intention by strengthening tourists' perceptions of destination image, trust, and attitudes toward the destination (Nhat Vuong et al., 2025; Su & Swanson, 2017). In the context of agricultural tourism,

where interactions between tourists and local communities are direct and meaningful, the role of destination social responsibility becomes even more prominent in fostering long-term behavioral commitment. Based on the above theoretical arguments, the following hypothesis is proposed:

Hypothesis H3: Destination social responsibility positively influences tourists' revisit intention at agricultural tourism destinations in Dong Thap.

In addition, when tourists perceive themselves as individuals who are responsible toward the environment and the community, social responsibility is no longer merely an external moral norm but becomes part of their personal identity. In this case, tourist social responsibility reflects the extent to which tourists internalize sustainability values and regard them as defining characteristics of themselves. Empirical evidence shows that destination social responsibility is closely associated with positive behavioral responses. For instance, (Garcia-De los Salmones et al., 2021) indicate that tourists with a high level of social responsibility tend to experience positive emotions and stronger value congruity with sustainable destinations, which in turn increases behaviors such as information sharing, recommendation, and future revisit intention. Similarly, Chang et al. (2024) and Kassem et al. (2021) confirm that tourist social responsibility is significantly related to responsible tourism behaviors, including the preference for revisiting destinations that demonstrate humanitarian values, environmental protection, and support for local communities. Therefore, in the context of agricultural tourism, the following hypothesis is proposed:

Hypothesis H4: Tourist social responsibility has a positive effect on revisit intention at agricultural tourism destinations.

The relationship between Tourist-destination congruity and revisit intention

According to Tajfel and Turner (2004), when an external entity aligns with an individual's personal identity, a process of identification occurs, which subsequently fosters psychological attachment and motivates behaviors aimed at maintaining the relationship with that entity. In other words, value congruence plays a fundamental role in shaping long-term attitudinal and behavioral responses. From the perspective of SIT, individuals tend to define themselves through their affiliation with social groups or entities that reflect and reinforce their value systems. In the tourism context, tourist social responsibility reflects the extent to which tourists perceive that a destination is compatible with their personal values, lifestyle, and identity orientation. According to Ashforth and Mael (1989), identification with an entity increases the desire to maintain a relationship with that entity in order to protect and reinforce one's social identity. Therefore, revisit intention can be viewed as a behavioral manifestation of identity maintenance behavior. Empirical studies in tourism also indicate that the congruence between self-image and destination image positively influences loyalty and revisit behavior (Ekinci et al., 2023; Sirgy & Su, 2000). Furthermore, Zhang et al. (2022) show that factors reinforcing positive perceptions of a destination, including tourist-destination congruity, can encourage repeat visitation and supportive behaviors toward the destination. In this study, tourist-destination congruity is considered an important factor that triggers tourists' revisit intention. Therefore, the following hypothesis is proposed:

Hypothesis H5: Tourist-destination congruity has a positive effect on tourists' revisit intention at agricultural tourism destinations.

The mediating role of tourist-destination congruity

Drawing on Social Identity Theory, this study argues that tourist-destination congruity functions as a psychological mechanism that transforms social responsibility into revisit intention. According to Tajfel and Turner (2004), individuals tend to maintain relationships with entities that reflect and reinforce their identity. In the context of sustainable tourism, agricultural tourism destinations are not merely spaces for experiential activities but also represent symbols of social and environmental values. When tourists perceive that a destination demonstrates destination social responsibility through environmental protection, community support, and sustainable development initiatives, they evaluate these activities based on their personal value systems. If their personal values align with the responsibility orientation of the destination, the perceived tourist-destination congruity will increase. Such congruity plays a decisive role in maintaining the relationship between tourists and the destination. When tourists feel that the destination reflects who they are and the values they hold, they are more likely to revisit in order to reinforce and maintain their positive identity. Therefore, destination social responsibility influences revisit intention not only directly but also through enhancing value congruity between tourists and the destination. In addition, tourist social responsibility reflects responsible behaviors performed by tourists themselves at the destination. When tourists engage in tourist social responsibility, they reinforce their self-image as responsible individuals. This process highlights their personal identity and strengthens their identification with destinations that allow them to express such values. Consequently, tourist social responsibility enhances tourist-destination congruity, meaning the extent to which tourists perceive the destination as

consistent with their own image and values. As this congruity is strengthened, tourists become more motivated to revisit in order to maintain self-consistency and continue expressing their responsible identity. Therefore, the influence of tourist social responsibility on revisit intention can be largely explained through the mechanism of identity congruity. The empirical study by Ekinici et al. (2023) emphasizes that the compatibility between destination image and tourists' self-image plays a fundamental role in shaping emotional attachment and repeat behavior. When tourists perceive that a destination reflects or reinforces their personal identity, they tend to develop a higher level of commitment and stronger revisit intention. This

implies that value- and norm-based factors such as destination social responsibility and tourist social responsibility, may influence behavioral outcomes by shaping perceptions of congruity between tourists and the destination. Therefore, the following hypotheses are proposed:

Hypothesis H6: Tourist-destination congruity (TSR) mediates the relationship between destination social responsibility and revisit intention.

Hypothesis H7: Tourist-destination congruity (TSR) mediates the relationship between tourist social responsibility and revisit intention.

The proposed research model is presented as follows:

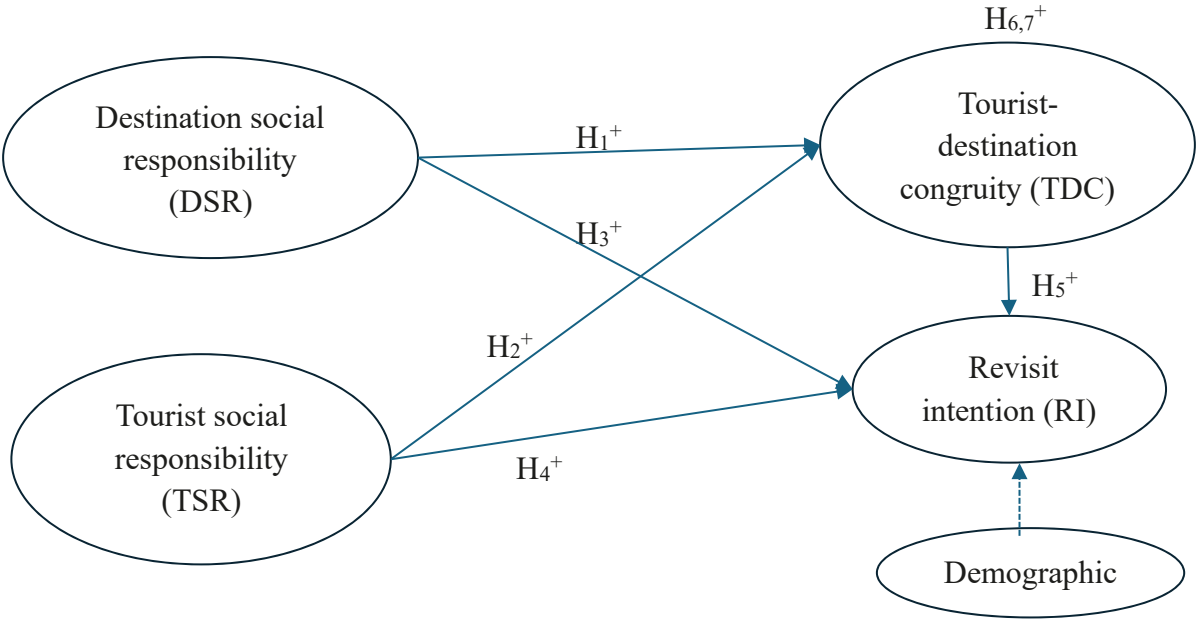


Figure 1. Proposed research model

3. Research methodology

This study was designed using a quantitative approach to examine the theoretical model concerning the effects of destination social responsibility and tourist social responsibility on tourists' revisit intention, through the mediating role of tourist-destination congruity. The PLS-SEM method was employed as it is well

suitable for analyzing causal relationships among latent constructs and for handling complex models involving mediating variables (Hair et al., 2022; Shmueli et al., 2019). In addition to examining direct effects, the study also tests mediating effects and considers the influence of control variables (see Appendix 1 online).

This study employed a quantitative research design to examine the proposed model in the context of agricultural tourism in Dong Thap. Prior to the main survey, a preliminary qualitative assessment was conducted to refine the measurement scales. Six experts (four lecturers holding doctoral degrees and two destination managers) were interviewed to evaluate the content validity, semantics, and appropriateness of the observed variables. The interviews were conducted through face-to-face discussions or via telephone, and the results were carefully documented. All contents were subsequently sent back to the experts for verification prior to the official survey. Data was subsequently collected through a structured questionnaire survey administered directly at agricultural tourism destinations from August to October 2025. A convenience sampling approach was adopted due to the practical conditions of accessing tourists at the destinations. The respondents included both domestic and international tourists who had just completed their visits to agricultural tourism sites in Dong Thap province. Research assistants approached tourists at the entrance and exit gates of each attraction and invited those who had just left the destination to participate in the interview. The minimum sample size was determined using G*Power 3.1 with $\alpha = 0.05$, power = 0.80, and $f^2 = 0.15$, indicating a minimum requirement of 77 observations (Cohen, 2013). Data analysis was conducted using SmartPLS 4.1 following a two-step approach. The measurement model was evaluated through outer loadings (≥ 0.70), composite reliability (CR = 0.70–0.95), average variance extracted (AVE ≥ 0.50), and discriminant validity using the HTMT criterion (< 0.85 or 0.90) (Hair et al., 2019). The structural model was then assessed by examining multicollinearity (VIF < 5), estimating path coefficients, and evaluating the model's explanatory power using R^2 .

The measurement scales for the constructs in the research model were adapted from prior studies. Specifically, the scale for destination social responsibility was adopted from Su and Swanson (2017), while the scales for tourist social responsibility and tourist-destination congruity were adapted from de los Salmones et al. (2025). The scale for revisit intention was adopted from the study by Su et al. (2020).

4. Research Results

4.1. Sample description

After the data collection process, a total of 463 questionnaires were obtained. The responses were subsequently screened to ensure data quality. The screening results indicated that 39 questionnaires were removed due to missing key information or exhibiting straight-lining responses, which could reduce data reliability. After excluding these invalid cases, 424 valid observations were retained for the final analysis. In terms of gender, the sample consisted of 182 males (42.9%) and 242 females (57.1%), indicating a slightly higher proportion of female respondents. Regarding age distribution, the 18-30 age group accounted for the largest proportion (33.5%), followed by the 46-60 age group (20.8%) and those over 60 years old (18.6%). Respondents under 18 years old represented 12.7%, while those aged 31-45 years accounted for 14.4%. This structure reflects a diverse age composition among tourists, with notable participation from both younger and middle-to-older age groups. With respect to educational attainment, the majority of respondents held a bachelor's degree (44.1%), followed by vocational or college degrees (28.1%) and high school education (24.3%), while postgraduate degrees accounted for 3.5%. Regarding visitation frequency, most respondents were first-time visitors (86.8%), whereas 10.8% were visiting for the second time and only 2.4% had visited three times.

or more. In terms of visitor type, domestic tourists represented the majority (72.9%), while international tourists accounted for 27.1% (*see Appendix 2 online*).

4.2. Assessment of common method bias

Given that this study employed a convenience sampling method, common method bias was assessed using Harman's single-factor test. The results of test revealed the presence of multiple factors, with the first factor accounting for only 44.58% of the total variance. Therefore, common method bias is unlikely to be a serious concern in this study (*see Appendix 3 online*).

4.3. Measurement model assessment

The measurement model was evaluated following the two-step procedure of PLS-SEM to assess the reliability and validity of the measurement scales (Hair et al., 2022). The results indicate that all constructs meet the recommended criteria for internal consistency reliability and convergent validity (*see Appendix 4 online*). First, the outer loadings of all observed indicators exceeded the recommended threshold of 0.70, ranging from 0.774 to 0.884, indicating that the indicators strongly contribute to their respective latent constructs and that no items needed to be removed. Regarding internal consistency reliability, Cronbach's alpha values for all constructs were above the acceptable threshold of 0.70 (DSR = 0.869; RI = 0.760; TDC = 0.830; TSR = 0.900), demonstrating satisfactory internal consistency. In addition, composite reliability (CR) values ranged from 0.870 to 0.926, and rho_a values were also above 0.70, remaining within the acceptable range (0.70–0.95). These results indicate high reliability of the measurement scales without evidence of indicator redundancy. Convergent validity was confirmed through the average variance extracted (AVE). The AVE values for all latent constructs were greater than 0.50 (DSR = 0.655; RI = 0.862; TDC = 0.662; TSR = 0.714), indicating that the constructs explain more

than 50% of the variance in their indicators. Discriminant validity was assessed using the Heterotrait–Monotrait ratio (HTMT). The HTMT values ranged from 0.500 to 0.754 (table 3). Specifically, the highest value was observed between tourist social responsibility and RI (0.754), followed by destination social responsibility and tourist social responsibility (0.734), destination social responsibility and revisit intention (0.674), destination social responsibility and revisit intention (0.657), destination social responsibility and tourist social responsibility (0.602), and destination social responsibility and destination social responsibility (0.500). All values were below the recommended threshold of 0.85, and even below 0.80, indicating a satisfactory level of discriminant validity and no conceptual overlap among the constructs (*see Appendix 5 online*).

4.4. Structural model assessment

Multicollinearity assessment

Before testing the research hypotheses, multicollinearity among predictor variables was examined using VIF. According to Hair et al., (2022), VIF values should be below 5 to ensure that serious multicollinearity issues do not occur in the structural model. The results indicate that all VIF values range from 1.456 (RI3) to 3.078 (TSR5). These values are well below the recommended threshold. Therefore, it can be concluded that no multicollinearity issues exist among the predictor variables in the model, ensuring the reliability of the path coefficient estimates in the subsequent structural analysis.

Hypothesis testing

The hypothesis testing was conducted using the bootstrapping technique in PLS-SEM. The results presented in Table 4 indicate that all proposed relationships are statistically significant at the $p < 0.001$ level (Hair et al., 2022).

Hypothesis H1 proposes that destination social responsibility has a positive effect on tourist-destination congruity. The bootstrapping results indicate that the path coefficient between destination social responsibility and tourist-destination congruity is $\beta = 0.488$, which is the highest among all estimated paths, with $t = 11.142$ and $p < 0.001$. Therefore, H1 is supported. These findings suggest that destination social responsibility is a critical factor in shaping tourists' perceptions of congruity with the destination. When tourists perceive that a destination actively engages in environmental protection, supports local communities, and promotes sustainable development, they are more likely to perceive that the destination's values align with their own personal values. Hypothesis H2, which proposes that tourist social responsibility positively influences tourist-destination congruity, is supported with $\beta = 0.309$, $t = 7.861$, and $p < 0.001$. This result indicates that when tourists demonstrate a strong sense of social responsibility, they are more likely to perceive a higher level of congruity with the destination. In other words, tourists who value environmental protection, sustainable development, and respect for local communities tend to perceive stronger value alignment when the destination also demonstrates similar social commitments. Hypothesis H3 proposes that destination social responsibility has a positive effect on tourists' revisit intention. The bootstrapping results indicate that the path coefficient between destination social responsibility and revisit intention is $\beta = 0.217$, with $t = 4.141$ and $p < 0.001$. This result demonstrates that the relationship is statistically significant at the 1% significance level, and therefore H3 is supported. The positive β coefficient confirms that when tourists perceive that a destination effectively engages in social responsibility practices, such as environmental protection, community development, and social welfare,

their intention to revisit the destination increases. Hypothesis H4 proposes that tourist social responsibility y has a positive effect on revisit intention. The bootstrapping results indicate that the path coefficient between tourist social responsibility and revisit intention is $\beta = 0.307$, with $t = 7.200$ and $p < 0.001$. Thus, this relationship is highly statistically significant at the 1% level, and H4 is supported. The positive and relatively strong β coefficient suggests that when tourists demonstrate social responsibility during their visit, such as protecting the environment, respecting local culture, and engaging in responsible consumption, they are more likely to exhibit stronger intentions to revisit the destination. Compared with the effect of destination social responsibility, the direct influence of tourist social responsibility on revisit intention is stronger, indicating that tourists' internal values and responsible behaviors play a crucial role in shaping their future behavioral intentions. Hypothesis H5, which examines the effect of tourist-destination congruity on revisit intention, is supported with $\beta = 0.288$, $t = 6.279$, and $p < 0.001$. This result confirms that when tourists perceive a high level of alignment between their personal values and the image or orientation of the destination, they are more likely to demonstrate stronger revisit intentions. These findings suggest that congruity is not merely a cognitive perception but also an important antecedent that drives future behavioral intentions. Hypothesis H6 proposes that tourist-destination congruity mediates the relationship between destination social responsibility and revisit intention. H6 is supported with $\beta = 0.141$, $t = 5.426$, $p < 0.001$). This finding confirms that tourist-destination congruity serves as a significant mechanism linking destination social responsibility to tourists' revisit intention. In other words, when tourists perceive that a destination actively engages in socially responsible practices, they are more likely to experience a stronger sense

of congruity with the destination, which in turn enhances their intention to revisit. Hypothesis H7 proposes that tourist-destination congruity mediates the relationship between tourist social responsibility and revisit intention. This hypothesis is supported with $\beta = 0.089$, $t = 4.638$,

$p < 0.001$. This result indicates that tourists' socially responsible attitudes and behaviors contribute to stronger perceptions of congruity with the destination, which subsequently increase their intention to revisit.

Table 1. Path coefficients

Hypothesis	Paths	β	Standard deviation	T statistics	P values	Conclusions
H1	DSR -> TDC	0.488	0.044	11.142	0.000	Supported
H2	TSR -> TDC	0.309	0.039	7.861	0.000	Supported
H3	DSR -> RI	0.217	0.052	4.141	0.000	Supported
H4	TSR -> RI	0.307	0.043	7.200	0.000	Supported
H5	TDC -> RI	0.288	0.046	6.279	0.000	Supported
H6	DSR -> TDC -> RI	0.141	0.026	5.426	0.000	Supported
H7	TSR -> TDC -> RI	0.089	0.019	4.638	0.000	Supported

Effects of control variables

The analysis of control variables indicates that age does not have a significant effect on tourists' revisit intention ($\beta = -0.007$, $p = 0.876$), suggesting that differences in age do not substantially influence tourists' willingness to revisit the destination. Similarly, gender does not show a statistically significant impact on revisit intention ($\beta = 0.090$, $p = 0.264$), implying that male and female tourists tend to exhibit relatively similar tendencies in forming revisit intentions within the context of this study.

In contrast, education level shows a positive and statistically significant effect on revisit intention ($\beta = 0.150$, $p = 0.002$), indicating that tourists with higher levels of education tend to demonstrate stronger intentions to revisit the destination (Table 2). One possible explanation is that this group of tourists generally possesses a higher level of awareness regarding experiential value, environmental issues, and the social responsibility initiatives implemented by the destination. As a result, they may develop more favorable evaluations of the destination and a stronger desire to return in the future.

Table 2. The effect coefficient of control variables

Variables	β	Standard deviation	T statistics	P values
Age (Dotuoi -> RI)	-0.007	0.042	0.156	0.876
Sex (Gioitinh -> RI)	0.090	0.081	1.118	0.264
Education (Trinhdo -> RI)	0.150	0.048	3.147	0.002

Assessment of the coefficient of determination

The coefficient of determination (R^2) is used to assess the explanatory power of the model for the endogenous variables. The

results indicate that the model demonstrates a relatively good ability to explain the dependent variables in the study. Specifically, the R^2 value for revisit intention (RI) is 0.493, indicating

that the independent variables in the model (including destination social responsibility, tourist social responsibility and tourist-destination congruity) explain 49.3% of the variance in revisit intention. Meanwhile, the R^2 value for tourist-destination congruity is 0.467, suggesting that 46.7% of the variance in this mediating variable is explained by the social responsibility factors (DSR and TSR) included in the model. According to commonly used evaluation criteria in PLS-SEM, these R^2 values indicate a moderate to substantial level of explanatory power, suggesting that the research model has adequate predictive capability in explaining the role of social responsibility factors in shaping tourists' revisit intentions. In addition, the Q^2_{predict} values for both revisit intention (0.432) and tourist social responsibility (0.460) are greater than zero, confirming that the model has satisfactory predictive relevance. These findings demonstrate that the proposed model is capable of not only explaining but also

predicting the key endogenous constructs in the study.

Table 3. Coefficient of determination

Variables	R^2	Q^2_{predict}
RI	0.493	0.432
TDC	0.467	0.460

Effect size (f^2)

The effect size is employed to assess the contribution of each independent variable to the dependent variable in the model. The bootstrapping results indicate that the f^2 value of the independent variable on the dependent variable range from small to medium, varying from 0.054 (DSR $\rightarrow$ RI) to 0.360 (DSR $\rightarrow$ TDC). These findings suggest that the factors in the research model make meaningful contributions to the formation of tourist-destination congruity (TDC) and revisit intention.

Table 4. The effect size

Paths	f^2	Standard deviation (STDEV)	T statistics ($ O/STDEV $)	P values
DSR $\rightarrow$ RI	0.054	0.028	1.949	0.052
DSR $\rightarrow$ TDC	0.360	0.090	4.013	0.000
TDC $\rightarrow$ RI	0.086	0.029	2.968	0.003
TSR $\rightarrow$ RI	0.127	0.040	3.185	0.001
TSR $\rightarrow$ TDC	0.144	0.041	3.538	0.000

4.5. Discussions

The findings provide empirical evidence on the role of destination social responsibility and tourist social responsibility in shaping tourists' revisit intention, while also clarifying the mediating psychological mechanism of tourist-destination congruity. Overall, all proposed hypotheses are supported, thereby reinforcing the applicability of SIT in explaining tourist behavior in the context of agricultural tourism.

First, the findings indicate that destination social responsibility has a strong influence on tourist-destination congruity, while also contributing to the enhancement of tourists' revisit intention toward agricultural tourism destinations. This finding supports the argument of SIT that individuals tend to identify with entities that reflect or share their value systems. When tourists perceive that a destination engages in activities such as environmental

protection, support for local community development, and preservation of indigenous cultural values, they are more likely to perceive that these values align with their own personal values. Such value alignment strengthens the perceived congruity between tourists and the destination, thereby fostering a positive psychological attachment between tourists and the destination. This result is consistent with previous studies on self-congruity in tourism (Ekinici et al., 2023). However, the present study offers an additional theoretical contribution by identifying destination social responsibility as an important antecedent of value congruity between tourists and destinations in the context of agricultural tourism, where environmental sustainability, community development, and local cultural preservation play central roles in shaping the tourism experience. Furthermore, the results also reveal that destination social responsibility has a positive effect on tourists' revisit intention. This finding is consistent with previous studies suggesting that destination social responsibility initiatives can strengthen the positive image of a destination and stimulate favorable behavioral responses from tourists (Nhat Vuong et al., 2025; Su & Swanson, 2017). Therefore, the findings not only provide further empirical support for the role of destination social responsibility in promoting tourists' revisit intention but also extend the application of SIT in explaining tourist behavior within the agricultural tourism context, a domain where empirical research on destination social responsibility remains relatively limited.

Second, the findings indicate that tourist social responsibility has a positive effect on tourists' revisit intention, and the magnitude of this effect is stronger than that of destination social responsibility. This finding is consistent with studies on sustainable consumption, which suggest that individuals with strong social responsibility orientations tend to demonstrate higher levels of behavioral commitment toward

organizations or destinations that align with their value systems (Chang et al., 2024; Garcia-De los Salmones et al., 2021). An important contribution of this study is that it provides additional empirical evidence highlighting the prominent role of internal tourist factors, specifically tourist social responsibility, in shaping revisit intention, whereas most previous studies have primarily focused on destination-related factors. Therefore, this study can be considered one of the few that directly examines the role of tourist social responsibility in influencing revisit intention within the context of agricultural tourism. This finding is particularly meaningful in the context of agricultural tourism in Viet Nam, where tourism experiences are often closely associated with nature-based activities, direct interactions with local communities, and participation in agricultural or environmental education activities. In such a context, tourists with a high level of social responsibility awareness tend to place greater value on principles related to sustainable development, environmental protection, and support for local communities. Consequently, they are more likely to develop a stronger level of attachment to the destination and demonstrate a greater willingness to revisit in order to continue experiencing these values, thereby reinforcing their personal identity as responsible tourists. In addition, the study also confirms that tourist social responsibility has a positive effect on tourist-destination congruity. This result suggests that tourists with a higher sense of social responsibility tend to actively seek, recognize, and positively evaluate destinations that reflect values similar to their own. This finding is consistent with studies on ethical consumption, which indicate that individuals tend to choose organizations or brands that align with their value-based identity Papista and Krystallis (2013). In the context of agricultural tourism, this value congruence can be strengthened through experiential activities,

such as participating in farming practices, learning about local culture, or engaging in environmental protection initiatives. These experiences not only allow tourists to develop a stronger sense of connection with the destination but also enhance their perception of congruity between themselves and the destination. As a result, this perceived congruity can further stimulate positive behavioral responses, such as a stronger intention to revisit in the future.

Third, an important contribution of this study lies in its approach to understanding tourist behavior through the mechanism of tourist-destination congruity as a key psychological factor leading to behavioral intentions. Specifically, rather than examining only the direct effects of external factors or individual tourist characteristics on revisit intention, this study emphasizes that the perceived value alignment between tourists and destinations plays a crucial role in shaping behavioral intentions. This perspective highlights that the sense of shared values between tourists and destinations functions as an important psychological mechanism through which social responsibility-related factors influence tourist behavior. By doing so, the study extends existing research in the field of tourist behavior by clarifying how the value-based connection between tourists and destinations can be transformed into positive behavioral responses, such as the intention to revisit.

Finally, the study also finds that tourists' educational level has a positive effect on revisit intention toward agricultural tourism destinations. This result suggests that tourists with higher levels of education tend to have greater awareness of values related to sustainable development, environmental protection, and the preservation of local culture, elements that are often closely associated with agricultural tourism experiences. As a result, they may place higher value on the social and environmental benefits provided by this form of tourism, which in turn fosters more positive attitudes and a

stronger intention to revisit the destination in the future. This finding contributes to a more comprehensive understanding of the factors influencing tourists' behavioral intentions. Specifically, it highlights that, in addition to psychological and cognitive factors, demographic characteristics should also be taken into consideration. In this regard, the study provides additional empirical evidence indicating that individual characteristics, particularly educational level, can also play an important role in shaping tourist behavior in the context of sustainable agricultural tourism.

5. Conclusions and policy implications

The findings of this study provide several important managerial implications for destination managers, tourism businesses, and local authorities in promoting sustainable agricultural tourism and enhancing tourists' revisit intentions. First, destination managers should strengthen both the implementation and communication of destination social responsibility initiatives. The results indicate that destination social responsibility significantly influences tourists' revisit intention and plays a particularly important role in shaping tourist-destination congruity. Therefore, agricultural tourism destinations should place greater emphasis on activities such as environmental protection, waste management, conservation of ecological landscapes, and supporting local community livelihoods. However, these efforts should be accompanied by effective communication strategies that help tourists clearly recognize the destination's commitment to sustainable development. For instance, informational signage at attractions, experiential activities related to environmental protection, and sustainable tourism education programs can help visitors better understand the values pursued by the destination. Second, agricultural tourism destinations should design experiences that allow tourists to express and practice their own social responsibility. Tourism

activities should create opportunities for visitors to participate directly in responsible behaviors, such as tree planting, gardening, harvesting agricultural products using sustainable methods, or joining local environmental protection initiatives. When tourists are able to practice their social responsibility values during their travel experiences, they are more likely to feel a stronger connection with the destination and develop a greater intention to revisit in the future. Third, managers should pay close attention to fostering value congruity between tourists and the destination. The findings show that such congruity plays an important role in encouraging revisit intention. Therefore, agricultural tourism destinations should position their destination image around values that align with the growing trends of sustainable tourism and green lifestyles. Building a destination brand associated with concepts such as green tourism, community-based tourism, or sustainable agricultural experiences may help attract tourist segments whose values align with those of the destination, thereby strengthening their psychological attachment and loyalty. Finally, tourism marketing strategies should target tourist segments with strong awareness of social responsibility and sustainable development. Communication strategies may focus on market segments interested in environmental protection, experiential learning, or sustainable tourism, such as students, researchers, educational travel groups, and tourists who adopt environmentally conscious lifestyles. By targeting these segments, destinations can enhance the alignment between tourists' values and destination offerings, ultimately fostering stronger revisit intentions.

Although, this study provides meaningful empirical evidence regarding the role of social responsibility in shaping tourists' revisit intention at agricultural tourism destinations, several limitations should be acknowledged and addressed in future research. First, the study employed a convenience sampling method

at several agricultural tourism sites in Dong Thap province. Therefore, the generalizability of the findings to all agricultural tourism destinations in Vietnam or to other tourism contexts may be limited. Future studies may expand the survey scope to include multiple provinces or regions in order to examine the robustness and stability of the research model across more diverse tourism contexts. Second, the research model focuses primarily on two dimensions of social responsibility along with the mediating mechanism of tourist-destination congruity. However, tourists' revisit behavior may also be influenced by other important factors, such as experience quality, tourist satisfaction, destination image, or perceived value. Therefore, future studies may extend the model by incorporating additional mediating or moderating variables to provide a more comprehensive explanation of tourist behavior. Finally, the study mainly relies on self-reported data from tourists, which may lead to perceptual bias or social desirability bias, particularly when measuring concepts related to social responsibility. Future research could combine multiple sources of data, such as behavioral observations, secondary data, or evaluations from destination managers, in order to enhance the reliability and robustness of the research findings.

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Data Availability

Data supporting the findings of this study are available from the corresponding author upon reasonable request.

AI Usage Statement

During manuscript preparation, the authors used ChatGPT for language editing purposes; the authors reviewed and take full responsibility for the final content.

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