Unveiling the Path to Destination Excellence: Exploring the Nexus of Destination Social Responsibility and Destination Personality

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Abstract

The paper explores the Destination Social Responsibility (DSR) concept and its progression from Corporate Social Responsibility in the social, economic, and environmental domains. The investigation further examines the relationship between destination social responsibility and Destination Personality through sincerity, excitement, and conviviality. An empirical investigation was conducted on a sample of 319 tourists who visited J&K to analyze the association between DSR and Destination Personality. The collected data was analysed using Smart-PLS software. The empirical results of the research yielded significant relationships, which provide insightful implications regarding the factors that affect the personality of a destination. Therefore, this study significantly contributes to the current literature on destination social responsibility and destination personality, offering a new perspective that tourism professionals and stakeholders can utilize. This evaluation represents the initial examination of destination social responsibility and destination personality variables. It offers valuable insights to stakeholders in enhancing their activities that contribute to destination social responsibility, ultimately improving the destination's personality. This research aims to fill the aforementioned gaps related to the impact of the three dimensions of DSR on destination personality. The study indicates that emphasizing environmentally sustainable, economically viable, and socially responsible behaviour can serve as a means of selecting the most viable options for a destination.

Keywords:Destination social responsibility; environment; social; economic; destination personality

Introduction

Tourism is heavily reliant on the generosity of the natives, and their support is critical for its growth, efficient functioning, and sustainability. Acknowledging their views and beliefs about the consequences of tourism development in their region of residence and daily lives can help minimize adverse reactions and maximize the success of focused marketing actions (Coccossis & Tsartas, 2001). It is common for travellers to base their travel decisions more on their

impressions of a destination than their actual behaviour (Papadimitriou et al., 2018). Many existing marketing studies have found that socially responsible activities have a positive impact on a variety of customer-related outcomes. Individuals who lack physical exposure to a specific destination are vulnerable to the persuasive impact of marketing efforts intended for tourists. As a result, they may develop an inclination towards more favourable but inaccurate perceptions of the destination (Fakeye & Crompton, 1991)., Visiting a place in person provides an opportunity for the visitor to gain a comprehensive understanding of the location's attributes and amenities, thus allowing for a more accurate and authentic perspective (Baloglu& McCleary, 1999). Not unexpectedly, people closest to the location, particularly local inhabitants, have a more personal understanding of the area and its features (Walmsley & Young, 1998). Each local will have a unique understanding of how the variety of components of a destination's image relate to each other. This is because their familiarity with the area encompasses a wide range of activities and occurs on a regular basis. Locals may promote their area as tourism ambassadors by emphasizing its benefits and distinctive features and enticing kiths and kins to visit there (Simpson & Siguaw, 2008).

Additionally, they enhance visitors' vacation enjoyment by interacting with them personally or professionally. Schroeder (1996) claimed that residents should be more aware of the advantages and resources available in their community since they may directly affect the perception of non-residents via communication and interactions. Customers are unwilling to purchase products or services from businesses with weak or non-existent social responsibility policies. According to this interpretation, visitors do not appear satisfied with tourist attractions or travel locations that do not respect the environment or exhibit socially irresponsible conduct toward locals. Since visitor satisfaction is the primary element directly affecting a destination's success, researching how socially responsible activities affect visitor satisfaction and the destination's personality is crucial. Tourism organizations involved in strategic corporate social responsibility (CSR) incorporate conscientious behaviour within their operations (Camilleri, 2019; Carroll & Shabana, 2010; Van, 2003). The implementation of strategic CSR initiatives within the hospitality sector has the potential to significantly improve the overall workplace atmosphere through the provision of equitable employment opportunities to both regional and migrant workers, the promotion of a safe and healthy working environment, fair compensation and acknowledgement for all staff members, regular opportunities for professional development, a balance between work and personal life, and additional benefits (Camilleri, 2016). Further, it could reduce challenges by providing local, sustainable, and fresh food to their customers, reducing food waste through recycling, using less energy, reducing greenhouse gas emissions, using eco-friendly products, etc. (Camilleri, 2019). More and more companies are beginning to recognize the significance of CSR and its impact on their overall business operations (Carroll & Shabana, 2010; Porter & Kramer, 2006). Their goal in engaging in strategic CSR activities is to boost earnings while adding value to society (Camilleri, 2017; Lantos, 2001). Engaging in commendable activities builds a firm's brand identity and reputation, which enhances a destination's personality (Rhou et al., 2016). As a result, hospitality businesses have a chance to educate their stakeholders on their CSR approaches. Their ability to generate revenue depends on stakeholders' understanding of their social and environmental obligations (Camilleri, 2016). The hotel sector's strategic CSR practices still the subject of a few recent contributions but with some notable exceptions.

There is sufficient literature available that shows that businesses or brands that are socially responsible possess different perspectives of their image in the minds of customers (Lee et al., 2022; Putra et al., 2019; Dapi& Phiri, (2015), but most little such research is available in the tourism sector. Therefore, this study will be the first to bridge the gap by extending this concept to the tourism sector.

Review of literature

When a destination is socially responsible, it casts a different image on the mind of tourists and hence molds their preconceived image or personality of the destination. A destination that nurtures its environment attracts the attention of tourists towards itself and inculcates caring and eco-friendly behaviour in them. Hence, the destination's social responsibility can modify the destination's personality, which in turn possesses the capacity to modify the tourist behaviour.

Corporate social responsibility and destination social responsibility

Artistic and environmental resources are essential to tourism destinations. As a result, it is necessary to highlight socially acceptable activities to encourage tourism while protecting natural resources from degradation (Sheldon et al., 2011; Mugauina et al., 2020). The CSR literature has historically only addressed the company's obligations as an autonomous entity. This perspective would consider a business' sense of obligation to the neighbourhood and environment in which it works. However, it ignores the cumulative impact of socially responsible actions by associated parties, such as those you may see at a tourist site. Responsible business practices are crucial in the tourism sector since the growth of tourist destinations strongly depends on natural and cultural assets (Sheldon & Park, 2011). The responsible preservation and expansion of said resources are imperative in guaranteeing sustainable development. The term "CSR", as posited by Molinillo et al. (2022) and Su et al. (2017), pertains to business initiatives that transcend legal requirements geared towards enhancing societal well-being.

Table 1: Prior studies display the impact of CSR on Branding

Author/Year	Respondents	Findings
Swaen&Chumpitaz (2008)	Cosmetics and branded sportswear consumers (Belgium)	CSR actions influences Trust levels
Mishra & Mohanty (2013)	Four brands of beverages	CSR Influences the Personality of the Brand
Dapi& Phiri, (2015)	Mobile phone service providers	CSR initiatives lead to better Brand Image and Brand Loyalty
Singh & Verma, (2017)	20 Indian corporations (listed on the Bombay Stock Exchange-500, i.e., BSE-500)	CSR activities positively affect the brand performance
Putra et al. (2019)	Companies of Malang, Indonesia	CSR affects the Brand Personality
Salehzadeh et al. (2018)	Customers of Iranian banks in four big cities of Iran	CSR has a substantial impact on Brand
Muflih, (2021)	Customers of Islamic banks of Bandung, West Java, Indonesia	CSR influences the customer loyalty
Lee et al. (2022)	Incheon International airport, Korea	CSR positively affects the Brand Image

Numerous researchers have focused on tourism destinations and CSR (Su et al., 2019; Gursoy et al., 2019; Su et al., 2017). Previously, researchers have conducted and executed research studies that delve into the CSR initiatives within the tourism sector, with a focus on various industries related to tourism, including the aviation industry (Lee et al., 2018), cruise-line industry (Font et al., 2016), restaurants (Su et al., 2019; Supanti et al., 2019), casinos (Youn et al., 2018; Lee et al., 2013), accommodation sector (Wong et al., 2022; Su et al., 2019) and other tourism-related contexts (Theodoulidis et al., 2017; Inoue & Lee, 2011).

The notion of Corporate Social Responsibility (CSR) in tourism has been expanded by the gradual adoption of the term "destination social responsibility" (DSR), which focuses on the destination's economic, environmental, stakeholder social and volunteer components. Local wards in tourist sites perceive the impact of tourism to be the sum of all actions conducted by the stakeholder at a location (Su et al., 2018). Following that, Su et al. (2017) clarify that DSR encompasses stakeholder actions that maintain and promote the social and environmental

stakes of a whole destination and the economic interests of individual firms." As a result, competitive destination development promotes the conservation of natural and cultural resources while improving residents' well-being (Goffi&Cucculelli, 2019). Tourism's growth is critically impacting some places, causing resource depletion, waste production, and environmental deterioration. It has become increasingly evident that in order to attain sustainable growth in tourism, it is imperative for all stakeholders of a particular destination to collaborate and fulfil their social obligations (Sheldon & Park, 2011). The concept of DSR encompasses the recognition of duties and actions that are applicable to all stakeholders, comprising tourists, local inhabitants, personnel, investors, governmental entities, manufacturers, and competitors, thereby emphasizing the need for collective involvement in sustainable tourism practices (Su et al., 2017). In recent times, more tourist locations have taken a proactive approach towards promoting social responsibility initiatives, such as engaging local communities in tourism, implementing sustainable environment management practices, and enhancing public relations (Inoue & Lee, 2011). These efforts are aimed at fostering a more sustainable and responsible tourism industry that benefits all stakeholders involved.

According to Felicetti (2016), sustainability is "increasing and sustaining human well-being continuously without compromising the life-sustaining systems on which it depends". In light of this, the achievement of sustainable tourism calls for a joint and mindful exertion by all tourism firms to give importance to ecological and societal issues in their day-to-day activities (Farrell & Twining-Ward, 2005). Participating in socially responsible activities becomes crucial when the product encompasses both the physical and social aspect of the environment.DSR is a strategy for establishing long-term sustainability and advocates for an ongoing commitment by relevant parties to support economic growth while enhancing community and societal well-being (Su et al., 2017). Tourism has extensive adverse effects that must be reduced to benefit the physical and social environments and the industry's long-term viability (Kasim, 2006). Destination-based businesses are responsible for acting in the environment and society's overall best interests. Engaging in socially responsible initiatives can bring direct and indirect benefits to organizations operating in the tourism sector, benefiting society as a whole and improving business performance (Kasim, 2006).

Table 2: Prior studies showing impact of DSR in tourism sector

Author/Year	Respondents	Findings
Su& Swanson (2017)	Visitors of a tourist destination in China	DSR has a positive influence on destination designation
Su et al., (2017)	Inhabitants of an age-old town in South China	DSR influences residents' identification, overall community satisfaction, and residents' trust.
Su et al., (2018)	The tourist spot of Xiamen, China	DSR enhances residents' positive perception of tourism impacts, elevates overall sense of community pridefulness and fosters the adoption of environmentally responsible conduct of residents.
Tran et al., (2018)	Tourists	DSR positively affects tourist satisfaction
Su et al., (2018)	Residents living in the Phoenix Ancient Town in China	DSR improves the perception of beneficial impact of tourism among residents.
Su et al., (2020)	Chinese university	DSR has an impact on trust of a tourist on a destination, as well as their subsequent intention to visit the destination.
Su et al., (2020)	Tourists	Tourists' intention to visit a particular destination is influenced by the DSR initiatives of said destination.

Additionally, the literature emphasizes the crucial role that better management and strategic planning can play in destination development, which may eventually result in the sustainable growth of the tourism sector (Khan et al., 2021; Su et al., 2017). Therefore, an organization's participation in socially responsible activities enhances the well-being of the neighbourhood community (Su et al., 2019). DSR enhances the link between a destination and its citizens, increasing economic effectiveness (Khan et al., 2021). It may also lessen the impact of tourism-related activities on the environment, socio-cultural, stakeholders, and most other community

members (Su et al., 2022). Then, as posited by the social exchange theory (SET), locals may make a meaningful contribution to help Sustainable tourism development.

Based on SET, Su et al. (2018) also propose that socially responsible activities foster community support for tourism growth (Nunkoo, 2016). Furthermore, investigations confirm that DSR considerably impacts inhabitants' perceptions, ecologically friendly behaviour, and general communal happiness, potentially improving tourism locations' sustainability (Su et al., 2022; Khan et al., 2021; Su et al., 2019).
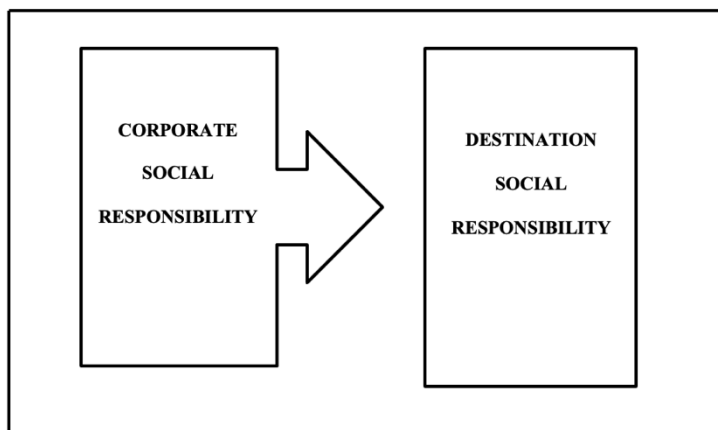
Theoretical model

Figure 1. Theoretical model

Destination personality

In today's world, businesses and organizations compete over goods and services and consumers' image of those goods and services. The brands that stand out considerably improve their business performance (Colucci et al., 2008; Warlop et al., 2005). The primary motivation behind branding is one's passion to be someone of significance, that is, to have an individual identity (Bastos & Levy, 2012). The personal aspects that influence the purchasing behaviour of a consumer can be depicted by analyzing the human characteristics associated with the brand (Rajeev et al., 2013) and the set of these human aspects associated with the label is termed as brand personality (Aaker, 1997). Consumers expect that brands they utilize will exhibit high moral standards and conscientiousness, which constitutes brand personalization (Ghosh et al., 2013), as opposed to human personality, which is characterized by an individual's behavior towards others in numerous interpersonal situations (García-Salirrosas& Gordillo, 2021). Aaker, in 1997, advanced branding research through the "brand personality scale" (BPS). Sincerity, excitement, competence, sophistication and ruggedness are the five dimensions, with 42 items constructed by the Aaker.

The combination of tangible and intangible products of a destination enables one to view it as a brand (Ekinci&Hosany, 2006; Hosany et al., 2007). Due to the high levels of product similarity and expanding substitutability, promoting a destination's functional features no longer helps the destination draw tourists (Usakli&Baloglu, 2011). Destination branding is an effective marketing technique for destination management organizations (DMOs) to unite stakeholders behind a single theme and promote destinations' attributes (Ritchie & Ritchie, 1998). Brand personality is touted as a crucial element of a successful brand and is equally essential in destination branding (Murphy et al., 2007). Therefore, it can be posited that tourists establish brand personalities about tourist destinations (Destination Personality) as an amalgamation of human like characteristics associated with a particular destination rather than

the perspective of the indigenous population (Ekinci&Hosany, 2006 and Ekinci&Hosany, 2006). Using BPS given by Aaker, Sincerity, Excitement, and Conviviality were the three dimensions pertinent to tourism (Sahin&Baloglu, 2011; Hosany et al., 2007; Murphy et al., 2007).

Destination personality can be created indirectly through marketing initiatives like a collaborative advertisement or destination media construction (Cai, 2002; Ekinci&Hosany, 2006) and slogans or taglines (Usakli&Baloglu, 2011). It is tied to a range of positive associations and memories that a tourist possesses (Kumar, 2016). Tourists can form a favourable perception of a destination with effective marketing and destination personality management (Ha, 2016). Also, deciding and choosing a destination relies mainly on the individual's apprehension of the destination's personality (Chi et al., 2018). Hence, destination marketers should create marketing plans that highlight the destination's personality (Usakli&Baloglu, 2011).

CSR and brand personality

A set of traits can be constructed to describe a personality with a marked inclination to social responsibility (García-Salirrosas & Gordillo, 2021). Studies show buyers are likelier to design an emotional bond with businesses; they believe they share their values and allow them to do well. So, brand behaviours that uphold the consumer's goals and values are likely to strengthen the nature of the relationship (Ashforth, 1998; Bhattacharya et al., 1995; Elsbach, 1998; Lichtenstein et al., 2004; Sen & Bhattacharya, 2001). According to Freling (2011), brand personality affects consumers' attitudes and cognitive associations with brands and causes customers' emotions. A brand's activities and assumed motives are the foundation of a customer's relationship with the brand (Aaker et al., 2004; Fournier, 1998). If a brand participates in actions the community disapproves of or deems immoral, it will eventually lose its viability (Ghosh et al., 2013). Corporate Social Responsibility (CSR) has the potential to serve as a viable approach to enhance the brand image of an organization. The growth and development of a brand's identity can be significantly influenced by the CSR initiatives undertaken by a company (Ghosh et al., 2013). To ensure survival in the present competitive market, it is crucial that the structure of a brand is formulated in context of the increasing consumer attention towards environmental and social concerns (García-Salirrosas & Gordillo, 2021).

The concept of goal congruence in the brand personality framework acknowledges the potential for a reciprocating relationship between the brand personality and the customer, whereby the customer may be inclined to buy from a socially responsible brand as it enables them to express their own values and beliefs (Madrigal & Boush, 2008). Indulging in CSR activities will boost the brand's personality and make it kinder to individuals and communities, making it more appealing to prospective and current customers (Ghosh et al., 2013). It is a crucial component in promoting brand distinction, brand information, trust and loyalty by influencing customers' choices and usage, and it also promotes individuality and brand affiliation of customers through self-expression (García-Salirrosas & Gordillo, 2021).
Based on above debated literature following hypotheses are proposed:

> *H1: Destination Social Responsibility positively influences the Destination Personality.*
> *H1a: Environmental factors positively influence the Destination Personality.*
> *H1b: Social factors positively influence the Destination Personality.*
> *H1c: Economic factors positively influence the Destination Personality.*

Research methodology
Research framework

The principal purpose of this research study is to thoroughly examine and assess the impact of "Destination Social Responsibility" on the overall "Destination Personality" within the specific context of Kashmir Valley. In order to accomplish this objective, a comprehensive and thorough examination of the pertinent literature concerning these variables has been undertaken, resulting in the creation of the following research framework (Figure 2).
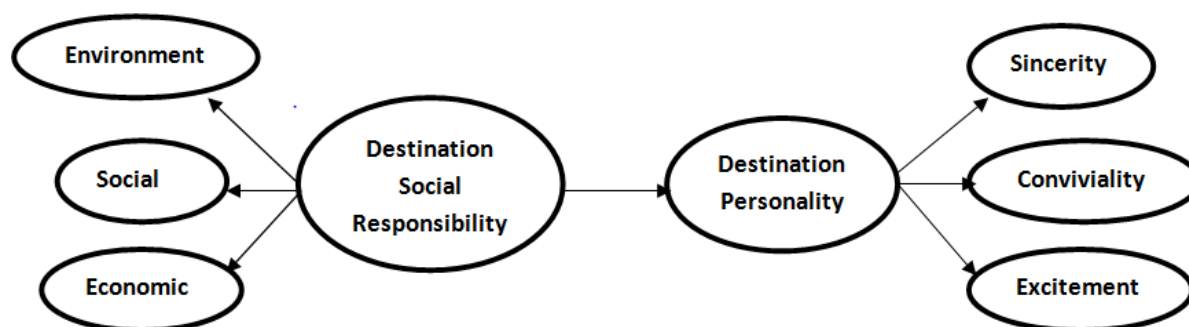

Figure 2: Research framework

Research design

The present study has employed a quantitative research methodology, embracing an instrument developed from prior studies. In order to ensure the reliability and validity of the instrument, it was rigorously tested before collecting the empirical data. To delve into the crux of the investigation, five experienced researchers, four distinguished faculty members, and three industry specialists conducted a preliminary analysis of the instrument. Once the preliminary testing was concluded, the questionnaire was administered to thirty-five subjects in the pilot study to evaluate its reliability. The reliability of each construct was remarkably higher than the threshold value of 0.70, as Nunnally (1978) prescribed.

The current study involved collecting a set of constructs from pre-existing validated scales, which were subsequently modified to align with this study's particular demands.
In the course of the ongoing investigation, the researchers evaluated the concept of Destination Social Responsibility by implementing a comprehensive framework encompassing the three distinct yet interrelated domains of social, economic, and environmental considerations. The DSR was measured utilizing the scale introduced by Su et al. (2020), which provided a robust and meticulous assessment tool. In our study, we employed three dimensions, each consisting of nine items, to measure and analyse DSR thoroughly.

The present study involved adapting DP items from the works of Ekinci & Hosany (2006). It is noteworthy that the scholars, as mentioned earlier, pioneered the conceptualization and measurement of tourism DP, which they delineated into three fundamental dimensions: conviviality, sincerity, and excitement. Significantly, Ekinci et al., (2007) conducted a comprehensive assessment of the DP of an entire region, laying the foundation for future studies in this domain. In our study, we followed the same three-dimensional approach. We employed six items to measure sincerity, four to gauge excitement and three to assess conviviality, thus ensuring that we maintain consistency with previous research endeavours.

According to Anderson and Gerbing (1988), the data analysis process is comprised of two distinct stages. The first phase entailed utilizing confirmatory factor analysis (CFA) to appraise the reliability and validity of the measuring instrument. The second phase involved the assessment of the proposed hypotheses via structural equation modelling (SEM).

Results

Characteristics of participants

The study involved a group of participants who were selected to represent a diverse cross-section of the population. The sample comprised 207 males, 64.9% of the total respondents, and 112 females, accounting for 35.1%. Most participants, constituting 40.8% of the sample, were 30-49 years old, while 31.9% and 27.3% were 18-29 years old and over 50 years old, respectively. Moreover, a considerable % of the respondents, i.e., 53.3%, identified as business persons, whereas 30.4% were government employees, and 16.3% were unemployed. A significant proportion of the participants, namely 162 individuals, were first-time visitors, while 157 respondents were repeated visitors, representing 50.8% and 49.2% of the sample, respectively.

Table 3 Demographic profile of respondents

Characteristics	Profile	Number (n)	Percentage
	Male	207	64.9%
Gender	Female	112	35.1%
	18-29 years	102	31.9%
	30-49 years	130	40.8%
Age	Over 50 years	87	27.3%
	Govt. Employed	97	30.4%
	Business	170	53.3%
Occupation	unemployed	52	16.3%
	Yes	162	50.8%
First time visitors	No (Repeated Visitor)	157	49.2%

In summation, Table 3 uncovers that a sample was predominantly composed of males, with a substantial proportion falling within the age bracket of 30-49 years. The participants exhibited various occupational backgrounds, with businesspersons constituting the majority. The examination also indicated that a significant proportion of the travellers were visiting for the first time. However, there was a minimal variance between first-time and repeat visitors. These findings provide a thorough understanding of the demographic characteristics and preferences of the examined population.

Reliability analysis

Reliability is predicated on an instrument's capacity to correlate with other sample scale items that measure the same construct, i.e., internal consistency (Carron et al., 1985). In order to ascertain the reliability of the instrument, the Cronbach's alpha coefficient was utilized. Following Nunnally (1978), a Cronbach's alpha of 0.70 or higher denotes that the measuring scale utilized to quantify a construct is moderately dependable. The results of the reliability test are succinctly outlined in Table 4 below.

Table 4 Results of reliability test

Dimension	No. of items	CronbachAlpha (α) Value
Environmental	03	.932
Social	03	.849
Economic	03	.870
Destination Social Responsibility	**09**	**.955**
Sincerity	05	.945
Excitement	04	.888
Conviviality	03	.892
Destination Personality	**12**	**.960**
Overall Scale	**21**	**.978**

Note: Cronbach Alpha (α) for all the constructs is above the threshold level 0.70

Measurement model

Table 5 depicts that the CR value for each construct surpassed the norm of 0.7, indicating adequate internal consistency (Hair et al., 2017). Additionally, there was support for convergent validity as factor loadings and all AVE values exceeded the guided threshold (Hair

et al., 2017). Since our model contained two second-order constructs, namely destination social responsibility and destination personality, we used a two-stage procedure to assess our measurement model (Sarstedt et al., 2019). The central measurements, as latent variables, were recast into indicators of variables. All items demonstrated factor loadings of greater than 0.5 for their corresponding sub-scales. Furthermore, the CR and AVE values too surpassed 0.7 and 0.5, respectively, indicating sufficient convergent validity of the second-order constructs. Therefore, destination social responsibility and personality were regarded as second-order reflective constructs. The results are exhibited in Table 5.

Table 5Results of the overall measurement model

Construct	Item	Factor Loading	CR (above 0.7)	AVE (above 0.5)
	Env1	0.963		
Environmental	Env2	0.903	**0.934**	**0.881**
	Env3	0.949		
	Soc1	0.825		
Social	Soc2	0.919	**0.861**	**0.768**
	Soc3	0.883		
	Eco1	0.797		
Economic	Eco2	0.944	**0.899**	**0.795**
	Eco3	0.927		
	Environmental			
Destination Social Responsibility	**Social**		**0.962**	**0.742**
	Economic			
	Sin1	0.927		
	Sin2	0.894		
Sincerity	Sin3	0.949	**0.947**	**0.821**
	Sin4	0.855		
	Sin5	0.901		
	Exc1	0.871		
Excitement	Exc2	0.833	**0.896**	**0.747**
	Exc3	0.905		
	Exc4	0.847		
	Con1	0.923		
Conviviality	Con2	0.884	**0.894**	**0.823**
	Con3	0.914		
	Sincerity			
Destination Personality	**Excitement**		**0.962**	**0.696**
	Conviviality			

The model assessment of the present study concluded with an evaluation of discriminant validity, which is concerned with the degree to which the measures are distinct from other variables and is gauged by the weak associations between the measure of interest and the measures of other constructs (Ramayah et al., 2013). As suggested by Fornell and Larcker (1981), satisfactory discriminant validity is established when the diagonal values, which are the square roots of the Average Variance Extracted (AVE) for each construct, surpass the corresponding correlation coefficients. In this study, the diagonal values were found to be greater than the correlation coefficients, thus supporting the presence of adequate discriminant validity. In summary, the measurement model has demonstrated both convergent and discriminant validity, indicating that the employed measures are reliable and valid for the intended purposes.

Structural model

Upon completion of the confirmatory factor analysis, the subsequent stage involves hypothesis testing. The scholars examined the suggested suppositions by utilizing structural equation modelling using the Smart PLS 4.0.9 software.
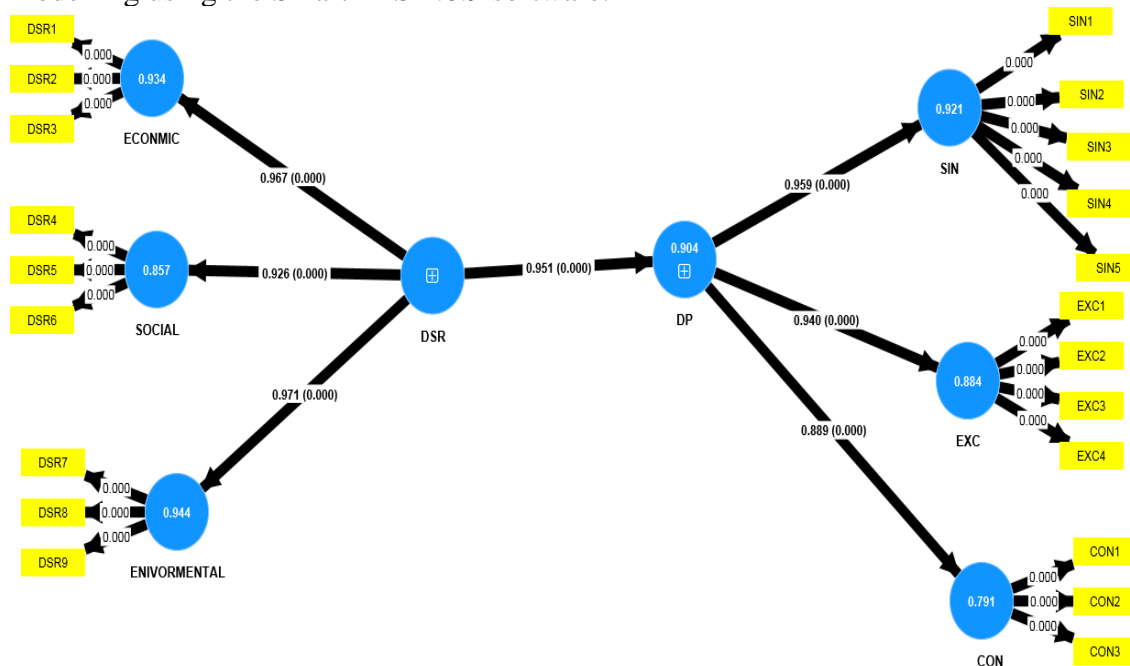

Figure 3: Structural Model (Source: Authors' elaboration)

The study's findings indicate a positive correlation between destination social responsibility and destination personality (β=0.951; p < 0.05), as illustrated in Figure 2. Additionally, the study's results reveal a significant and positive association between the social (β=0.175; p< 0.05) and Environmental (β=0.821; p< 0.05) dimensions of Destination Social Responsibility and Destination Personality, as depicted in Figure 3. However, the economic dimension of Destination Social Responsibility has no significant impact on Destination Personality. Thus, the study's findings support hypotheses H1 and sub-hypotheses H1a and H1b but not H1c. Table 6 summarizes the outcomes of the hypotheses.
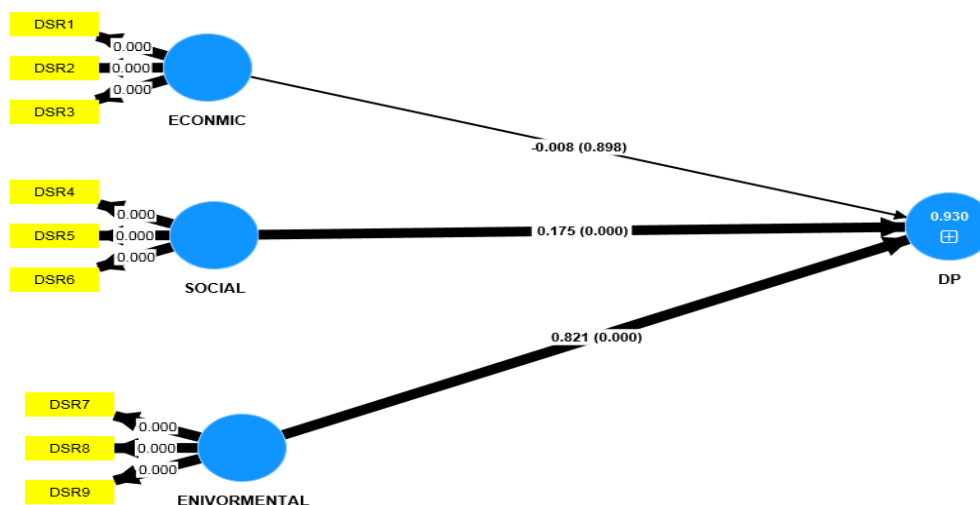

Figure 4: Estimated SEM path modelSource: Authors' elaboration

Table 6Hypotheses testing results

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
Destination Social Responsibility ->Destination Personality	0.255	0.257	0.055	4.646	.000
Environmental ->Destination Personality	0.821	0.816	0.070	11.722	.000
Social ->Destination Personality	0.175	0.175	0.036	4.820	.000
Economic->Destination Personality	-0.008	-0.003	0.064	0.129	.898

Discussion and conclusion

The current study carried out a thorough analysis to examine the relationship between Destination Social Responsibility and Destination Personality. The research findings yielded meaningful relationships, which offer insightful implications regarding the factors that impact the personality of a destination. As such, this study significantly contributes to the current literature on Destination Social Responsibility and Destination Personality, offering a new perspective that tourism professionals and stakeholders can leverage.

The investigation initially studied the dimensions of Destination Social Responsibility, which includes Environmental, Social, and Economic factors, and Destination Personality, which comprises Sincerity, Excitement, and Conviviality. Furthermore, the statistical analysis examined the significant and positive relationship between Destination Social Responsibility and Destination Personality, thereby supporting H1. This result indicates that the personality of a destination is significantly augmented when it engages in socially responsible activities. This indicates that prioritizing and exemplifying a resolute dedication to social responsibility in activities and interactions with tourists by tourist destinations is more likely to result in a favourable perception by tourists. By actively participating in endeavours that advocate for ethical standards, community welfare, and sustainable progress, tourist destinations have the potential to enhance their level of popularity and standing (Ritchie et al., 2003). The observation is under antecedent scholarly investigation (Madrigal et al., 2008), underscoring social responsibility's significance in ameliorating a destination's brand personality.

Additionally, the research findings accentuated the value of environmental factors in determining Destination Personality, offering support for the sub-hypotheses H1a. Tourists are more inclined to view destinations prioritizing environmental sustainability and demonstrating responsible environmental practices as attractive and desirable (Smith et al., 2014). This underscores the significance of integrating sustainable practices and promoting eco-friendly initiatives into destination management and marketing strategies.

Furthermore, the study revealed that social factors positively impact Destination Personality; corroborating the sub-hypotheses H1b. Tourists are more likely to perceive locales that foster a sense of friendliness, cultural authenticity, and hospitality as desirable and memorable. By encouraging social interactions, cultural exchange, and inclusiveness, destinations can enhance their character and provide visitors with meaningful experiences (Peters et al., 2010).

Interestingly, economic factors were found to have a negative effect on Destination Personality, thereby refuting the sub-hypotheses H1c. This unexpected finding suggests that destinations perceived as excessively commercialized or solely focused on economic gains may have a diminished personality in the eyes of tourists. Consequently, it is crucial for destinations to strike a balance between economic development and responsible tourism practices, ensuring that economic benefits are generated while conserving the authenticity and distinctive personality of the destination (Edgell & David, 2019).

In conclusion, the research findings comprehensively understand the affinity between Destination Social Responsibility and Destination Personality, highlighting their multifaceted nature, dimensions, and the essence of environmental and social considerations. These aspects play a decisive role in shaping the personality of a destination and ultimately attracting more visitors. The significance of these results lies in the valuable insights they offer policymakers, tourism managers, and destination marketers to formulate effective strategies for promoting sustainable tourism and enhancing a destination's personality. Therefore, Destination Marketing Organizations (DMOs) must develop a sustainable tourism strategy incorporating these factors to promote the destination as environmentally and socially responsible.

Limitation
Certain limitations to this study should be considered while interpreting the results. The generalizability of the findings to other tourist populations or locations may be limited because the sample size was restricted to only 319 tourists who visited a specific location. The data used self-reported measures, which could lead to response or social desirability biases. The study utilized a cross-sectional procedure and acquired data at a particular time, significantly hindering our ability to comprehend the dynamic correlation between Destination Social Responsibility (DSR) and Destination Personality. The unique contextual factors of the selected destination may have influenced the results. It is essential to exercise caution when applying the findings to other destinations with varying cultural, socioeconomic, and environmental characteristics.

Future research directions
In order to conquer these restrictions and expand comprehension in this specific realm, future research should consider the following directions to overcome the limitations and increase knowledge. An analysis of different destinations can shed light on the diverse connections between DSR and Destination Personality. It would be helpful to compare destinations with different levels of DSR implementation and cultural contexts to understand better the factors that shape destination character. Examining the mediating and moderating factors impacting the DSR and destination personality relationship would be crucial. Factors such as tourist characteristics, destination image, and destination brand can provide valuable insights. The long-term effects of DSR initiatives on a destination's personality can be explored through longitudinal research designs.

By utilizing a mix of quantitative and qualitative research methods, we can gain a deeper insight into how a destination's personality evolves in response to DSR practices. Incorporating diverse stakeholder perspectives, including destination managers, local communities, and tourism businesses, is crucial to gaining valuable insights into the challenges and opportunities associated with fostering destination character through DSR. We can unlock the potential for developing truly innovative and impactful destination management and marketing strategies by addressing these limitations and pursuing these research directions.

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