Impacts of destination social responsibility on destination image and tourist revisit intention: An empirical study at tourism destinations in the Mekong delta, Vietnam

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Abstract

The main purpose of this study is to identify factors of destination social responsibility (DSR) affecting the destination image and revisit the intention of the customer at a tourism destination in the Mekong Delta. The researchers surveyed 507 tourists at a tourism destination in the Mekong Delta using qualitative and quantitative research methods. The research results show that seven factors affect the destination image and tourist revisit intention including (1) economics-social activity-oriented DSR (2) Epidemics and natural disaster-oriented DSR (3) Tourist-oriented DSR (4) Product and service quality-oriented DSR (5) Human-oriented DSR (6) Corporation social responsibility-oriented DSR (7) Environment-oriented DSR. The research offers some managerial implications regarding DSR in order to attract a destination image and return tourists to destinations in the Mekong Delta (MD).

1. Introduction

Vietnam has experienced a significant rise in domestic and international tourism over the past few years with an annual growth rate of 25% between 2015 and 2019 (Vietnam National Administration of Tourism, 2019). In January 2020, Vietnam welcomed two million international tourists in a month for the first time. Thus, Vietnam has become one of the ten countries with the fastest-growing tourism industry in the world (Vietnam National Administration of Tourism, 2020). The Mekong Delta (MD) is considered one of the most popular spots on the national tourism map and consists of 13 provinces, including Can Tho, An Giang, Dong Thap, Tien Giang, Vinh Long, Ben Tre, Tra Vinh, Soc Trang, Hau Giang, Bac Lieu, Ca Mau

and Kien Giang. It shares boundaries with Cambodia, the East Sea, the Gulf of Thailand and Vietnam's South-east. MD has great potential and advantages for its tourism development as it has abundant resources in terms of people, natural environment and cultural attractions such as a tropical climate, a charming river area and the unique culture of a community of 4 ethnic groups including Kinh, Hoa, Cham and Khmer. Moreover, MD has a 700 km coastline, a 28,000-km long canal, 3 biosphere reserves, 5 national parks, 3 nature protected areas, 3 species management zones, 7 habitat management zones and 1 research and experiment forest (Cao & Nguyen, 2016).

Numerous studies have examined how elements of destination social responsibility (DSR) modify the perception of a location and revisit the intentions of tourists towards a tourism destination. It is an empirical study of tourism destinations in the Mekong Delta, Vietnam and is the first study in Vietnam. The COVID-19 epidemic has a significant impact on the development of tourism worldwide. Thus, the number of tourists declined in 2020, Can Tho by 50%, Soc Trang decreased by near 27.8%, An Giang dropped by 70% and other provinces in the MD region also decreased between 30% and 50% (Vietnam National Administration of Tourism, 2020). The MD has to develop strong connections with ecotourism and other forms of tourism that are related to environmental preservation and destination security in order to revitalise the tourist sector. During the COVID-19 pandemic, tourists tend to pay special attention to destinations that provide safety and responsibilities towards tourists, the environment and native people rather than those with impressive scenery and interesting experiences. Therefore, this study aims to fill gaps that no author has mentioned in previous MD studies. On the other hand, this study also identifies factors that affect destination image and tourist revisit intention after the COVID-19 pandemic especially exploring how epidemics and natural disaster-oriented DSR factors affect destination image and tourist revisit intention at tourism destinations in MD. The structure of this paper is organized into five sections: the theoretical framework and research on the hypotheses are presented in the following part. The method is presented in section 3 and the data analysis and findings are presented in section 4. A discussion and conclusion are included in section 5. The final part examines the limitations, future directions and implications of the research.

2. Literature Review

2.1. Theoretical Framework

The proposed conceptual framework of this study is based on destination social responsibility theory (DSR) on destination image and revisits the intention of tourists from specific aspects including (1) environment-oriented DSR (Hu, Tuou, & Liu, 2019; Nguyen, Long, & Nguyen, 2019; Su & Swanson, 2017) (2) Economics and social activity-oriented DSR (Nguyen et al., 2019; Su & Swanson, 2017) (3) Human-oriented DSR (Nguyen et al., 2019) (4) Tourist-oriented DSR (5) Product and service quality-oriented DSR (6) Epidemics natural disasters-oriented DSR (7) Corporation social reponsibility-oriented DSR (Hu et al., 2019; Nguyen et al., 2019), destination image of a specific destination (Baloglu & McCleary, 1999; MacKay & Fesenmaier, 1997). Beerli and Martin (2004) proposed nine factors to measure and evaluate the destination image including (1) natural resources (2) general infrastructure (3) tourist infrastructure (4) tourist leisure and recreation culture (5) history and art political (6) economic factors (7) natural environment (8) social environment (9) atmosphere of the place. Moreover, the destination image is affected by DSR (Hassan & Soliman, 2021) and the revisit intention (Kozak, 2001; Long & Nguyen, 2018; Pratminingsih, Rudatin, & Rimenta, 2014).

2.2. Destination Social Responsibility

According to Su and Swanson (2017), DSR was considered a protective action by all stakeholders to enhance the social and environmental aspects of the destination beyond the economic benefits of organizations and individuals. Kasim (2006) stated that tourist activities have an adverse effect on the future of the tourism industry's sustainable growth as well as the natural and social environment. DSR minimized passive restrictions and supports sustainable development.

In addition, Lujun Su, Huang, and Huang (2018) stated that many participants in the tourism supply chain such as transportation, restaurants, hotels, travelagencies, stations and airports, etc. deal with the relative challenges of DSR affecting the economy, environment, culture and society of the destination. As a result, tourist associations and tourism management organisations at the destination often focus on development and appropriate requirements that encourage tourism firms taking part in the tourism supply chain to fulfil their social duty. Sheldon and Park (2011) found that tourism destination stakeholders would have created a competitive advantage through their social responsibility activities which could improve their competitiveness and sustainable development. Therefore, a destination is deemed socially responsible when all of its tourists exhibit responsibility in their activities. Residents and tourists would assess their performance on social responsibility. Moreover, Sheldon and Park (2011) also defined DSR as the collective ideology and efforts of destination stakeholders to conduct socially responsible activities as perceived by residents. DSR leads to sustainable development if all destination stakeholders have similar objectives and are willing to act because of the social benefits at the destination. Nguyen et al. (2019) pointed out that tourism enterprises' commitments help to contribute to sustainable economic development, employee corporations, their families

and the resident community improve living conditions and ensure benefits for both enterprises and the economy and society at a tourism destination through corporate social responsibility at the destination. The DSR of stakeholders in the tourism supply chain at the destination consists of various aspects, including tax payment, worker rights and benefits, customer and supplier benefits, environment protection, hygiene and food safety and disease prevention (Nguyen et al., 2019). According to Lujun Su et al. (2018), DSR was defined as the responsibility for socioeconomic, environmental and other stakeholders. DSR was also defined as the responsibility of other stakeholders such as residents and tourists to decrease the negative influences on the economy and environment. Similarly, Hu et al. (2019) concluded that the measure of DSR could be successfully developed from the findings of previous CSR studies. It included environmental responsibility, social economic responsibility, relative tourism corporation responsibility and quality reliability. Hassan and Soliman (2021) found that DSR had positive effects on image destination and revisit intention. DSR created economic benefits and welfare for residents which minimized the negative effects of tourism on the environment and culture.

Therefore, from previous findings, there were seven factors of DSR affecting the destination image and revisiting the intention of tourists including (1) environment-oriented DSR (Hu et al., 2019; Nguyen et al., 2019; Su & Swanson, 2017), (2) economics - social activity-oriented DSR (Nguyen et al., 2019; Su & Swanson, 2017), (3) human-oriented DSR (Nguyen et al., 2019), (4) tourist-oriented DSR, (5) product and service quality-oriented DSR, (6) epidemics and natural disasters-oriented DSR (7) corporate social responsibility-oriented DSR (Hu et al., 2019; Nguyen et al., 2019).

2.3. Destination Image

Destination image was considered a significant factor affecting tourists' holiday destinations. It resulted from the combination of a tourist's personal qualities and attractive policies at the destination (Baloglu & McCleary, 1999). Kotler, Haider, and Rein (1993) considered it a collection of tourists' truths, feelings and perceptions of the region's specialities and activities. In addition, the destination image was also knowledge, impression, presumption and the feeling of an individual or group thinking about a destination (Alcañiz, García, & Blas, 2009; Calantone, Di Benedetto, Hakam, & Bojanic, 1989). Wang and Hsu (2010) believed that destination image is created based on tourists' perceptions and feelings about the destination. Such a combination of perception and feeling created a destination image (Stern & Krakover, 1993). According to Ćulić et al. (2021), destination image and revisit intentions were affected by factors such as destination amenities, tourism infrastructure and accessibility, active family destinations, hospitality and services and social safety and economic values. There are a few experimental studies analyzing and evaluating factors affecting the destination image of a specific destination (Baloglu & McCleary, 1999; MacKay & Fesenmaier, 1997).

2.4. Revisit Intention

Revisit intention is defined as the intention of visiting a particular destination again. Tourists' revisit intention attracted the attention of tourism managers as it brought enterprises and residences benefits and local economic-social development (Pratminingsih et al., 2014). The revisit intention was also referred to as an intentional behavior (Long & Nguyen, 2018) which was defined as a planning intention to complete a particular behavior (Oliver, 1997).

Kozak (2001) pointed out that the revisit intention of tourists depended on the satisfaction level of their previous experience, destination image, local culture, tourism motivation, reliability, intangibility, sympathy and destination safety. Thus, in the tourism industry, the intention was known as repurchasing a tourism service, entertainment or revisiting a previously visited destination (Pratminingsih et al., 2014). Tourist revisit intention was affected by destination image (Hu et al., 2019; Pratminingsih et al., 2014; Su et al., 2018; Wang & Hsu, 2010), DSR (Hu et al., 2019; Long & Nguyen, 2018; Pratminingsih et al., 2014; Su et al., 2018; Su & Swanson, 2017), tourist satisfaction (Long & Nguyen, 2018; Pratminingsih et al., 2014), natural environment, residence, people and food (Long & Nguyen, 2018; Pratminingsih et al., 2014; Su et al., 2018), DSR and destination image (Hassan & Soliman, 2021).

2.5. Research Model

This paper further investigates the impacts of the following key factors through group discussions and expert interviews based on the above literature reviews: Long and Nguyen (2018); Nguyen et al. (2019); Pratminingsih et al. (2014); Su et al. (2018); Su and Swanson (2017) and Wang and Hsu (2010). It is suggested to quantify the effects of DSR on destination image and tourists' desire to return to tourism locations in the MD using a qualitative study. The MD region has faced natural disasters as well as the global epidemic situation such as COVID-19. Epidemics and natural disaster-oriented DSR should be carefully considered as an important factor affecting both destination image and revisit intention. Therefore, they recommended that this factor be added to the research model.

2.6. Environment-Oriented DSR

According to Cottrell and Graefe (1997), socially responsible behavior towards the environment is motivated by interest, commitment and natural environment protection. Cottrell (2003) and Lee (2011) argued that all activities with environmental responsibility, environmental protection and natural resource preservation lead to sustainable development. In order to be considered environmental responsibility, a behavior was demonstrated through activities associated with the community, environment protection and environmental regeneration such as waste reduction, waste recycling and energy saving. Environmental responsibility in the tourism sector was not just the responsibility of the destination, local residents or tourism management organisations but also the responsibility of tourists. According to Chiu, Lee, and Chen (2014), the responsible behavior of tourists towards the environment was to avoid or reduce damage to the environment. Lee, Kim, Lee, and Li (2012) claimed that tourists show environmentally responsible behavior when their activities strive to minimize negative influences on the environment and are conscious of environmental protection. The responsibility was not only the personal consciousnesses but also the environmental regulations, staff's and local people's awareness of environmental protection at the destination. Environment-oriented DSR is closely linked to destination image and destination impressions by tourists. Consequently, this research will evaluate the following hypotheses in light of this factor:

H₁: Environment-oriented DSR has a positive influence on the destination image at tourism destinations in the MD region.

H₂: Environment-oriented DSR has a positive influence on the revisit intention of tourists at tourism destinations in the MD region.

2.7. Economics and Social Activity-Oriented DSR

According to Nguyen et al. (2019), responsible activities in the tourism industry generat not only economic benefits but also sociocultural ones to ensure residential benefits and support local volunteering activities, tax payment and compliance with the law and business ethics. Kim, Uysal, and Sirgy (2013) asserted that tourism activities influence the growth of the economy, society and environment at a certain destination. For sustainable development, activities at the destination need to be socio-economic, cultural and environmentally responsible (Dahlsrud, 2008). Reducing negative impacts on the economy, environment, society and culture are all characteristics of a behaviour that is known to be responsible (Lujun Su et al., 2018). Therefore, this paper considers the following hypotheses:

H₃: Economics and social activity-oriented DSR has a positive influence on the destination image of tourism destinations in the MD region.

H₄: Economics and social activity-oriented DSR has a positive influence on the revisit intention of tourists at tourism destinations in the MD region.

2.8. Human-Oriented DSR

According to Nguyen et al. (2019), human-oriented DSR in the tourism industry reflects tourism corporate responsibility to employees and families by ensuring employees' rights and benefits, recognizing employees' contributions and building a fair work environment. Lujun Su et al. (2018) stated that employees' actions were to contribute to DSR and destination image through their work and interaction with customers. Therefore, employees were responsible for building a positive destination image and increasing the revisit intention of tourists (Sen & Bhattacharya, 2001). Hence, the impacts of this factor will be tested through the following two hypotheses:

H₅: Human-oriented DSR has a positive influence on the destination image at tourism destinations in the MD region.

H₆: Human-oriented DSR has a positive influence on the revisit intention of tourists at tourism destinations in the MD region.

2.9. Tourist −Oriented DSR

According to Su and Swanson (2017), a destination is considered socially responsible when it provides a safe and risk-free environment for tourists. Thus, social responsibility influenced the feelings and revisit intentions of the tourists (Su & Swanson, 2017). Nguyen et al. (2019) stated that the DSR is also reflected in the responsibility of the tourism stakeholders including suppliers, partners, employees and tourists. DSR is reflected in satisfing needs and ensuring rights and safety during the vacation (Nguyen et al., 2019). According to Sen and Bhattacharya (2001), the destination's positive DSR, particularly the tourist-oriented DSR will have an impact on visitor awareness and intent to revisit. Therefore, hypothses 7 and 8 are posited as:

H₇: Tourist-oriented DSR has a positive influence on the destination image at tourism destinations in the MD region.

H₈: Tourist-oriented DSR has a positive influence on the revisit intention of tourists at tourism destinations in the MD region.

2.10. Product and Service Quality-Oriented DSR

According to Nguyen et al. (2019), product and service quality-oriented DSR includes commitments to the quality of goods and services hygiene and food safety, products and services diversification and green products and services. Long and Nguyen (2018) claimed that the quality of products and services at the destination depends on the cuisine and supplemental services that represent the intangible culture. Tourists enjoy the cuisine and discover cuisine specialties (Ngoc & Trinh, 2015). According to Khuong and Phuong (2017), service quality influences the destination image through five factors: reliability, assurance, tangibility, empathy and responsiveness. Therefore, this paper will test the following hypotheses:

H_9: *Product and service quality-oriented DSR has a positive influence on the destination image of tourism destinations in the MD region.*

H_{10}: *Product and service quality-oriented DSR has a positive influence on the revisit intention for tourists on tourism destinations in the MD region.*

2.11. Epidemics and Natural Disaster-Oriented DSR

A well-implemented response to natural calamities boosted DSR, the perception of the place and tourists' intentions to revisit there (Hassan & Soliman, 2021). According to Su, Gong, and Huang (2020), the ability to be active and respond to unexpected events was a great DSR strategy for gaining the trust of tourists. Providing appropriate information, distributing resources among various tourists and taking precautions to protect the tourists are all examples of responsibility. (Hassan & Soliman, 2021; Su et al., 2020). Natural disaster-oriented DSR is identified in this study as a significant factor influencing visitors' intentions to return to a place based on findings from prior studies and expert opinions. Therefore, the following hypotheses will be tested:

H_{11}: *Natural disaster-oriented DSR has a positive influence on the destination image of tourism destinations in the MD region.*

H_{12}: *Natural disaster-oriented DSR has a positive influence on the revisit intention of tourists at tourism destinations in the MD region.*

2.12. Corporation Social Responsibility-Oriented DSR

Su et al. (2018) pointed out that many stakeholders participate in the tourism supply chain such as transportation, restaurants, hotels, travel agents, stations and airports. A destination is considered a DSR if all stakeholders in the tourism supply chain have acted responsibly in all their activities to support sustainable tourism development (Ngoc & Trinh, 2015; Su et al., 2018). According to Nguyen et al. (2019), the accountability of the concerned firms has an impact on their competitiveness. The corporation's social responsibility includes human-oriented DSR, activity-oriented DSR, partner-oriented DSR, environment-oriented DSR and product and service quality-oriented DSR. Therefore, hypotheses 13 and 14 are posited as:

H_{13}: *Corporation social responsibility-oriented DSR has a positive influence on the destination image of tourism destinations in the MD region.*

H_{14}: *Corporations social responsibility-oriented DSR has a positive influence on the revisit intention of tourists at tourism destinations in the MD region.*

According to Artuger and Cetinsoz (2017) and Hassan and Soliman (2021), the destination image (awareness and affection) has a positive influence on the revisit intention of tourists. Therefore, this paper will test the following hypotheses:

H_{15}: *The destination image has a positive influence on the revisit intention of tourists at tourism destinations in the MD region.*

3. Research Method

3.1. Measurement Instrument and Questionnaire Design

We measured all variables with several items adopted from the existing literature. The wording of the scales was modified slightly to fit the study's research context. Environment-oriented DSR was measured using a 5-item scale, economics social activity-oriented DSR was measured using a 4-item scale, human-oriented DSR was measured using a 5-item scale, tourist-oriented-DSR was measured using a 4-item scale, product and service quality-oriented CSR[1] and corporation social responsibility-oriented DSR was measured using a 5-item scale. All scales were adopted from Nguyen et al. (2019). Natural disaster-oriented DSR was measured using a 4-item scale adopted from Su et al. (2020). A 4-item scale based on Byon and Zhang (2010) and Hosany, Ekinci, and Uysal (2006) was used to measure destination image. Finally, revisit intention was measured using a 4-item scale adopted from Su et al. (2020). We measured all terms using a 5-point Likert scale from 1 (strongly disagree) to 5 (strongly agree). The questionnaire had three parts: the first dealt with participants' demographic information, the second dealt with the main concepts of the research and the third dealt with suggestions and recommendations for the questionnaire. Appendix 1 showcases the measurement items and sources.

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[1] CSR: Corporate social responsibility

3.2. Sampling and Data Collection

Non-probability sampling was used since the tourist population's sampling frame was unavailable. The hypotheses were tested using a convenience sample of individual tourists. A field study was conducted using online and offline surveys. A questionnaire was developed for the survey using constructs and items from the literature review. For this survey, the initial questionnaire was designed in English. Hence, we asked several bilingual researchers to assist us in translating the original questionnaire into a Vietnamese version and then translating it back into English. This cycle was repeated until no semantic discrepancy could be detected between the two versions of the questionnaire. A back-translation method was used to provide an accurate depiction of the text of the questionnaire in the target language (Tyupa, 2011). Then, the Vietnamese questionnaire was distributed to the respondents. A native speaker distributed the final version of the survey to minimize response bias and help respondents comprehend the statements accurately. The respondents had the option of completing the questionnaire online or on paper to increase their possibility of completing it.

Respondents were initially asked the filter question "have you ever visited any destination in the Mekong River"? Only respondents who answered "yes" were asked to complete the rest of the questionnaire based on their experience. Out of a total of 1000 questionnaires distributed, only 586 responses were collected. Among them, 76 were invalid because there were too many blank cells or all items were marked with one number. Consequently, 507 valid responses were used (50.7%) in the study. The sample size is above 500 which is reasonable for structural equation modelling analysis with more than 7 constructs (Hair, Black, Babin, & Anderson, 2010).

3.3. Measurement Model and Structural Model Assessment

The results from the statistical data analysis were used to assess the measurement and structural models to determine hypothetical relationships using Smart PLS software and the PLS-SEM[2] algorithm. The measurement model was estimated by the reliability, convergent validity and discriminant validity of the research instrument (Hair, Anderson, Tatham, & Black, 2006). The structural model and hypothesized relationships were then assessed using the bootstrapping results.

4. Research Result

4.1. Descriptive Statistics of Respondents

There were a total of 1,000 hard copies of the surveys sent to tourists using the travel at tourist locations in the MD to confirm the validity of the data. However, there were only 586 completed questionnaires. Among them, 76 were invalid because there were too many blank cells or all items were marked with one number. Consequently, 507 valid responses were used in the study. The data were input and processed with SPSS 26.0. Among the 507 valid responses, there were 247 females (48.7%) and 260 males (51.3%), 82 people in the age range of 18-35 (16.2%), 137 in the age range of 36-50 (27%), 179 in the age range of 51-60 (35.5%) and 109 older than 60 (21.5%). There were 83 people (16.4%) with annual incomes less than 10 million VND (16.4%), 135 were over 10-15 million VND (26.6%), 174 were over 15-20 million VND (34.3%) and 115 were over 20 million VND (22.7%).

4.2. Scale Reliability Tests

According to Table 1, the Cronbach's alpha coefficients of the scales are all higher than 0.7 (the lowest was the corporation social responsibility-oriented DSR factor, α = 0.853) and the corrected item-total correlation coefficients are greater than 0.3.

The model and hypotheses were examined using the Partial Least Squares (PLS) method. The internal consistency, convergent and discriminant validity and internal consistency of the reliability test were all evaluated through their loadings (see Tables 2 and 3). It should be noted that the measurement model had to exclude some components from various structures due to multicollinearity.

Table 1. Results of the scale reliability test

Coded	Observed variables	Cronbach's alpha
EO	Environment-oriented DSR	0.865
ESO	Economics and social activity-oriented DSR	0.862
HO	Human-oriented DSR	0.867
TO	Tourist-oriented DSR	0.905
PSO	Product and service quality-oriented DSR	0.858
ENO	Natural disaster-oriented DSR	0.896
CSRO	Corporation social responsibility-oriented DSR	0.853
DI	Destination image	0.897
RI	Revisit intention	0.901

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[2] SEM: Structural equation modeling

Table 2. Outer loadings

Item	OL	Item	OL	Item	OL
CSRO1	0.760	EO1	0.803	HO1	0.816
CSRO2	0.851	EO2	0.815	HO2	0.902
CSRO3	0.841	EO3	0.817	HO3	0.855
CSRO4	0.830	EO4	0.820	HO4	0.808
CSRO5	0.678	EO5	0.774	POS2	0.829
DI1	0.858	ESO1	0.848	PSO1	0.826
DI2	0.886	ESO2	0.847	PSO3	0.829
DI3	0.886	ESO3	0.849	PSO4	0.821
DI4	0.866	ESO4	0.818	PSO5	0.687
TO1	0.850	TO3	0.829	TO5	0.856
TO2	0.882	TO4	0.839		

4.3. PLS-SEM

Composite reliability (CR) exceeds in terms of internal consistency and convergent validity. Nunnally and Bernstein (1994) suggested a value of 0.7 as an adequate standard for reasonable reliability. CSRO5 and PSO5 are not accepted.

Table 3. The reliability and validity

Fornell-Larcker criterion										
	CR	AVE	CSRO	DI	ENO	EO	ESO	HO	PSO	RI	TO
CSRO	0.895	0.632	**0.795**								
DI	0.928	0.764	0.386	**0.874**							
ENO	0.928	0.763	0.264	0.682	**0.873**						
EO	0.903	0.650	0.136	0.344	0.227	**0.806**					
ESO	0.906	0.706	0.294	0.727	0.570	0.319	**0.841**				
HO	0.910	0.716	0.240	0.468	0.355	0.150	0.382	**0.846**			
PSO	0.899	0.641	0.220	0.512	0.400	0.212	0.405	0.195	**0.800**		
RI	0.931	0.771	0.395	0.853	0.735	0.361	0.727	0.478	0.543	**0.878**	
TO	0.929	0.725	0.275	0.657	0.541	0.201	0.541	0.362	0.425	0.722	**0.851**

In terms of convergent validity, all the constructs satisfy the AVE criteria proposed by Fornell and Larcker (1994) which state that each construct explains at least 50% of the variation of the assigned indicators. The criterion of discriminant validity is also met as the square root of the variance between the construct and its indicators (AVE) shown in the main diagonal values (in bold) is greater than the correlations between each construct and any other construct (the rest of the matrix).

The PLS-SEM algorithm shows the structural model's estimate and validation in Figure 1. After confirming the absence of multicollinearity (VIF[3]<5 for all indicators), the parameters were calculated using a 5000-sample bootstrap procedure. They were relevant in all cases (p<0.05) except for the direction between the parameters. Destination image (DI) is influenced by environment-oriented DSR (EO), economics-social activity-oriented DSR (ESO), human-oriented DSR (HO), tourist-oriented DSR (TO), product and service quality-oriented DSR (PSO), epidemics-natural disasters-oriented DSR (ENO) and corporation social responsibility-oriented DSR (CSRO) about 72.8% (R^2=0.728). Revisit intention (RI) is impacted by environment-oriented DSR (EO), economic and social activity-oriented DSR (ESO), human-oriented DSR (HO), tourist-oriented DSR (TO), product and service quality-oriented DSR (PSO), epidemics and natural disasters-oriented DSR (ENO) and corporation social responsibility-oriented DSR (CSRO) about 83.5 % (R^2=0.835).

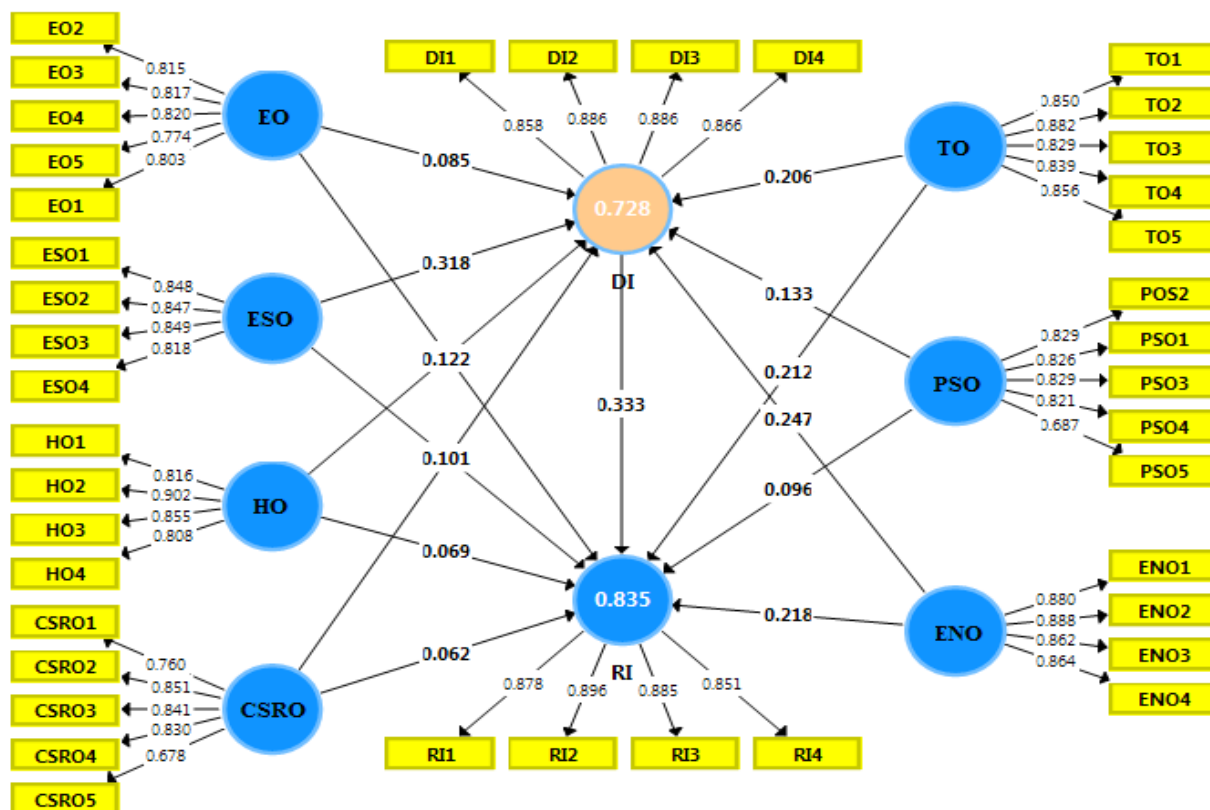[3] VIF: The variance inflation factor.

Figure 1. PLS-SEM.

Table 4. Path coefficients

Path	Coefficients	SE	T-value	P-value	Note
ESO -> DI	0.318	0.045	7.099	0.000	Accept H_3
ENO -> DI	0.247	0.041	6.026	0.000	Accept H_{11}
TO -> DI	0.206	0.035	5.949	0.000	Accept H_7
PSO -> DI	0.133	0.029	4.542	0.000	Accept H_9
HO -> DI	0.122	0.029	4.217	0.000	Accept H_5
CSRO -> DI	0.101	0.028	3.656	0.000	Accept H_{13}
EO -> DI	0.085	0.027	3.174	0.002	Accept H_1
DI -> RI	0.333	0.048	6.924	0.000	Accept H_{15}
ENO -> RI	0.218	0.032	6.828	0.000	Accept H_{12}
TO -> RI	0.212	0.034	6.286	0.000	Accept H_8
ESO -> RI	0.139	0.032	4.330	0.000	Accept H_4
PSO -> RI	0.096	0.025	3.904	0.000	Accept H_{10}
EO -> RI	0.071	0.023	3.109	0.002	Accept H_2
HO -> RI	0.069	0.022	3.175	0.002	Accept H_6
CSRO -> RI	0.062	0.019	3.218	0.001	Accept H_{14}

4.4. Hypothesis Testing

Table 4's analysis of the PLS-SEM model's results shows that all hypotheses are accepted. There are seven factors of destination social responsibility affecting destination image at tourism destinations in the Mekong Delta region with importance levels as follows: (1) Economics-social activity-oriented DSR (β = 0.318) (2) Natural disaster-oriented DSR (β = 0.247) (3) Tourist-oriented DSR (β = 0.206) (4) Product and service quality-oriented DSR (β = 0.133) (5) Human-oriented DSR (β = 0.122) (6) Corporation social responsibility-oriented DSR (β = 0.101) (7) Environment-oriented DSR (β = 0.085).

This study verified that seven factors of destination social responsibility and destination image affect the revisit intention of tourists as follows: (1) destination image (β = 0.333) (2) Natural disaster-oriented DSR (β = 0.218) (3) Tourist-oriented DSR (β = 0.212) (4) Economics-social activity-oriented DSR (β = 0.139) (5) Product and service quality-oriented DSR (β = 0.96) (6) Environment-oriented DSR (β = 0.071) (7) Human-oriented DSR (β = 0.069) (8) Corporation social responsibility-oriented DSR (β = 0.062).

5. Conclusion and Managerial Implications

5.1. Discussion

The research results illustrated that DSR factors from the study of Nguyen et al. (2019) affect the destination image and revisit intention of tourists. The two factors (economic social activity-oriented DSR and tourist-oriented DSR) had the strongest influence on destination image and revisit intention. This result showed differences with the study by Nguyen et al. (2019).

According to experts on Vietnam tourism, catastrophic events and epidemics might occur at any time in Vietnam and throughout the world. In Vietnam, there were not too many studies relating to natural disaster-oriented DSR affecting destination image and revisit intention. This study shows new contributions and additions to Nguyen et al. 's study (2019) about social responsibilities. First, epidemics and natural disasters -oriented DSR and corporation social responsibility-oriented DSR have a positive influence on destination image which is in line with studies by Byon and Zhang (2010) and Hosany et al. (2006). Second, natural-disasters focused DSR and corporationsocial-responsibility-focused DSR also have a positive impact on revisit intention which is also consistent with Su et al. (2020) and with the factor of completed revisit intention that Long and Nguyen (2018) did not address.

5.2. Conclusion

This study intends to examine the effects of destination social responsibility (DSR) on the destination image and revisit tourist intentions for the sustainable development of the destinations in the MD region of Vietnam. The research results show that seven factors affect the destination image and tourist revisit intention including (1) Economics social activity-oriented DSR (2) Epidemics and natural disasters-oriented DSR (3) Tourist-oriented DSR (4) Product and service quality-oriented DSR (5) Human-oriented DSR (6) Corporation social responsibility-oriented DSR (7) Environment-oriented DSR. In addition, the study also demonstrates that the Mekong Delta has the largest and most favourable effects on visitors' intentions to revisit. The destination image in the MD is expressed through factors such as the natural environment, affective, accessibility and destination personality. This study suggests some practical implications for developing appropriate DSR policies in order to enhance the image of the destination and reevaluate tourist intentions for locations in the Mekong Delta based on such findings.

5.3. Managerial Implications

First, epidemics and natural disaster-oriented DSR are affecting both the destination image and the revisit intention of tourists to the destinations. Therefore, destination managers in the MD region need to develop strategies, plans and regulations for residents and tourists to deal with epidemics and natural disasters. In the COVID-19 pandemic, the local provinces should take proper action to protect residents and their tourists. Specifically, the authorities of these provinces in the MD need to pay attention to the propaganda and education of people's self-awareness, organizations in the prevention of natural disasters and epidemics and providing adequate information regardless of tourists and local people in disease and disaster prevention.

Second, economics social activity-oriented DSR has been identified as the most important factor affecting both the destination image and the revisit intention of tourists at tourism destinations. Hence, tourism destinations in the MD need to develop strategies associated with local socio-economic benefits, including: (1) Destinations ensure legitimate rights and benefits for employees, hygiene and food safety protects the benefits of consumers, seriously implement the environment and natural resource protection. (2) Destinations need to regularly take part and organize activities such as entertainment, sports, food, etc. for employees. (3) Destinations need to take part in and organize social activities such as charity houses, helping deserved people, the poor, etc. to organize fundraising and donate objects for charity organizations and the poor.

Third, tourist-oriented DSR is also affecting both the destination image and the revisit intention of tourists at tourism destinations. Therefore, destination managers in the MD region need to issue regulations for tourism destinations participating in the tourism supply chain to ensure security, safety and responsibility towards tourists as well as the provision of services with the right quality and commitment to tourists. In addition, the authorities of these provinces in the MD should pay attention to propagating and educating about self-discipline and business ethics among individuals or enterprises participating in the tourism supply chain at the destinations.

Fourth, product and service quality-oriented DSR is affecting the destination image and the revisit intention of tourists at tourism destinations. Thus, tourism destinations in the MD need to build tourism product-service strategies associating with local tourism brands as follows: (1) Destinations need to improve the quality of tourism products and services by developing a process for ensuring quality and product delivery timing. The managers of the destinations should issue rules for the development and application of quality assurance standards by accredited organizations. Tourism organisations should register with the government to examine and preserve the quality of their goods and services to gain the trust of tourists. (2) Increasing the variety of product and service systems such as resort, discovery, sports, festival, religious and research

tourism to develop new tourism products and services. (3) Make a distinction between the goods and services (particularly food) that are linked to nature, tourism, sustainable agriculture and disease prevention.

Fifth, human-oriented DSR is also one of the factors affecting both the destination image and the revisit intention of tourists at tourism destinations. Hence, tourism destinations in the MD need to have reasonable development strategies specifically: (1) Organize training and retraining of knowledge and professional skills in the tourism industry for employees at universities and accredited international educational organizations. (2)Promote college and university participation in training programmes and internships for students focusing on tourism to increase the calibre of the labour force. (3) Build strategies to attract and retain good human resources to ensure rights and benefits for employees. (4) Take support from the project "development on tourism human resources" by the General Department of Tourism funded by the European Union to develop trainer teams for tourism enterprises to prepare tourism human resources development in the future as Vietnam has well integrated with the ASEAN[4] community.

Sixth, corporations social responsibility-oriented DSR also has positive impacts on the destination image and the revisit intention of tourists at tourism destinations. It is therefore important for enterprises to keep their commitments and perform their responsibilities towards their customers, employees, product-service quality and localities. In addition, they should contribute to local sustainable economic development and coordinate with local communities in epidemic prevention and environmental protection. Hence, tourism destinations and businesses must develop concepts and objectives that align with the aforementioned criteria in order to protect the reputation of the location and encourage tourists to revisit.

Last, environment-oriented DSR influences both the destination image and the revisit intention of tourists at tourist destinations. Hence, tourism destinations in the MD need to develop strategies associated with environmental protection, eco-tourism and prevention to overcome the epidemic. Therefore, the tourism locations in MD should create policies and guidelines for protecting the environment and preventing disease for both employees and tourists. In addition to the regulations and rules, the destinations need to build a sense of environmental protection and disease prevention for each employee and tourist in all activities.

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[4] ASEAN: Association of Southeast Asian Nations.

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Appendix 1. Scale items.

Factor	Items	Reference
Environment-oriented DSR	Fulfilment of environmental duty	Nguyen et al. (2019)
	Assurance of food safety standards	Nguyen et al. (2019)
	Protection of ecological environment and natural resources	Nguyen et al. (2019)
	Connection between development strategy and environmental protection/ reconstruction	Nguyen et al. (2019)
	Environmentally building of destination brand	Nguyen et al. (2019)
Economics - social activity - oriented DSR	Charity activities for the poor, handicapped, orphans and so on	Nguyen et al. (2019)
	Supports for charitable organizations	Nguyen et al. (2019)
	Connection between business culture development strategy and the local and native cultures	Nguyen et al. (2019)
	Legal responsibility/obligation	Nguyen et al. (2019)
Human – oriented DSR	Development training for HR skill and knowledge	Nguyen et al. (2019)
	Fair management of workforce	Nguyen et al. (2019)
	Assurance of legal rights and benefits of employees	Nguyen et al. (2019)
	Fair opportunities for the employee development	Nguyen et al. (2019)
	Local employee recruitment	Nguyen et al. (2019)
Tourist – oriented DSR	Understanding of the needs and tastes of customers	Nguyen et al. (2019)
	Adaptation to the changes in business environment	Nguyen et al. (2019)
	Sufficiency of information in marketing strategies provided to tourist	Nguyen et al. (2019)
	Assurance of the rights and benefits of tourist	Nguyen et al. (2019)
Product and service quality-oriented DSR	Linkage between tourism products/services to their origins	Nguyen et al. (2019)
	Diversity of tourism products/services	Nguyen et al. (2019)
	Assurance of quality of provided products/services	Nguyen et al. (2019)
	Innovation of tourism products/services	Nguyen et al. (2019)
	Tourism products/services promoting green environment	Nguyen et al. (2019)
Epidemics - natural disasters - oriented DSR	The destination launched the campaign because it truly cares about the public	Su et al. (2020)
	The destination has a genuine concern for the welfare of their tourists	Su et al. (2020)
	The destination really cares about providing a better environment to its stakeholders	Su et al. (2020)
	The destination is trying to give something back to the community	Su et al. (2020)
Corporation social responsibility - oriented DSR	Social activity–oriented corporate social responsibility	Nguyen et al. (2019)
	Product and service quality–oriented corporate social responsibility	Nguyen et al. (2019)
	Partner-Oriented corporate social responsibility	Nguyen et al. (2019)
	Environment-Oriented corporate social responsibility	Nguyen et al. (2019)
	Human-Oriented corporate social responsibility	Nguyen et al. (2019)
Destination image	Natural environment	Byon and Zhang (2010)
	Affective	Hosany et al. (2006)
	Accessibility	Hosany et al. (2006)
	Destination personality	Hosany et al. (2006)
Revisit intention	I expect that I will visit the destination in the future	Su et al. (2020)
	I prefer to visit this destination relative to other destinations	Su et al. (2020)
	If everything is as I expected, I will plan to visit the destination	Su et al. (2020)
	I really want to visit this destination	Su et al. (2020)