

**THE INFLUENCE OF DESTINATION ATTRACTIVENESS
ANTECEDENTS ON SUSTAINABLE ADVENTURE TOURISM
DEVELOPMENT IN THE PERIPHERAL ECONOMY OF
LADAKH**

Thesis Submitted for the Award of the Degree
of

**DOCTOR OF PHILOSOPHY
IN
MANAGEMENT**

By
HARISH SAINI

11919621

Supervised By: Dr. PAWAN KUMAR

Name of Supervisor (UID): 19867

**Name of Department (Designation): Marketing
(PROFESSOR)**

**Supervisor Affiliation: MITTAL SCHOOL OF
BUSINESS**



Transforming Education Transforming India

**LOVELY PROFESSIONAL UNIVERSITY, PUNJAB
2024**

DECLARATION

I declare that the thesis entitled “THE INFLUENCE OF DESTINATION ATTRACTIVENESS ANTECEDENTS ON SUSTAINABLE ADVENTURE TOURISM DEVELOPMENT IN THE PERIPHERAL ECONOMY OF LADAKH” was prepared by me under the guidance of Dr. Pawan Kumar, Professor, Department of Marketing, Mittal School of Business, Lovely Professional University. This thesis is my original research with ideas and references duly acknowledged. This work has not been submitted to any other university for the award of any degree or fellowship.

HARISH SAINI

Mittal School of Business,
Lovely Professional University,
Phagwara, Punjab

CERTIFICATE

I certify that HARISH SAINI has prepared her thesis entitled “THE INFLUENCE OF DESTINATION ATTRACTIVENESS ANTECEDENTS ON SUSTAINABLE ADVENTURE TOURISM DEVELOPMENT IN THE PERIPHERAL ECONOMY OF LADAKH” for the award of the Ph.D. degree from Lovely Professional University, under my guidance. He carried out work with complete dedication at the Mittal School of Business, Lovely Professional University.

Dr. Pawan Kumar

Professor
Department of Marketing,
Mittal School of Business,
Lovely Professional University,
Phagwara, Punjab.

ACKNOWLEDGEMENT

My Ph.D. journey proved to be a life-changing experience for me. It sowed the seeds of love and passion for research. I learned a lot during this time with the assistance of my guide, mentors, family, and friends.

I would like to express my gratitude towards my guide Dr. Pawan Kumar, Professor, Lovely Professional University, for recognizing my capabilities and motivating me at every stage. His trust in me continued to encourage me to write high-quality research papers. I am thankful to Dr. Rajesh Verma, Professor and Dean at Mittal School of Business, and all the panel members for their valuable suggestions and feedback during the End-term Presentations. Special thanks to Dr. Atul Shiva, Assistant Professor, Jaipuria Institute of Management, Noida for being available throughout my research journey and guiding me about the concept of research and technicalities of Smart-PLS. The journey would have been incomplete without the support of Ms. Parvathy Nair. I am sincerely thankful to her for being available 24*7 and providing me with thoughtful suggestions at various stages of my research journey.

I am also thankful to Mr. Vishal Rana, FDM, Zostel, Leh, for helping in the selection of distinct places of Ladakh during my stay. His guidance helped me in my data collection procedure. A special thanks to my family, who laid the foundation of my education and always encouraged me to pursue my passion. Words cannot express how grateful I am to my parents for all the sacrifices that they made on my behalf. I would also love to thank my friends for their love, care, support, and encouragement throughout the turbulent times.

Finally, I thank my beloved God for being my guiding light and letting me through all the difficulties. I have experienced your blessings every now and then. You keep me strong. Thank You, Lord.

HARISH SAINI

CONTENTS

Title	i
Declaration	ii
Certificate	iii
Acknowledgement.....	iv
Table of Contents	v
List of Tables	ix
List of Figures	xi
List of Abbreviations	xiii

TABLE OF CONTENTS

SERIAL NO.	TITLE	PAGE NO.
	ABSTRACT	1-9
1.	CHAPTER-1 INTRODUCTION	10-33
1.1	Tourism in India and Indian Himalayan Range	10
1.2	Tourism in Ladakh	11
1.2.1	<i>Ladakh Tourism Overview</i>	11
1.2.2	<i>Tourist Footfall in UT of Ladakh</i>	13
1.2.3	<i>Adventure Tourism and Government Initiatives in Ladakh</i>	13
1.2.4	<i>Ladakh Circuit Maps, Routes destinations and Adventure Activities</i>	16
1.2.5	<i>Top Travel Destinations for incredible holiday experience in Ladakh</i>	25
1.3	Sustainable Adventure Tourism Development	26
1.3.1	<i>Need for Sustainable Adventure Tourism Development</i>	27
1.4	Role of Social Media Travel Influencers in Adventure Tourism	30
1.5	Sustainable Attractive Destinations	32
1.6	Rational of the Study	33
2.	CHAPTER-2 REVIEW OF LITERATURE	34-66
2.1	Social Media Travel Influencers Content and Destination Attractiveness	34
2.2	Travel Influencers engagement with followers and Destination attractiveness	37

2.3	Trip Experience Sharing and Destination Attractiveness	43
2.4	Destination Attractiveness and Responsible Behaviour and Sustainable Tourism Development	49
2.4.1	<i>Destination Attractiveness and Responsible behaviour</i>	50
2.4.2	<i>Destination Attractiveness and Sustainable Adventure Tourism Development</i>	52
2.4.3	<i>Responsible Behaviour and Sustainable Adventure Tourism Development</i>	54
2.5	Responsible Behaviour, Visit Intention and Sustainable Adventure Tourism Development	56
2.6	Research Gap	59
2.7	Objectives of the study	59
2.7.1	<i>Conceptual Framework and Theoretical Underpinnings</i>	60
2.7.2	<i>Variables used for the Development of Conceptual Framework</i>	61
2.7.3	<i>Control Variables used in Study</i>	64
2.7.4	<i>Formulation of Research Hypothesis</i>	64
2.8	Summary	66
3.	CHAPTER -3 RESEARCH METHODOLOGY	67-81
3.1	Research Design	67
3.2	Sampling Procedure	68
3.3	Targeted Population	68
3.4	Sampling Method and Design	69
3.5	Sample Size	69
3.6	Instruments for Data Collection	71
3.6.1	<i>Scale Description</i>	72
3.7	Validity and Reliability of Instruments	75
3.8	Data Analysis	75
3.9	Statistical Tools and Techniques	75
3.9.1	<i>Exploratory Factor Analysis for Harman's single-factor test</i>	76
3.9.2	<i>Partial Least Square- Structural Equation Modeling (PLS-SEM)</i>	76
3.9.3	<i>Assumptions of PLS-SEM</i>	77
3.9.4	<i>Mediation</i>	78

3.9.5	<i>Moderation</i>	78
3.9.6	<i>Moderated Mediation</i>	79
3.9.7	<i>Partial Least Square Multi-Group Analysis (PLS-MGA)</i>	80
3.9.7.1	<i>Parametric Test and Welch- Satterthwaite Test</i>	80
3.9.7.2	<i>Permutation Test for Measuring Invariance in Composite Modeling (MICOM)</i>	80
3.9.8	<i>Importance Performance Map Analysis</i>	81
3.10	Summary	81
4.	CHAPTER -4 DATA ANALYSIS	82-127
4.1	Preliminary Analysis	82
4.1.1	<i>Response Rate Analysis</i>	82
4.1.2	<i>Respondents Demographic Analysis</i>	83
4.1.3	<i>Social Media Usage Pattern and Preferences</i>	85
4.1.4	<i>Travellers Preference on Social Media</i>	86
4.2	Psychometric Checks/ PLS-SEM results	87
4.3	<i>Measurement Model Assessments</i>	89
4.3.1	<i>Reliability Measures</i>	90
4.3.2	<i>Validity Measures</i>	91
4.3.3	<i>Model Fit Indices</i>	96
4.3.3.1	<i>Caveat for employing goodness-of-fit measures in PLS-SEM</i>	98
4.4	Structural Model	98
4.5	Structural Model Assessments	98
4.5.1	<i>Common Method Bias and Collinearity Checks</i>	98
4.5.2	<i>Coefficient of Determinant R^2</i>	101
4.5.3	<i>Predictive relevance ($Q^2_{PLS_{Predict}}$) measurement</i>	102
4.5.4	<i>Relevance of Predictor Variables (Effect Size, f^2)</i>	104
4.5.5	<i>Path Coefficients</i>	105
4.6	Mediation	107
4.7	Moderated Mediation	110
4.8	Partial least squares -Multi Group Analysis via Measurement Invariance of Composite Models (MICOM)	112
4.8.1	<i>Assessment of Gender</i>	112

4.8.2	<i>Assessment of Marital Status</i>	113
4.8.3	<i>Assessment of Annual Income</i>	113
4.8.4	<i>Assessment of Visit Status</i>	122
4.9	Structural Model Assessment in Presence of Control Variable	122
4.10	Summary	125
5	CHAPTER -5 CONCLUSION, IMPLICATIONS, CONTRIBUTION AND FUTURE SCOPE	128-140
5.1	Major Findings	128
5.1.1	<i>Findings based on researchers and travellers' practical experiences</i>	131
5.2	Recommendations	132
5.3	Theoretical Contribution	136
5.4	Managerial, Social and Practical Implications	136
5.5	Study Limitations	139
5.6	Future Research Directions	139
6.	REFERENCES	141-185
7.	RESEARCH PAPERS	186
8	QUESTIONNAIRE	187-190
9	Pannel of Experts for Questionnaire Validation	191

LIST OF TABLES

TABLE NO.	TITLE	PAGE NO.
1.1	Popular Adventure Activities at different destinations in Ladakh	14
1.2	Fundamental Truths about Tourism	28
1.3	Conservation and Sustainable Practices for Adventure Tourism Development	30
2.1	Destination Attractiveness Attributes	48
3.1	Scale-Items Descriptions (Adapted Questionnaire)	72
3.2	Reliability of the Constructs (Pilot study)	75
4.1	Response Rate	82
4.2	Demographic Analysis of Respondents	83
4.3	Social Media Usage Pattern for Adventure Travel Related Informative Content	85
4.4	Measurement Model “Outer Loadings, Reliability and Convergence Validity”	95
4.5	Discriminant Validity “Fornell-Larcker Criterion”	93
4.6	Cross Loadings	94
4.7	Discriminant Validity Results [HTMT]	95
4.8	Model Fit Indices Results	97
4.9	Harman’s Single Factor Results	100
4.10	Variance Inflation Factor (VIF) Inner	100
4.11	Regression (R-Square)	101
4.12	PLS _{Predict.} Results	103
4.13	Results of f^2 (Effect Size)	104
4.14	Hypothesis Testing	105
4.15	Mediation Effects (specific indirect effects)	110
4.16	Interaction Effect of Visit Intention Between Responsible Behaviour and Sustainable Adventure Tourism Development	111
4.17	MICOM Analysis (Gender)	115
4.18	MICOM Analysis (Marital Status)	116
4.19	Pls MGA Results (Marital Status)	117

4.20	MICOM Analysis (Annual Income)	118
4.21	Pls MGA Results (Annual Income)	119
4.22	MICOM Analysis (Visit Status)	120
4.23	Pls MGA Results (Visit Status)	121
4.24	Comparison of Model Without Control Variables and with Control Variables	123
4.25	Model Fit Indices	124
4.26	Hypothesis Result Summary	125
5.1	Findings Suggestion/ Implications for the Sustainable Development of Ladakh	134
5.2	Importance-Performance Map Values	138

LIST OF FIGURES

FIGURE NO.	TITLE	PAGE NO.
1.1	Map Trekking Routs	16
1.2	Major Tourism Destinations	17
1.3	Major Tourism Sites	18
1.4	Road Connectivity Map (Delhi-Srinagar-Leh-Manali)	19
1.5	Leh-Ladakh Full Circuit Map	20
1.6	Road Connectivity Map (Inner line Permit)	21
1.7	Adventure Activities Advertisement	22
1.8	Pangong Tso	23
1.9	Adventure Activities Advertisement	24
1.10	Dynamics of Tourism Development and Aspects of Sustainability	29
2.1	Travellers using Social Media During Trip Planning Process and their Reasons for Use	47
2.2	Definitions of Sustainable Tourism	53
2.3	Conceptual Framework	60
3.1	Direct Effect	78
3.2	Indirect Effect	78
3.3	Moderating Effect	79
3.4	Statistical Diagram (Moderated Mediation)	79
3.5	Moderated Mediation (Model 14)	79
4.1	Preferred Accommodation	84
4.2	Travel Accompany	85
4.3	Preferred Social Media Platform for Seeking Adventure Travel Related content	86
4.4	Type of Adventure Travel Related Content Surfing	86
4.5	Preferred Device for Searching Adventure Travel Related Content	87
4.6	Measurement Model Assessment Criterion	88
4.7	Measurement Model Results	89
4.8	Cronbach's alpha (α) formula	90
4.9	Structural Model Assessments	99
4.10	PLS Predict Guidelines	102

4.11	T-statistics Values, and R-Square Results	106
4.12	P-value and Path Coefficients (Structural Model Assessment)	107
4.13	Simple Mediation Model	108
4.14	Mediation Procedure	109
4.15	Interaction Effect of Visit Intention Between Responsible Behaviour and Sustainable Adventure Tourism Development	111
4.16	Structural Model Result with Control Variables	124
5.1	PLS-SEM with Path Significance	129
5.2	Adjusted Importance Performance Matrix	138

LIST OF ABBREVIATIONS

SMTIS	Social Media Travel Influencers
DMO's	Destination Marketing Organisation
S-O-R	Stimulus-Organism-Response
IPMA	Importance Performance Map Analysis
CAGR	Compound Annual Growth Rate
SDGs	Sustainable Development Goals
IHR	Indian Himalayan Region
BRO	Border Roads Organisation
WTO	World Tourism Organization
WCED	World Commission On Environment And Development
UGC	User Generated Content
SMI	Social Media Influencers
SNS	Social Network Sites
EWOM	Word-Of-Mouth Communication
SM	Social Media
RB	Responsible Behaviour
RT	Responsible Tourism
PLS-SEM	Partial Least Squares Structural Equation Modeling
CB-SEM	Covariance-Based Structural Equation Modeling
PLS	Partial Least Squares
IC	Travel Influences Content
PLS-MGA	Partial Least Square Multi-Group Analysis
MICOM	Measuring Invariance In Composite Modeling
IPMA	Importance Performance Map Analysis
EFA	Exploratory Factor Analysis
SEM	Structural Equation Modeling
X	Independent Variable
Y	Dependent Variable

M_{ii}	Moderator
SPSS	Special Package For Social Sciences
M_i	Mediator
CFA	Confirmatory Factor Analysis
AVE	Average Variance Extracted
HTMT	Heterotrait-Monotrait Ratio
α	Cronbach's Alpha
CR	Composite Reliability
DA	Destination Attractiveness
EWf	Engagement With Followers
IC	Influencers Content
TES	Trip Experience Sharing
RB	Responsible Behaviour
VI	Visit Intention
SAT	Sustainable Adventure Tourism Development
SRMR	Standardised Root Mean Square Residual
NFI	Normed Fit Index
d_{ULS}	The Unweighted Least Squares Discrepancy
d_G	Geodesic Distance
VIF	Variance Inflation Factor
EFA	Exploratory Factor Analysis
CMB	Common Method Bias
R^2	Coefficient Of Determination
RMSE	Root Mean Square Error
LM	Linear Model
F^2	Effect Size
β	Beta, Path Coefficients
H	Hypothesis
p	Level Of Significance
MGA	Multi-Group Analysis

<i>CI</i>	Confidence Interval
<i>CV</i>	Control Variables
<i>LIC</i>	Lower Income Group
<i>HIC</i>	Higher Income Group
<i>FV</i>	First Visitor
<i>RV</i>	Repeat Visitor
<i>FIMIX</i>	Finite Mixture Analysis

ABSTRACT

INTRODUCTION

Prior to the advent of internet revolution, the tourism sector was highly reliant on tour operators and travel agencies to both spread information and promote their products and services. With the emergence of Web 2.0, the tourist economy discovered a new approach to bypass intermediaries and engage travellers directly while reducing operational expenses. Social media use has become second nature to some age groups, particularly millennials and the next generations. As a result, the importance of information gleaned from social media and fellow users is higher than ever. Travellers are increasingly turning to social media as a credible resource for information before making travel choices, because of the abundance of informational travel content available on social media platforms and the ease with which people can interact with one another. The proliferation of massive online travel content on over SM platforms has prompted the emergence of social media travel influencers (SMTIs). SMTIs are individual travellers who advocate for travel destinations, influencing others' travel decisions. They are the ones who can sway audiences' opinions by sharing their travel expertise, who actively engage with their followers, and effectively utilise their reputation to promote destination attractions. Through the exploratory research the researcher discovered that Instagram and YouTube are the most popular platforms among travellers for adventure related informational content followed by Facebook and travel blogs. The influence of travel influencers has excelled in recent times. There is a dearth of studies related to the factors stimulating the destination attractiveness and its effect on sustainable adventure tourism development. This aspect of the travel and tourism industry remained unfocussed by researchers because it is fragmented and not regulated yet has a high growth potential. With the increasing urge for adventure travel among people, local businesses and destination marketing organisations can reap its benefits by collaborating with travel influencers for promoting their product and services and destinations as a brand. Local administrations can take this opportunity to manage the inflow of adventure tourists and destinations carrying capacity via promoting distinct offbeat destination attractions and responsible behaviour among travellers. This may help in sustainable development of a region as a whole. Conducting empirical research on the respective area will narrow the gap in understanding the effect of travel influencers in promoting and creating awareness about destination attractions and its effect on sustainable adventure tourism development. This research will provide novel insights to destination marketing organisations, local entrepreneurs, and administration, which will

contribute to the sustainable development of destinations and also contribute to the better standard of living of locals.

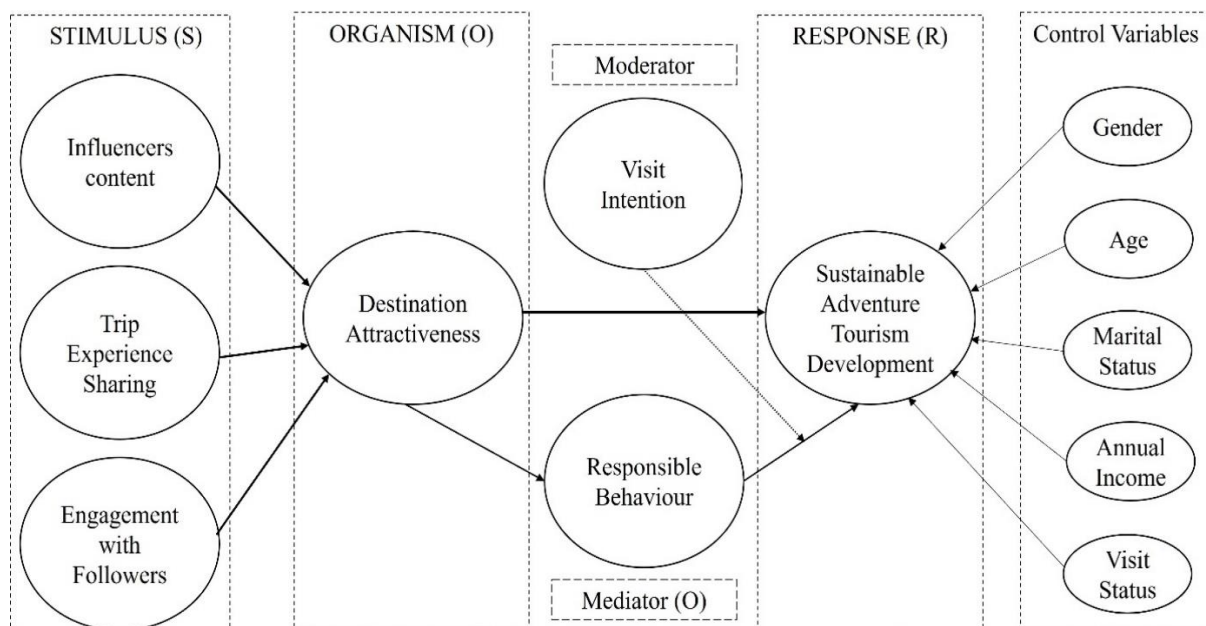
OBJECTIVES

The primary goal of the study is to examine “*The influence of destination attractiveness antecedents on sustainable adventure tourism development in the peripheral economy of Ladakh.*” The study was designed with the formulation of four distinct objectives. Finally, the conceptual model will be subjected to empirical testing in order to ascertain the relationship between variables.

The objectives of the study are as follows.

1. To validate the key antecedents of Destination Attractiveness and Sustainable Adventure Tourism Development.
2. To investigate the relationship between Destination Attractiveness and Sustainable Adventure Tourism Development.
3. To examine the mediation effects of Responsible Behaviour between Destination Attractiveness and Sustainable Adventure Tourism Development.
4. To examine the moderating effect of visit intention between Responsible Behaviour and Sustainable Adventure Tourism Development.

Proposed Conceptual Model



Source: Authors Contribution

RESEARCH HYPOTHESIS

The following hypothesis have been framed to study the research problem:

H1 Influencers content has a significant influence on destination attractiveness.

H1₀ (a) There is no moderation effect of marital status between influencers content and destination attractiveness.

H1₀ (b) There is no moderation effect of income between influencers content and destination attractiveness.

H1₀ (c) There is no moderation effect of visit status between influencers content and destination attractiveness.

H2 Influencers Engagement with followers has a significant influence on destination attractiveness.

H2₀ (a) There is no moderation effect of marital status between influencers engagement with followers and destination attractiveness.

H2₀ (b) There is no moderation effect of income between influencers engagement with followers and destination attractiveness.

H2₀ (c) There is no moderation effect of visit status between influencers engagement with followers and destination attractiveness.

H3 Trip experience sharing has a significant influence on destination attractiveness.

H3₀ (a) There is no moderation effect of marital status between trip experience sharing and destination attractiveness.

H3₀ (b) There is no moderation effect of income between trip experience sharing and destination attractiveness.

H3₀ (c) There is no moderation effect of visit status between trip experience sharing and destination attractiveness.

H4 Destination attractiveness has a significant influence on responsible travel behaviour.

H4₀ (a) There is no moderation effect of marital status between destination attractiveness and responsible travel behaviour.

H4₀ (b) There is no moderation effect of income between destination attractiveness and responsible travel behaviour.

H4₀ (c) There is no moderation effect of visit status between destination attractiveness and responsible travel behaviour.

H5 Destination attractiveness has a significant influence on sustainable adventure tourism development.

H5₀ (a) There is no moderation effect of marital status between destination attractiveness and sustainable adventure tourism development.

H5₀ (b) There is no moderation effect of income between destination attractiveness and sustainable adventure tourism development.

H5₀ (c) There is no moderation effect of visit status between destination attractiveness and sustainable adventure tourism development.

H6 Responsible travel behaviour has a significant influence on sustainable adventure tourism development.

H6₀ (a) There is no moderation effect of marital status between responsible travel behaviour and sustainable adventure tourism development.

H6₀ (b) There is no moderation effect of income between responsible travel behaviour and sustainable adventure tourism development.

H6₀ (c) There is no moderation effect of visit status between responsible travel behaviour and sustainable adventure tourism development.

H7 Visit intention has a significant influence on sustainable adventure tourism development.

H8 Responsible travel behaviour mediates the relationship between destination attractiveness and sustainable adventure tourism development.

H9 Visit intention moderates the relationship between responsible travel behaviour and sustainable adventure tourism development.

RESEARCH METHODOLOGY

The present study primarily consists of the application of quantitative research techniques. It is exploratory and descriptive in nature. The researcher explored the influence of antecedents of

destination attractiveness and its effect on sustainable adventure tourism development. The research is descriptive, as the researcher does not have the control over the variables. The descriptive character of the study allows a thorough and complete examination of the variables under study. It is cross-sectional as the perspective of travellers gathered at a particular point of time. As a part of quantitative investigation, primary data was collected using a structural questionnaire. Travellers visiting the popular destinations of union territory of Ladakh and potential travellers on social media platforms constitutes the universe of the study. Purposive sampling was used to target the specific respondents. Travellers were physically contacted at the popular destinations of union territory of Ladakh. Questionnaires were shared through a google form link with the travellers for the purpose of recording their responses. After preliminary examination and data cleaning, a total of 436 responses were employed in the study.

DATA ANALYSIS

The data analysis was performed using SPSS 22 and SMART-PLS 4. Structural equation modeling was used, consisting of two components: regression analysis and factor analysis. CB-SEM and PLS-SEM are widely used approaches to predict the complex models. PLS-SEM supports both reflective and formative models as well as the combination of reflective and formative models. PLS- SEM also works with the small sample size. It provides the latent variables estimates which are required for follow up relationships assessments, especially when working with control variables. Higher effects of mediation (Responsible travel behaviour) and moderation (Demographics and Visit Intention) were also assessed in the study.

MAJOR FINDINGS

The major findings based on data analysis are discussed below

- Instagram and YouTube are highly used platforms for travel related information search as compared to Facebook and Travel Blogs.
- Videos, photographs, and reels of adventure activities are the most preferred type of content travellers seek on their mobile and laptops. Thus, destination marketing organisations, govt. administrations and local entrepreneurs could benefit from disseminating information using these contents. Text is least preferred type of content. Thus, it is not wrong to interpret that the visual nature of content is the one reason which contributes to the destination attractiveness and sustainable development of adventure tourism.

- Most of the traveller's spend 0-5 hours per week on respective social media platforms. However, Instagram and YouTube are the most used platforms for travel related information search.
- Smartphone and Laptop is the most preferred device followed by tablet and desktop computer.
- Hotel and hostel are most preferred accommodations by the travellers. However, homestay and tents/ camps also have significance preference among travellers. This may be because homestay and tents/ camps provide more offbeat and adventurous experience to the travellers. Few travellers also prefer to stay with their relatives during their travel.
- Majority of the travellers likes to travel with their friends and solo. However, a significant number of travellers likes the company of their spouse and kids followed by package tour and riding clubs.
- Destination Attractiveness is significantly influenced by Influencers content, engagement with followers, and trip experience sharing.
- Responsible Behaviour is significantly influenced by Destination Attractiveness and Sustainable Adventure Tourism Development is significantly influenced by Destination Attractiveness and Responsible Behaviour.
- Responsible Behaviour fully mediates the relationship between Destination Attractiveness and Sustainable Adventure Tourism Development.
- Five control variables namely age, gender, marital status, annual income and visit status are used in the study. Out of these five control variables annual income and marital status are significantly affects Sustainable Adventure Tourism Development.
- As per the results of control variables, unmarried, first timer, male traveller having higher annual income and medium to higher age are more inclined towards sustainable adventure tourism development.
- In the presence of control variables, all the construct relationships are significant and there is a significant change in R^2 . Thus, variables apart from gender age and visit status significantly influence sustainable adventure tourism development.
- Visit intention significantly but inversely moderate the relationship between Responsible Behaviour and Sustainable Adventure Tourism Development. The results indicate that with the increase in visiting intention of travellers there is less effect on Sustainable Adventure Tourism Development. This might be because increasing

number of travellers may or may not exhibit a responsible behaviour which inversely effects sustainable adventure tourism development. Additionally, there is a need to keep track of travellers count visiting the destinations because increasing numbers of travellers beyond the capacity of a destination hampers its sustainable development.

- Moderating role of demographic variables such as, marital status, annual income and visit status is insignificant between variables under study. However, single, and unmarried travellers, lower income group and higher income group, significantly moderate the construct relationships separately. Similarly, there is a significant moderating role of first visitors and repeat visitors, separately, except the relationship between engagement with followers and destination attractiveness, where the moderation is insignificant.

CONCLUSION, IMPLICATIONS AND FUTURE RESEARCH DIRECTIONS

Social media travel influencers help travel business and destination marketing organisations (DMO's) to connect with potential and seasoned travellers and build a massive reputation of their product and services and promote destinations as a brand itself. Following are the recommendation regarding travel influencers usage in promoting the destination and sustainable adventure tourism development.

- Social media has the greatest influence on travel destination choices. Travellers are using Instagram and YouTube the most. Therefore, it is suggested to check the metrics regularly and invite the travel influencers at the destinations to create content and share their experiences with their followers.
- Destination marketing organisations and local business are advised to collaborate with travel influencers to create awareness about the unique destination attractions and off beat adventurous activities.
- Travellers prefer to watch reels, videos, and pictures of the distinct travel destinations. Therefore, DMO's and other destination's stake holders are advised to include these content in their destination marketing efforts.
- Most of the travellers prefers hotel and hostel accommodations. There is scope to promote adventurous stay at camps, tents, and homestay. In this way, the local population can earn better and uplift their livelihood.
- Unmarried, first timer, male traveller with higher annual income and medium to higher age are more inclined towards sustainable adventure tourism. Therefore, arrangement can be made to facilitate and encourage the female, married and middle-income groups.

- Influencers content, engagement with followers significantly influences destination attractiveness. Therefore, it is advisable to encourage the influencers to promote the destination with their infographic content, regularly interact with their followers, address their queries, mitigate their negative post reviews and promote their positive reviews about the destination.
- Destination marketing organisations, local business and administration of the destination should also encourage the travellers to share their trip experience on their social media profiles. Positive experience sharing with followers, friends, and peers creates positive image of a destination, makes destination attractive and may develop and urge to visit the destination resulting in sustainable development of adventure tourism at a destination. Negative experiences of travellers need to be well addressed.
- Attractive destinations have positive influence on travellers' responsible behaviour and sustainable adventure tourism development. Therefore, it is necessary to promote destination attractions and responsible behaviour through influencer marketing. Additionally, DMO's can employ influencers to promote the mutual benefits of responsible travel behaviour and sustaining the destination development.
- Travel enthusiasts, who are promoting themselves as travel influencers and seeking collaborations with DMO's, or local businesses need to create informational, appealing, and authentic content, share their organic trip experiences with their audiences and regularly. These characteristics help to generate a sense of trust in influencer-followers' relationships. Moreover, DMO's need to give a free hand to influencers for organic content creation and to promote a true characteristic of destinations.
- Improvement of infrastructural facilities, regulation of tourist flow, enhancement of destination resources and its carrying capacity, an eye on climate-related activities and collaboration of local people, administration, destination marketing organisations, travel influencers, travellers and other destination stakeholders are the pre-requisite of comprehensive sustainable development of a tourism at a destination. All destination stakeholders must strive to find a better fit of these pre-requisites.

The study contributes to the theory by offering an in-depth understanding on travel influencers' effectiveness in sustainable adventure tourism development. The study adopted stimulus-organism-response (S-O-R) theory and confirms that influencers' content, trip experience sharing and engagement with followers are the significant stimulus, destination attractiveness and

responsible behaviour are organism to achieve sustainable adventure tourism development. Further the moderating influence of visit intention on responsible behaviour and sustainable adventure tourism development and various demographic variables is also assessed in research model.

With the integration of travel influencers in promotion of destinations, responsible travel behaviour aim of sustainable tourism development could be achieved. Thus, it is imperative for destination stakeholders to evaluate and update the existing destination's promotional and development policies to integrate travel influencers. It is recommended that policy makers and DMO's should engage in collaborative efforts with travel influencers to formulate policies that effectively address sustainable tourism developmental concerns. The technique of Importance Performance Map Analysis (IPMA) has revitalised the practical implications. Responsible behaviour is identified as highly important factor but with low perceived performance by travellers in relation to sustainable adventure tourism development. Some part of factors such as engagement with followers, trip experience sharing, and influencers content are under performing. It is advisable to the destination marketing stakeholders to outsource these factors and allow travel influencers to work independently without any restrictions and obligations. Additionally, destination attractiveness is identified as highly important factor with high performance by travellers Overall, it is advisable for DMO's, destination's administrator, policy makers, and local travel business owners to fully prioritise and encourage responsible behaviour among travellers to achieve sustainable adventure tourism development.

1.1 Tourism in India and Indian Himalayan Range

India offers a diverse range of experiences to cater to the preferences of various types of travellers. The "*World Travel & Tourism Council*" determined that tourism made ₹15.24 lakh crore (US\$220 billion) or 9.4% of GDP of the nation in 2017, and sustained 41.622 million jobs, 8% of its total employment. The industry growth is estimated at an annual rate of 6.9% to ₹32.05 lakh crore (US\$470 billion) by 2028 (9.9% of GDP). Over ten million foreign travellers came to India in 2017 in comparison to 8.89 million in 2016, marking an increase of 15.6%). According to the World Economic Forum's Travel and Tourism Competitiveness Index 2019, the nation has the 34th position in the ranking. India gained its ranking by 6 over the 2017 record. According to the World Economic Forum (WEF) research, India has been identified as the primary contributor to South Asia's Tourism Gross Domestic Product (GDP), as it attracted about 11 million international tourists in the year 2019. There has been a consistent upward trend in the number of international visitor arrivals in India. The figures have escalated from 2.54 million individuals in 2001 to 10.93 million individuals in 2019, exhibiting a compound annual growth rate (CAGR) of 8.4% (Ministry of tourism, 2022).

India is also recognised as a highly technologically proficient nation in terms of utilising digital technologies for the purposes of planning, booking, and engaging in travel experiences. The swift proliferation of digitalization engenders an ecosystem that facilitates the more profound incorporation of technology into everyday existence. India has demonstrated its prowess in cultivating a forward-thinking strategy towards a tourist industry driven by technology. The utilisation of technology in the tourism industry is exemplified by the presence of multiple web portals under the name "India Cultures" and the implementation of QR Code systems for payment method and informational sources at distinct travel destinations (Ministry of tourism, 2022).

The Himalayan region has consistently been a popular destination for all types of tourists, including those seeking nature, pilgrims, spiritual quests, adventure enthusiasts, expeditions, mountaineers, and others. The region has witnessed a sustained expansion and a rising range of offerings in the tourism industry over the past few decades, leading to its emergence as one of the most rapidly developing economic sectors. This statement aligns with the projected growth rate for the industry, which is anticipated to reach a compound annual growth rate of 7.9% between 2013 and 2023. In the year 2016, the proportion of domestic tourist visits in the ten

Indian Himalayan States (Jammu & Kashmir, Himachal Pradesh, Uttarakhand, Sikkim, Arunachal Pradesh, Mizoram, Manipur, Meghalaya, Nagaland, and Tripura) was 3.75%, equivalent to 60.5 million visits. Estimations indicate a rise of approximately 50 to 60% since the 1990s. In recent times, the Government of India's NITI Aayog has emphasised the significant potential for tourism expansion in the Indian Himalayan Region (IHR), contingent upon effective management strategies that prioritise inclusivity, encompassing marginalised areas and groups, as well as sustainability, encompassing the creation of employment opportunities, preservation and promotion of local culture, and development of sustainable tourism goods. By engaging in this practise, it actively contributes to the attainment of the Sustainable Development Goals (SDGs), namely SDGs 8 and 12 (NITI Aayog, 2018). The implementation of marketing efforts for Himalayan locations also has a positive impact on domestic tourism in the Indian Himalayan Region (IHR).

1.2 Tourism in Ladakh

1.2.1 Ladakh tourism overview

On October 31, 2019, Ladakh was officially designated as a union territory of India, subsequent to the enactment of the Jammu and Kashmir Reorganisation Act. Known as the highest region in India, Ladakh stands out as a distinctive destination within the country, encompassing a combination of natural landscapes, spirituality, and opportunities for engaging in adventurous sports. The union territory, with two districts Leh and Kargil (refer section 1.2.4), is situated close to the Karakoram Mountain range in the north and the Himalayas in the south. The tourism industry in the region constitutes 50 percent of Ladakh's Gross Domestic Product (GDP) and provides employment opportunities in several sectors including as transportation, hospitality, food services, and the cottage industry. As of 2020, the tourist sector in Ladakh had a valuation of INR 600 crore. The inherent aesthetic appeal and scenic locales have rendered it a highly sought-after tourist attraction worldwide (Ministry of tourism, 2022). Further, as per the CEIC Ladakh's tax revenue was 1.40 million in 2022, 5.10 million in 2023 and is expected to be 8.82 million in 2024 and 9.91 million in 2025 respectively.

Ladakh has made significant progress in the development of high-quality road infrastructure, having successfully completed the construction of 96 roads and 2 bridges under the Pradhan Mantri Gramme Sadak Yojana. These efforts have been aimed at enhancing connectivity to previously isolated habitations that lacked proper transportation links. Furthermore, the Border Roads Organisation (BRO) is expected to finalise the construction of an additional 45 bridges in Ladakh during the upcoming two years. The Zojila tunnel, with a length of 14.15 km, is set

to become the longest road tunnel in India and the largest bi-directional tunnel in Asia. The purpose of the tunnel's development is to establish a means of transportation that can be utilised in all weather conditions, connecting the Srinagar valley and Leh (Ladakh) plateau along the NH-1 route. The establishment of a year-round transportation link between these two terminal locations will enhance accessibility for visitors and travellers, hence facilitating more road-based tourism. At present, Zozila Pass located 11,575 feet and Kushok Bakula Rimpochee (KBR) Airport, located 10,000 feet above sea level, is a crucial transportation hub connecting Ladakh with the rest of India (Ministry of tourism, 2022).

The tourism industry in the Indian Himalayan Region, especially Ladakh, has witnessed sustained expansion and a rise in variety during recent decades, establishing itself as one of the most rapidly developing economic sectors in India. Ladakh, renowned for its breathtaking natural landscapes, rustic charm, and profound spiritual ambiance, serves as an idyllic destination that entices travellers from many regions. Leh, the principal urban centre consistently appears on the global tourism radar and draws a substantial influx of international travellers. Ladakh, renowned as a prominent destination for trekkers, holds a significant position in the realm of global adventure tourism. This region boasts various alluring attractions, including the renowned Khardungla Pass, which holds the distinction of being amongst the highest motor-able road in the world. Additionally, Ladakh offers captivating destinations (refer 1.2.4) like as the Nubra Valley, Tsomoriri Lake, as well as numerous picturesque glaciers and towering peaks. Although the region attracts a considerable number of tourists throughout the year, the period from May to August, commonly referred to as the summer months, experiences the highest levels of popularity. The month of June witnessed a higher influx of domestic tourists, whilst the month of July experienced a greater number of overseas visitors. A significant portion of the tourism industry in Ladakh is driven by trekkers and hikers, who visit regions with severely restricted access to fodder and fuel resources. This presents employment prospects for the young individuals of Ladakh as trekking guides. The individuals have the capacity to receive instruction on environmentally sustainable trekking methodologies, afterwards promoting the adoption of these practises among fellow trekkers and hikers. The primary points of interest encompass activities such as trekking, mountaineering, rafting, motorbike excursions, cycling, camping, and safaris. The comprehensive implementation of efforts to promote, restore, and conserve the natural landscapes and history of the region has been observed following the conclusion of the global

pandemic. The Ladakh administration has recommenced tourist operations following the global pandemic by organising the 'Zaskar Youth Festival 2021' (Ministry of tourism, 2022).

1.2.2 Tourist footfall in the UT of Ladakh

Tourist inflow in Ladakh is doubled in last five years (CAGR=15%). "A total of 3,27,366 tourists, including 49,477 foreigners, visited Leh in 2018, marking an increase of over 50,000 compared to the previous year, (business-standard.com)." A total of 1,01,924 tourists, including 4612 foreigners, visited Kargil in 2017, as compared to a total of 42,940 tourists in June 2018 (kargil.nic.in/tourism/). Overall domestic tourist count goes to 87% in 2018-2019 (Ministry of tourism, 2022). During (2010-2019) the number of domestic tourists has seen a significant increase, with a jump from 55,685 visitors in 2010 to 241,285 in 2019 (CAGR=17.69%) (IBEF, 2022). In contrast, the growth rate for overseas tourist arrivals has been comparatively lower, at 6.40%. In 2020, domestic tourist inflow was 6,743 (IBEF, 2022). This decline is experienced because of the covid-19 situation. Recently, a rapid upward trend in tourist inflow is being registered in the union territory of Ladakh.

1.2.3 Adventure Tourism and government Initiatives in Ladakh

The Indian Government is attempting to identify, diversify, develop, and promote niche tourism products in the country. This initiative seeks to make India a year-round destination and address seasonality. Ladakh, a Union Territory, is a great example of this, as it draws tourists with specific interests despite the harsh winter. The Ministry of Tourism (Government of India) has identified the promotion of tourism as a priority. In this regard, Ladakh has the opportunity to leverage a "Carbon Neutrality" approach in its tourism activities. In September 2020, the state implemented its inaugural "Tourism Incentive Policy" with the complete endorsement of the central government. Several important initiatives undertaken by the government encompass the official endorsement of 104 mountain peaks in the Leh-Ladakh region for the purpose of facilitating adventure tourism. Additionally, the government has granted approval for large-scale projects aimed at promoting Ladakh as a spiritual and wellness destination. Furthermore, the government has issued directives regarding the provision of capital and interest subsidies to encourage investment in the tourism sector. Lastly, the government has implemented measures to establish ice hockey rinks through the Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA) scheme. The national government has lately announced the inclusion of the 'Tangible Cultural Heritage Conservation Fund' as an essential component of the incentive programme in Ladakh. Additionally, travellers are able to partake

in activities such as hiking across the frozen Zanskar river, experiencing Ice Hockey, Rink Biamathang, Kargil region and witnessing the rich cultural traditions and festivities.

Adventure tourism is a growing trend, as travellers seek unique experiences. Global Adventure Travel Trade Association defines it as activities that involve physical effort, cultural exchange, and interaction with nature. It involves travelling to distant, exotic, and sometimes hostile, remote and physically challenging destinations, where the traveller must be prepared for unexpected events. Adventure tourism offers a thrilling experience by taking participants out of their comfort zone. There are different types of adventure activities which require significant effort and grit and usually involve some degree of risk. It is a travel to remote areas: in accessible and hostile areas where traveller expect the unexpected. It is characterized by its ability to provide the tourist with relatively high level of sensory simulation, usually achieved by including physical challenging experimental components with the tourist expectations. Ladakh caters to a certain type of adventure tourism activities (table 1.1), with its unique geography, such as sightseeing, biking, hiking, mountain climbing, river rafting, wildlife observation, etc.

Table 1.1 Popular Adventure Activities at different Destinations in Ladakh

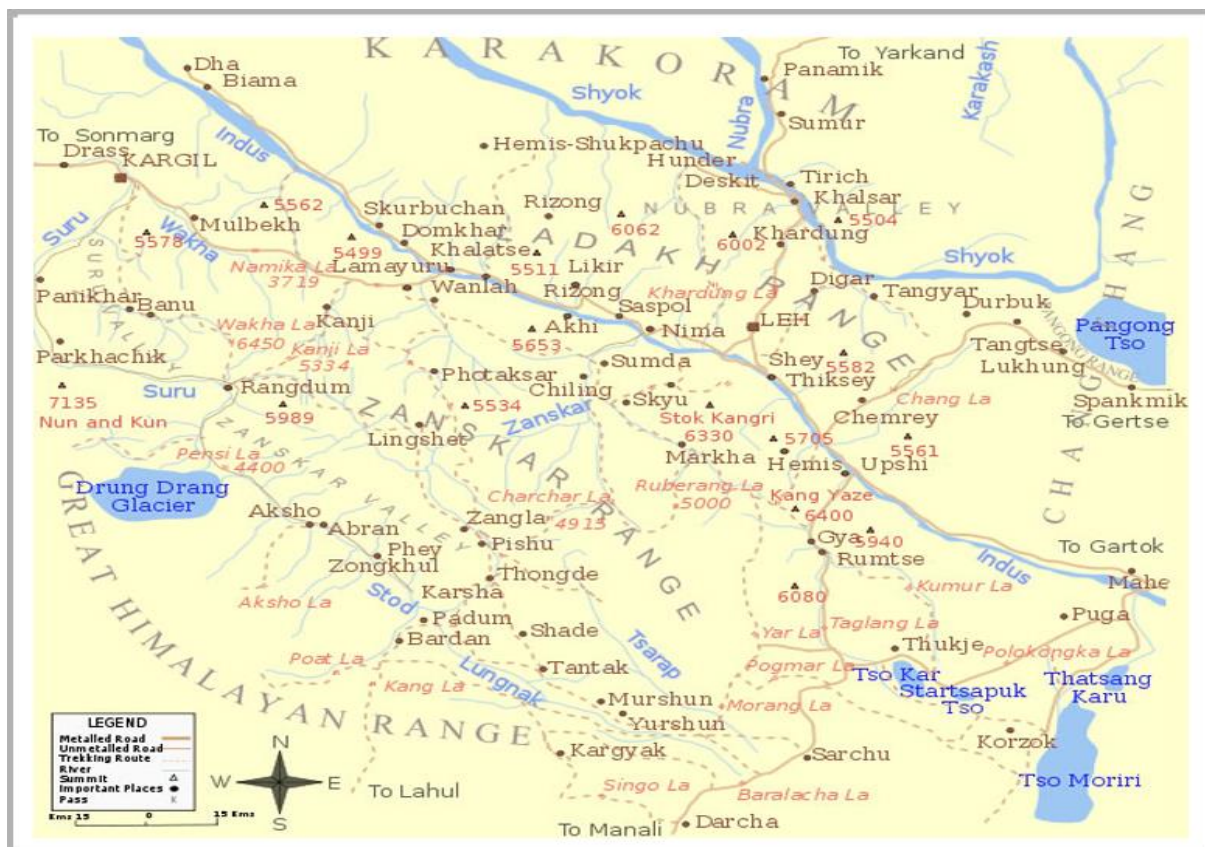
S No.	Adventure Activity	Best Time	Location/ Famous Routes
1	River Rafting	June-October	Phey to Nimo (Grade II-III) Upshi to Kharu (Grade I-II, Upshi to Nimo (Grade II-III) Phey to Saspol (Grade I) Phey to Indus via Zanskar at Nimo (Grade III-V) Nimo to Alchi (Grade III+) Alchi-Khaltsey via Nurla (Grade II-III)
2	Mountain Biking	June-September	Pangong Tso Leh-Zingchen, Skiu-Chilling Len-Sankar Gompa & Stok Stakna & Thiksey monasteries
3	Moter Biking	May-September	Srinagar-Leh Highway Manali-Leh Highway

			Leh-Nubra Valley-Siachen-Pangong Tso
			Leh-Hemis-Tso Kar-Tso Moriri-Uming La
			<i>High altitude passes:</i> Khardung La, Taglang La, Bara-Lacha La, Lungalacha La, Zoji La, Pensi La, Namika La, Fotu La, Chang La, Marsimek-La, Saser La, Gata Loops, Rohtang Pass.
4	Horse Riding	June-September	Changthang, Tso Moriri Lake Zaskar Valley.
5	Camel Safari	July-September	Hunder & Diskit villages- Nubra Valley
6	Trekking	March-April January-February (Chadar Trek)	<i>Amateur Trekkers:</i> Lamyuru - Alchi Padum - Darcha Ripchar Valley Lamayuru - Darcha Trek Drass-Umballa-Sankoo <i>Advance Trekkers:</i> Jhungle-Hemis-Padum Hemis Monastery & Chuskurmo & Chokdo villages Chader Trek on frozen Zaskar River Stok Kangri Trek
7	Jeep Safari	March-May	Nubra valley Zaskar valley Pangong Lake Tsomoriri Lake
8	Quad Biking	May-September	Magnetic Hill

			Nubra Valley
9	Archery	May-June	Dah-fangs- Gilgit-Baltistan
10	Rock Climbing	May-June	Shey Rock Rongdo Valley
11	Ice Hockey	January-Feb	Karzoo Ice Hockey Rink
12	Paragliding	June-September	Khardung La Range
13	Camping	May-August	Nubra-Shyok-Pangong Tso Tso Morriri Hunde Village
14	Stargazing	April-June September-October	Hanle

1.2.4 Ladakh Circuit Maps, Routes and Adventure Activities

Figure 1.1 Map (Trekking Routes)



Source: (Ladakhtourism.com)

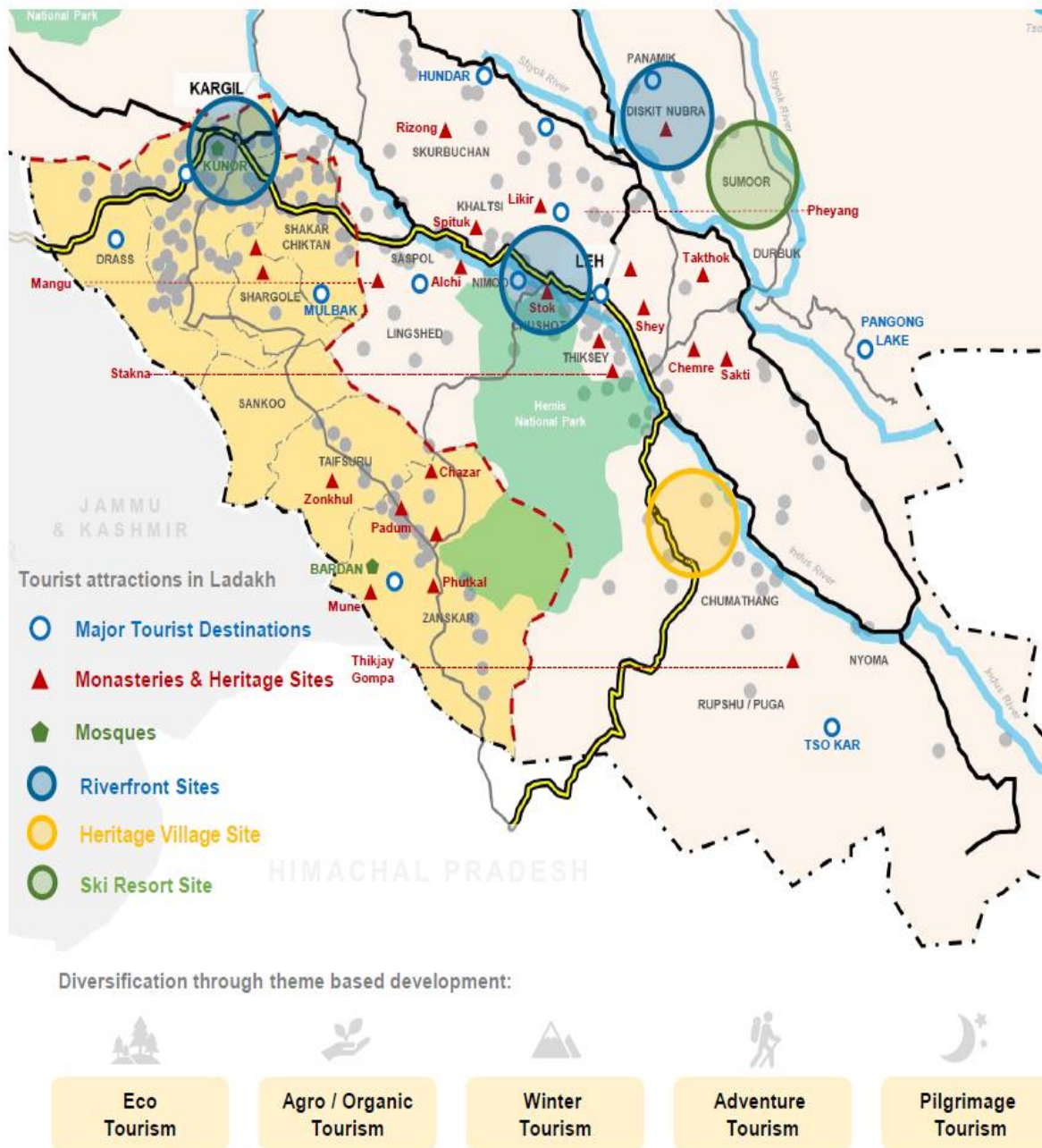
Figure 1.2

Major Tourism Destinations



Source: (Ladakh Vision Document 2050)

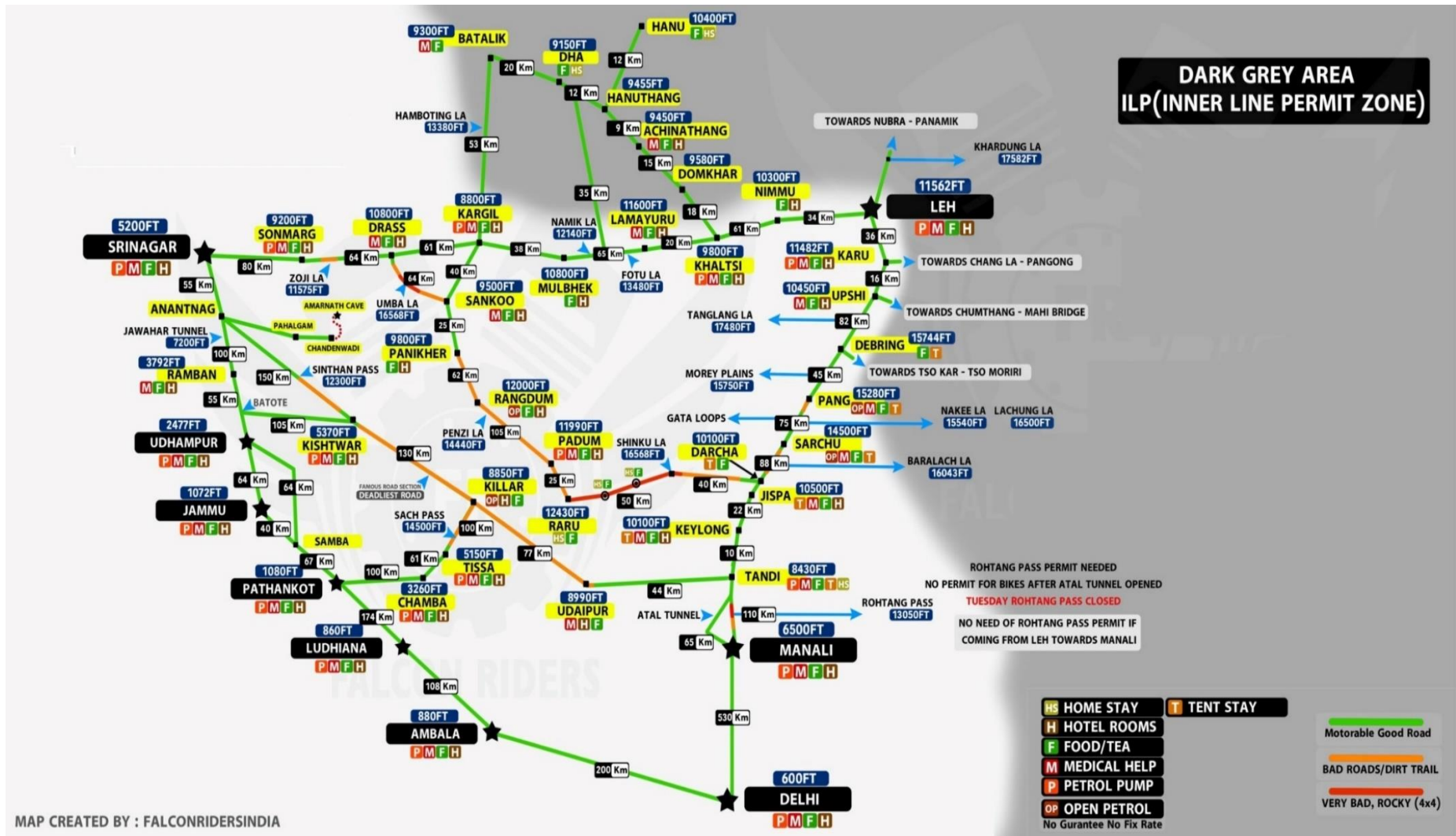
Figure 1.3 Major Tourism Sites



Source: (Ladakh Vision Document 2050)

Figure 1.4

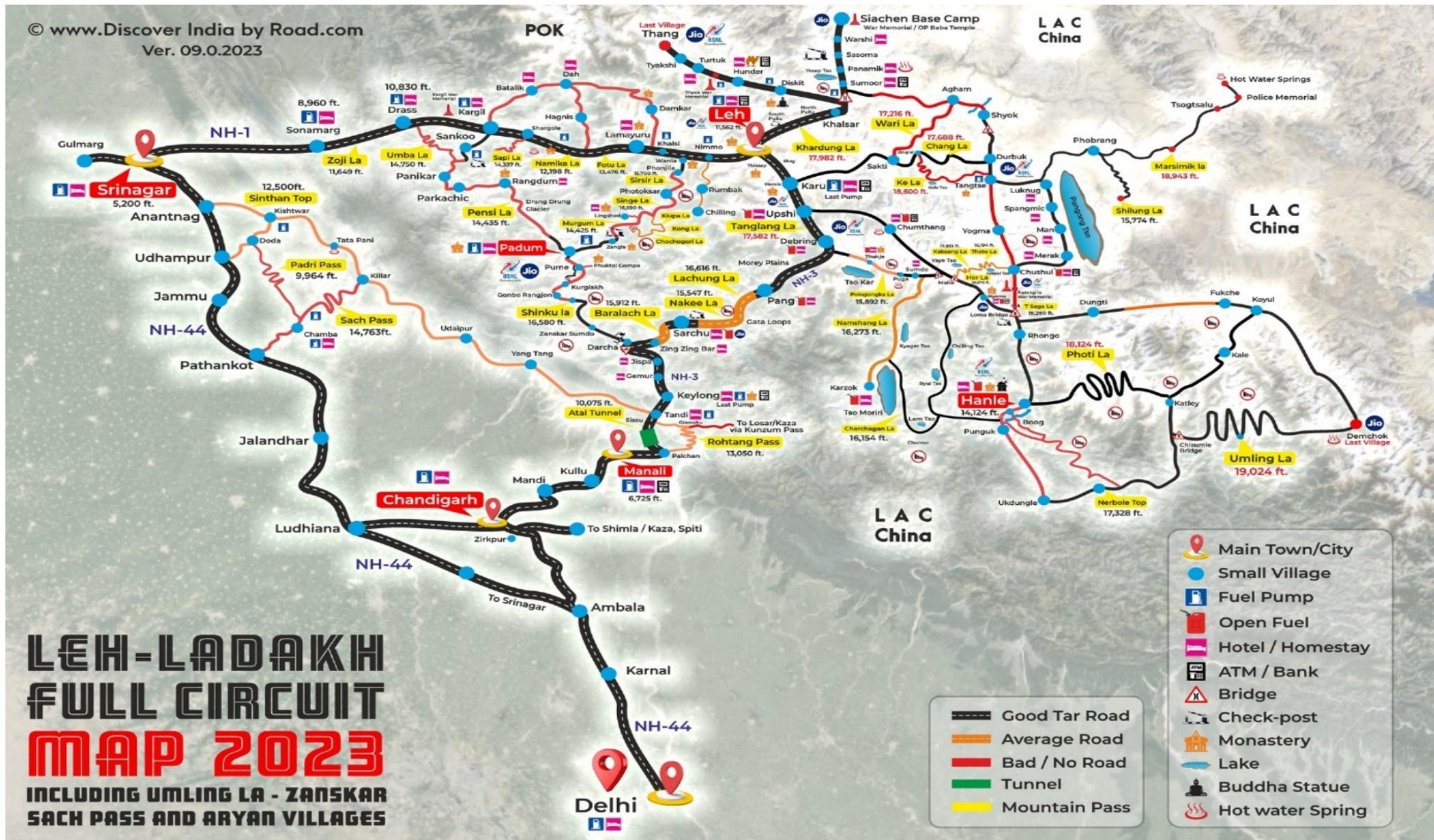
Road Connectivity Map (Delhi-Srinagar-Leh-Manali)



Source: (FALCONRIDERSINDIA.COM)

Figure 1.5

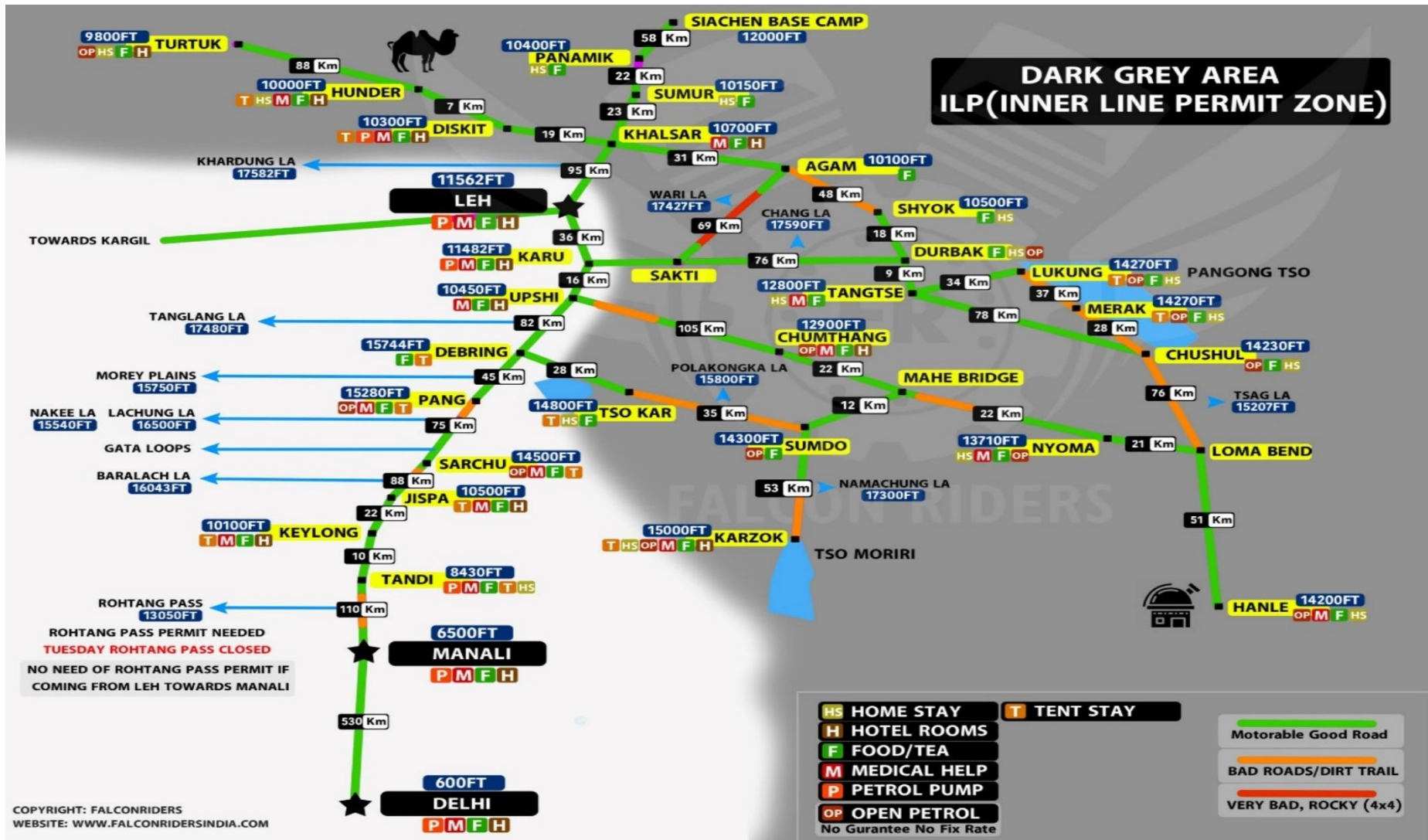
Leh-Ladakh Full Circuit Map



Source: (discoverindiabyroad.com/leh-ladakh-road-trip/)

Figure 1.6

Road Connectivity Map (Manali-Leh Route)



Source: (FALCONRIDERSINDIA.COM)

Figure 1.7

Adventure Activity Advertisement



Source: Authors Own Click

Figure 1.8

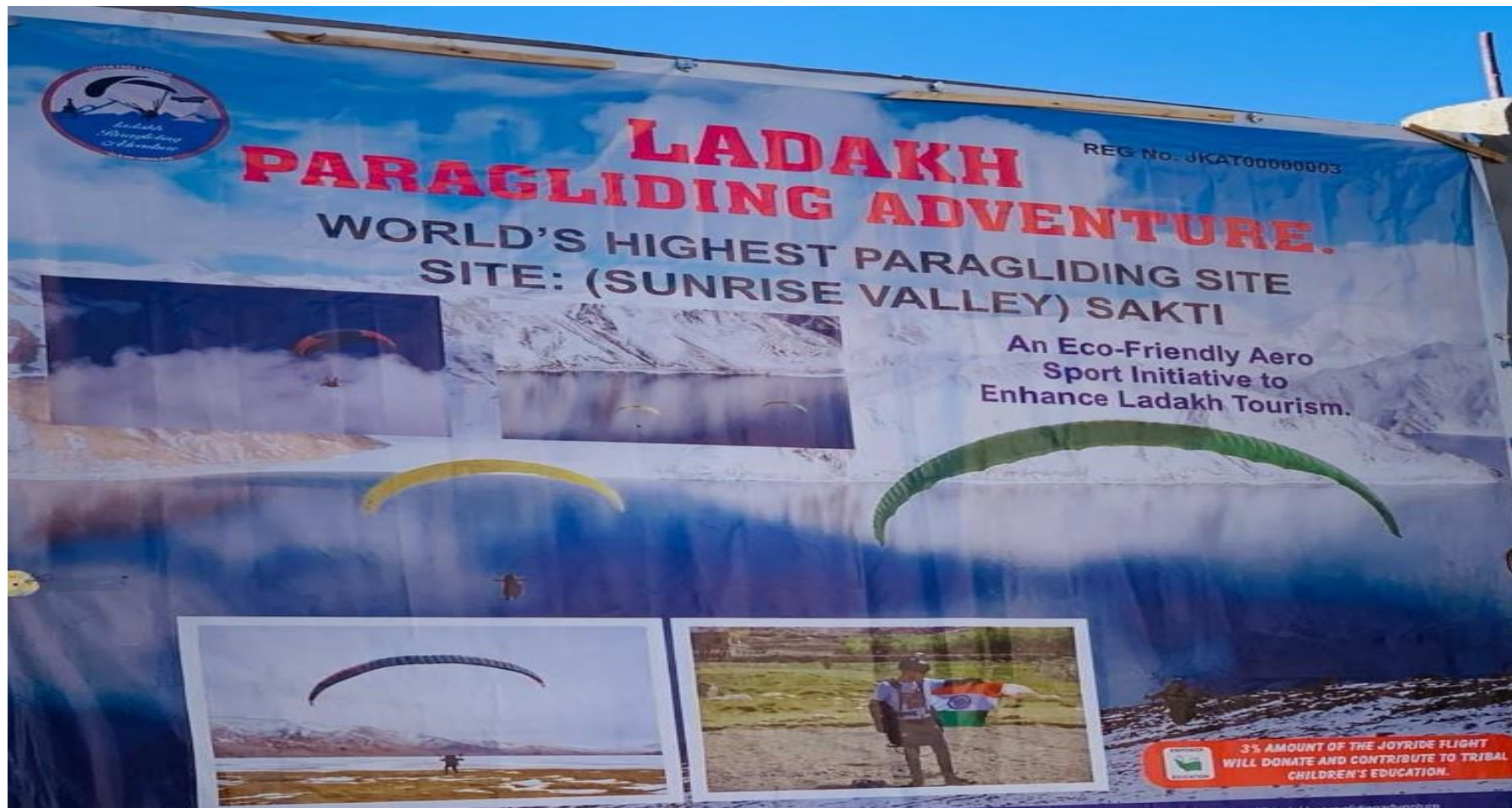
Pangong Tso



Source: Authors Own Click

Figure 1.9

Adventure Activities Advertisement



Source: Authors Own Click

1.2.4 Top travel destinations for incredible holiday experience in Leh Ladakh

• Zanskar Valley	<i>The Desolate Himalayan Place</i>
• Pangong Tso Lake	<i>An Awesome Camping Site</i>
• Kargil	<i>Haven For Adventure Seekers</i>
• Khardung-la Pass	<i>Gateway To Valleys</i>
• Nubra Valley	<i>Get Arabian Nights Experience</i>
• Magnetic Hill	<i>An Intriguing Phenomenon</i>
• Spituk Gompa	<i>A Beautifully Carved Spot</i>
• Hemis National Park	<i>Where Endangered Species Live</i>
• Shanti Stupa	<i>Perfect Place for Peace</i>
• Royal Leh Palace	<i>Where Royal Glory Awaits</i>
• Moonland	<i>An Imaginative Destination</i>
• Tso Moriri Lake	<i>A Twin Natural Paradise</i>
• Chadar Trek	<i>An Unbelievable Trek</i>
• Diskit Monastery	<i>A Famous Attraction</i>
• Chemrey Monastery	<i>An Undiscovered Monastery</i>
• Tso Kar	<i>A Salt Lake In Ladakh</i>
• Lamayuru Town	<i>Small And Magnificent</i>
• Sankar Gompa	<i>Get A View Of The Hills</i>
• Nyoma	<i>A Quaint Place</i>
• Changthang Wildlife Sanctuary	<i>An Isolated Place</i>
• Hall Of Fame	<i>Salute The Martyrs</i>
• Lachulung La	<i>A Breathtaking Route</i>
• Tanglang La	<i>For Thrill Seeking Adventure</i>
• Central Asian Museum	<i>Shows The Silk Routes</i>
• Panamik Village	<i>A Scenic Destination</i>
• Zorawar Fort	<i>With A History Of Victory</i>
• Conquest Tiger Hill	<i>A Significant Mountain</i>

Source: (traveltriangle.com)

1.3 Sustainable Adventure Tourism Development

Sustainability implies constancy. It is now a desired objective for everyone, from the average person to the world's governments, due to the current struggle between the expanding, limitless needs of humans and the environment's limited resources. And the severity of this battle is what has converted the 21st century into what is being called "the Sustainability Century" (Elkington, 1997).

As stated by the United Nations Environment Programme (UNEP) in 1992 at the World Summit on Sustainable Development (WSSD), sustainable tourism is "the management of tourism resources in such a way that fulfils economic, social, and aesthetic needs while maintaining cultural integrity, essential ecological progress, biological diversity, and life support systems." Sustainability is a more potent term for establishing an appropriate strategy to tourism development, according to WTO (1993). It covers all aspects of travel, including individual trips to the most vulnerable environments, huge group travel, and vacationing in touristy Destinations.

The term "sustainable adventure tourism," sometimes known as "sustainable adventure travel," refers to vacationing in a way that minimises negative impacts on local culture, infrastructure, and the environment while still satisfying the adventurous and needs of tourists and residents alike. This may be accomplished sustainably without causing harm to the resources upon which the tourism sector depends. According to the World Tourism Organization (WTO), which first defined sustainable tourism in 1988, the term refers to the practise of using tourism in a way that does not compromise the area's cultural significance, vital ecological processes, biological diversity, or means of supporting life. As a precursor, the World Conservation Union (WCU) defined sustainable tourism as "travel and visiting to the natural places for the objective of gaining pleasure, enjoying, appreciating, and respecting nature and carrying along culture essence in a way that nourish sustainability, has allowed tourist impact, and affords for beneficial activities, socioeconomic participation of the locals" in 1966.

It is widely acknowledged that sustainable tourism is both financially beneficial and beneficial to the local community, the environment, and society as a whole. The primary goal of sustainable tourism is to ensure that it does not have a detrimental impact on either the environment or society. Instead, it should offer a calming experience to the local community and the society in the area where tourism is practised by reviving and integrating tourism activities with the surrounding natural environment. Moreover, the major goals of sustainable tourism are to increase output and reduce the harm that global tourism generally causes.

In 1987, the United Nations' World Commission on Environment and Development (WCED) published its landmark report *Our Common Future*, popularly known as the "Brundtland Commission Report" after the commission's chair, Gro Harlem Brundtland. According to the report, sustainable development may be summed up as follows: "*Development that meets the requirements of the present without sacrificing the ability of future generations to meet their own needs...*" (UN & WCED, 1987, p. 24).

Within two years following the publication of this report and definition, "approximately 140 alternative and variously modified definitions of sustainable development' developed. It is estimated that there are "about three hundred definitions of sustainability and sustainable development now in use across a variety of disciplines" (Johnston, et al., 2007) today. Sustainable development is multifaceted, with meanings that overlap and sometimes contradict one another (Dimitrov, 2010). According to Gaillie (Hall, Gossling, & Scott, 2015), it is a "basically contentious idea," while others have dubbed it "an oxymoron" (Daly, 1990) or "an article of faith, a shibboleth" (Lélé, 1991). The paradox of its definition's rests in its creators, not sustainability (Dimitrov, 2010). However, the fact that sustainability may be defined in a variety of ways because it has been adopted by many stakeholders according to their knowledge, skills, and interests (Graci et al., 2015). People from many different areas use the phrase in various situations, and they have extremely distinct notions, methodologies, and biases, according to Heinen, (1994).

The term "sustainable adventure tourism development" refers to the expansion of adventure tourism activities that has been meticulously planned and is being carefully controlled. It's the polar opposite of the kind of tourism that has been created for short-term gains in the knowledge that the destination's popularity will inevitably wane. As, to restate, development is ultimately about human society and individuals, it follows that the term "sustainable development" refers to development that does not negatively impact the natural environment in which humans reside.

1.3.1 Need for Adventure Sustainable Tourism Development.

Adventure tourism carries with it the capacity to inflict both helpful and harmful consequences on host communities and host environs. Its dynamic expansion and economic impact in various economies throughout the world are significant, but it can also be tremendously harmful to the delicate environmental and social structure of countries around the world. This is primarily due to the structural realities of the tourism industry (Mc Kercher ,1993). These structural realities work as contradictions within the tourism industry and are rightly called as "Fundamental

Truths" of tourism (Table 1.2). They make sustainable development a guiding philosophy for the tourism industry (Mc Kercher ,1993).

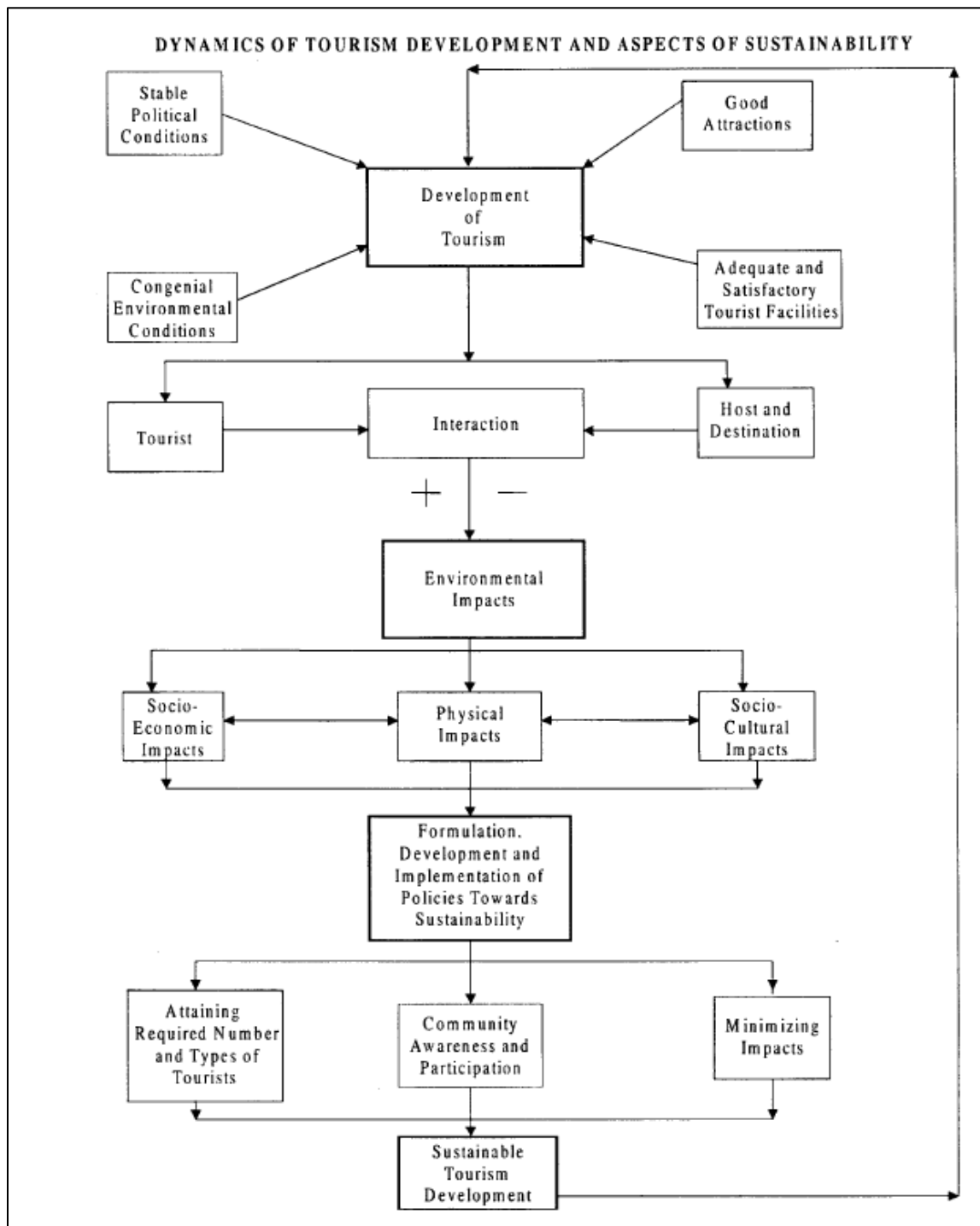
Table 1.2 **Fundamental Truths about Tourism**

<p>Some inescapable realities of the tourism industry include the following:</p> <ul style="list-style-type: none">• Being an industrial activity, tourism uses up resources, generates waste, and calls for specialised infrastructure.• Tourism may result into over utilisation of destinations resources.• Tourism is a resource-based industry, so it needs to compete for limited resources to stay in business.• Investment decisions in the tourism business are driven mostly by a desire to maximise profits.• Tourism industry is complex and hence difficult to regulate.• Travelers are not anthropologists; they are customers.• Travel is a source of fun and entertainment.• Tourism is unique amongst major economic sectors in that it profits not from the sale of a physical good but from the inflow of tourists.

Source: Adapted from Mc Kercher, (1993)

The primary objective of developing a plan for sustainable adventure tourism in a particular destination is to attract more visitors who adhere to the principles of environmentally conscious progress. In order to achieve this objective, short term specific goals achievement is required such as; coordination of all stakeholders interested in destination tourism development; marketing of asset of region tourism; involvement of local communities and the environmental needs when designing tourism products and marketing activities; evaluate how potential customers perceive the marketing and product and coming up with a vision, mission, and framework for marketing activities to be carried out over the course of the project's duration. There is a unique relationship between consumers (tourists), the industry, the environment, and residents of the destinations." At the beginning, there is a great deal of engagement between the tourist, industry, and host destination characteristics, and this engagement serve as the basis for the implementation of sustainable development through tourism (ref fig 1.10). Furthermore, adventure tourism enhances locals' and visitors' consciousness of the uniqueness of their respective natural and social settings, leading to greater efforts to protect and preserve these features. Thus, adventure tourism can ensure sustainable growth at the destination level.

Fig 1.10 Dynamics of Tourism Development and Aspects of Sustainability



Source: (Sood, 2000)

Therefore, the fundamental realities about adventure tourism, combined with the 'special relationship,' highlight the paradoxical nature of the adventure tourism market, i.e., it is an amalgamation of many inconsistencies, and the path to resolving these inconsistencies lies in sustainable adventure tourism development. Table 1.3 depicts certain factors and their influence on sustainable adventure tourism development especially with respect to Ladakh.

Table 1.3 Conservation and sustainable practices for adventure tourism development in the peripheral economy of Ladakh

Factors	Influence on Sustainable Adventure Tourism
Conservation of Natural Resources	Ladakh's pristine environment, including its high-altitude deserts, lakes, and mountains, must be preserved. Sustainable practices involve minimizing waste, conserving energy, and promoting eco-friendly transportation and other related activities.
Responsible Behaviour	Ladakh boasts a variety of adventure experiences including motorbiking, river rafting, mountain climbing, trekking, camping etc. Sustainable tourism practices aim to support and conserve while ensuring responsible visitor behaviour.
Local Economic Development	Balancing economic growth with environmental conservation is crucial. Sustainable adventure tourism should contribute to Ladakh's local economy by empowering communities, creating jobs, and promoting entrepreneurship.
Community Involvement	Engaging local communities in decision-making processes ensures that their perspectives are considered. Sustainable practices involve collaboration with residents, respecting their knowledge, and involving them in tourism planning.
Carrying Capacity	Ladakh's fragile ecosystem requires careful management. Sustainable adventure tourism considers the region's carrying capacity—the maximum number of visitors that can be accommodated without harming the environment or local culture.
Infrastructure and Waste Management	Proper waste disposal, efficient water usage, and sustainable infrastructure development are essential. Initiatives like plastic-free campaigns and waste reduction contribute to sustainable tourism practices.
Biodiversity Conservation	Ladakh's unique flora and fauna need protection. Sustainable tourism practices promote wildlife conservation, discourage poaching, and raise awareness about the region's biodiversity.

1.4 Role of social media travel influencers in adventure tourism

Prior to the advent of internet revolution, the tourism sector was highly reliant on tour operators and travel agencies to both spread information and promote their products and services. With the emergence of Web 2.0, the tourist economy discovered a new approach to bypass intermediaries and engage travellers directly while reducing operational expenses. In due time,

emerging technologies inspired a significant number of travel advertising agencies and influencers to publish travel-related content on social media platforms in order to advertise destination attractiveness and their product or service (Marin-Pantelescu *et al.*, 2019). Tourism agencies are utilising social media to enhance the destination's marketing (Mariani *et al.*, 2018). Social media (SM) has made it possible for tourism advertising agencies by allowing them to participate in the creation of a destination's image through an interactive content-sharing strategy (Sultan *et al.*, 2021). As a result, direct virtual engagement has contributed to the tourism industry's expansion. The tourism industry has therefore adopted this interactive marketing technique to reach out to travellers online (Marine-Roig and Ferrer-Rosell, 2018). On the other hand, SM use has become second nature to some age groups, particularly millennials and the next generations. As a result, the importance of information gleaned from social media and fellow users is higher than ever (Lou and Yuan, 2019). Travellers are increasingly turning to SM as a credible resource for information before making travel choices (Gretzel *et al.*, 2007) because of the abundance of user-generated adventure content available on these platforms and the ease with which people can interact with one another. User generated content (UGC) shared on social media has the power to significantly shape the perception (Lim *et al.*, 2012). Since users are also generating content and disseminating it on social media, tourism advertising agencies are no longer the only key controllers of the destination's brands (Llodrà-Riera *et al.*, 2015). Consequently, the proliferation of massive online user-generated content over SM platforms has prompted the emergence of social media influencers (SMIs) (Cox *et al.*, 2009), but who are they and how do they differ from SM Travel Influencers (SMTI's)? Freberg *et al.* (2011), entitled SMIs, a new type of third-party endorser, have gained attention due to their impact on younger generations. Whereas SMTIs are individuals who advocate for travel destinations, influencing others' travel decisions. (SMIs) are regarded as social media users who can sway audiences' opinions by sharing their expertise in a particular subject, interacting with their followers, or posting about their hobbies, travel, and quality of life (Audrezet *et al.*, 2020). In contrast to celebrities, who gain widespread recognition through traditional media channels, Kay *et al.* 2020) defines social media influencers (SMIs) as individuals who possess a substantial following on social media platforms, possess the ability to actively engage with their followers, and can effectively utilise their reputation to promote and endorse specific products or services. According to Chapple & Cownie, (2017), influencers characterise themselves as individuals who are relatable and accessible, thereby fostering a sense of similarity or closeness with their audience, as if they were peers. SMTIs serve as a catalyst that stimulates individuals' inclination to engage in tourism activities (Asan, 2022).

They post adventure travel related content, share their experiences online and help others by promoting unique locations (Sid, 2020; Stoldt *et al.*, 2019). Their engaging informational and persuasive content sharing across SM platforms, have piqued the curiosity of tourists. Their experiential information helps travellers make informed decisions about distinct tourist destinations (Litvin *et al.*, 2008). Thus, travel influencers online travel related communications and adventure travel information exploration by travellers are crucial to the success of destination attractiveness (Mehmood *et al.*, 2018). In addition to their growing online presence, travel advertising agencies are increasingly turning to SMTI's as a wellspring of useful information about destinations. By giving their target audience, the option to use social media platforms to compare pricing, leisure and adventure activities, infrastructure facilities, required reservations processes, they hope to sway them through influencers. Travel influencers now have a direct line of contact with potential travellers thanks to the availability, quality, and usefulness of credible adventure content online (Marine-Roig and Ferrer-Rosell, 2018). Travellers' impression of destinations is shaped in part by the content they gather from a variety of sources, (Senders *et al.*, 2013; Tsiakali, 2018). Um & Crompton, (1990) contend that in addition to social influence in the form of suggestions from friends or family, marketing information provided by travel influencers and tourism advertising agencies also plays a role in forming travellers' cognitive and emotive perceptions of a destination. The beneficial effect of recommendations and opinions on the decisions of tourists is also a source of concern for the tourism industry. In this situation, tourism advertising agencies would like to establish trustworthy travel information sources through the efficient application of SMTI's in order to increase their competitive edge in the tourist sector (Stepchenkova and Mills, 2010). Tourism advertising agencies may now virtually disseminate travel information, enhance relationships with potential travellers, and most significantly, create and promote a cognitive and emotive destination image by integrating numerous social media travel influencers characteristics, capabilities, and wide reach.

1.5 Sustainable Attractive Destinations

Destinations are discrete regions with a clear purpose (Buhalis, 2000; Blasco *et al.*, 2014). Despite the fact that the term "destination" is difficult to define, A destination can be described as a location where visitors can relax, go for walks, enjoy nature, view historical monuments, attend local festivals and events, try local cuisine, and relish destination's distinctive characteristics (Blasco *et al.*, 2014; Kennelly, 2017). A tourist destination should be viewed as a whole, with all of its components and features being reviewed and suggested in accordance

with the needs of visitor (Seyidov and Adomaitienė, 2016). A destination's entirety, including all of its characteristics, should be evaluated and promoted in light of what visitors are looking for (Moore and Smallmann, 2010). Destination has a number of essential components that draw travellers' attention and satisfy their demands once they visit. A tourist destination's components are classified into three categories: a) primary (activities, physical surroundings, and socio-cultural qualities), b) secondary (eating and shopping), and c) other features (accessibility and touristic information)(Jansen-Verbeke, 1986). There are six crucial elements that make up a destination: attractions, accessibility, facilities, packages that are offered, activities, and ancillary services (Buhalis, 2000). Cost, attractions, facilities, travel options, travel arrangements, and travel information are some other elements that serve the same aim, albeit in slightly different ways: to make the place suitable and accessible to tourists (Moutinho *et al.*, 2011). In recent years, tourists have become more aware of environmental, social, and cultural impacts of tourism (Coroş *et al.*, 2017). Additionally, tourists are more dedicated to sustainability and willing to spend extra to experience an eco-friendlier destination (Fernández & Sánchez, 2016). A positive perception of a destination increases the likelihood that tourists would revisit it (Camilleri & Kozak, 2022). A steady flow of tourists is an essential component of the economic sustainability of a destination (Coroş *et al.*, 2017).

1.6 Rational of the study

The high relevance and continuous increasing influence of travel influencers in travel destination choices among travellers make this topic highly intriguing from theoretical, practical and sustainability viewpoints. A hassle increase in adventure travellers in the union territory of Ladakh and considering destination's carrying capacity and environmental sensitivity drives the need of comprehensive research. Additionally, there few government schemes to promote sustainable development of tourism in Ladakh. Vision 2050 document released by ministry of tourism, government of India highlights the necessity for inclusive growth and sustainable development of tourism in the region. Promotional activities and awareness programmes also contribute to the goal of sustainable adventure tourism development. The present research examines the influence of destination attractiveness antecedents and its effect on sustainable adventure tourism development. Additionally, the study augment with the mediation and moderation assessments of key variables. This research will provide novel insights to destination marketing organisations, local entrepreneurs, and administration, which will contribute to the sustainable development of destinations and also contribute to the better standard of living of locals.

This chapter provides a theoretical foundation for the current study. The primary objective of this section is to critically examine the extant body of literature pertaining to the concept of sustainable tourism development. A multitude of scholarly journals, electronic books, and statistical reports have played a significant role in the advancement of knowledge and the identification of areas requiring further research. The subsequent sections of this chapter include a description of construct-to-construct relationship and present a conceptual framework employing S-O-R theory for in dept understanding of the variables under study.

2.1 Social Media Travel Influencers Content and Destination Attractiveness

A growing number of Internet users, including travel businesses and organisations, are signing up for SNSs like Facebook, Instagram, YouTube, and Travel Blogs. Online profiles and promotional pages over the SNS's have become a norm to reach the wider audience. Social media is heavily reliant on the available content shared by users. Presence over social media makes it possible to raise awareness of destinations products, services, though dissemination of data, media, travel content and ideas online. Each user's primary purpose in engaging is to build relationships and acquire reputation, conformity, and recognition. In a broad sense, content shared by people on public online platforms piques the interest of consumers and develops a trend. The influence can occur anytime during the journey, whether before, during, or after (Fotis *et al.*, 2012; Varkaris and Neuhofer, 2017). Travel purchases are divided into three stages (Chen *et al.*, 2015): information search, alternative appraisal, and investment. During the pre-purchase stage, consumers seek information about travel destinations from various offline and online sources (Vázquez *et al.*, 2014). The required information is disseminated via social media campaigns the form of appealing travel content that aim to increase traffic (Tussyadiah & Fesenmaier, 2009). When it comes to the characteristics of appealing content such as pictures, animations, videos, and reels which can be distributed through social media posts, different travel enthusiastic social media users certainly have a variety of attitudes and perspectives. Few researchers have investigated the impact of appealing content featured on social media apps/ websites on their users' attitudes and re/visit intentions. These studies mostly focused on the service dominant logic (Shareef *et al.*, 2020). Travellers' favourable opinions towards travel content and their willingness to spend money on travel services are both influenced by how beneficial they find the information for their travel planning (Jeon and Jeong, 2017). Previous research has shown

that content shared on social media by users (called "user-generated content") and by marketers (called "firm-created content") has a positive effect on how people feel about brands and how likely they are to buy them (Mukherjee & Banerjee, 2019; Shareef et al., 2018). Therefore, travellers may be enticed to return to social media influencers profile in search of appealing and informational content, such as pictures and videos and reels (Aw and Chuah, 2021; Wolfinbarger and Gilly, 2003). Social media influencers (SMIs), a new type of third-party endorser, have become increasingly influential in shaping the views of younger generations (Freberg *et al.*, 2011) through their informational content. The information provided by the SMIs is regarded as credible and significantly impacts users' attitudes, perspectives, perceptions, and purchase behaviour (Lim et al., 2017). Influencers intervene through their informational travel content at various points of the travel decision-making process and shape their followers' opinions and behaviours (Hudson and Thal, 2013; Pop *et al.*, 2021). Influencers act as intermediaries, gathering knowledge and delivering it to social media users over the Internet (Magno and Cassia, 2018). The influence of Youtubers, Instagram users and bloggers on travel destination selection is recognised as their potential to influence their followers' decisions and choice of alternatives via SM platforms (Alic *et al.*, 2017). Influencers act as tourist location agents because their content helps to establish the destination's image (Gholamhosseinzadeh *et al.*, 2021). Their content inspires viewers to visit a destination recommended by the influencers (Jaya and Prianthara, 2020). The impact of user-generated content, precisely that of well-known or trusted influencers, has been extensively established in the literature (Alic *et al.*, 2017; Hudson and Thal, 2013; Kang and Schuett, 2013; Kapitan and Silvera, 2016). Content receivers seem more convinced and willingly accept speakers' words when the source's credibility is high (Han and Chen, 2022).

How visually pleasing one finds a destination is what is meant by "attractiveness" (Wolfinbarger and Gilly, 2003). In the last few decades, policymakers as well as researchers have paid a lot of attention to the question of destination attractiveness and how to quantify it (Sandro Formica & Uysal, 2006; Kim, 1998; Lee et al., 2010). Researchers has investigated destination's attractiveness using a variety of methodologies and in a number of different circumstances. For instance, (Pompurová & Šimočková, 2014) assess Slovakia's attractiveness in light of the demand from its key target markets. Reitsamer et al. (2016) examine whether tourist cognitions have a role in mediating the relationship between destination attractiveness and destination attachment. Kim & Perdue, (2011) address the question of how cognitive and affective pictures of a place might affect its attractiveness. Based on an analysis of the

connection between accessible destination attractions and their perceived importance, (Formica & Uysal, 2006) present a model connected to determinants of tourism attractiveness. According to Chuang et al. (2014), the characteristics of a destination's attractiveness, such as its infrastructure, location, services, natural and cultural attractions, might have a role in influencing the decision that tourists make on where they want to vacation. The importance of location and local attractions (both natural and cultural) was also highlighted in an Indonesian. The term "attractiveness of a destination" refers to the impressions that tourists have of a location and its capacity to fulfil the requirements of the visitors (Vengesai, 2003). In the tourism literature, there have developed into two main approaches on destination attractiveness. One school of thought holds that a destination's allure can be gauged by counting its physical assets, or its tourism resources (Formica & Uysal, 2006). On the other hand, in the modern international tourism market, locations are seen less as individual natural, cultural, or environmental resources and more as an overall compelling product that is offered in a particular region (Buhalis, 2000). So, providing such a diverse range of goods and services has turned into a requirement for developing an alluring, unforgettable travel experience (Cracolici and Nijkamp, 2009). The second school of thought considers how travellers' preconceived notions about a location affect its allure (Formica & Uysal, 2006). Therefore, these two bodies of research, suggest that the attractive features of a site are critical to the success of a staged visit. Tourists are looking for more and more unique experiences that go beyond just consuming services and sightseeing. As a result, tourism industry increasingly transitioning away from a "delivery-focused" service economy and toward a "staged" experience economy (Oh et al., 2007). According to Benckendorff & Pearce, (2003) a destination's visual appeal is one of the most important factors for a traveller. Tourism destinations are selected based on their perceived attractiveness and ability to satisfy a range of personal identity needs (Foroudi *et al.*, 2018). Studies have found that the destination's environmental, cultural, and social aspects all have a role in making it more or less appealing to potential visitors (Dey et al., 2020; Kim et al., 2012). For instance, Kim et al. (2012) evaluated destination attractiveness and found that it was influenced by the area's natural features, accessibility, and inhabitants' sentiments. Bonn et al. (2007) and Gelbman & Timothy, (2011) investigated a variety of aspects, including the accessibility of different means of transportation, the quality of organizational and environmental services, and the ease with which people can communicate with one another. According to Reitsamer et al. (2016), the attractiveness of a place can be thought of as a multi-dimensional variable. The researchers considered availability, compatibility, local

communications, and landscape to be its dimensions. Additionally, they demonstrated how attractiveness might enhance visitor attitudes and attachment. In addition, safety, leisure activities, lodging facilities, cultural and natural history and adventure activities are all factors that Mikulić et al. (2016) list as contributing to a place's overall attractiveness. According to several recent research, attractiveness can influence how positively tourists evaluate a destination (Reitsamer *et al.*, 2016; So *et al.*, 2017; Wesselmann, 2019). As a competitive aspect, a destination's attractiveness appears to foster a sense of belonging to that location (Cracolici and Nijkamp, 2009). The customer-brand literature delves deeper into the connection between attractiveness and identity. For instance, Elbedweihy et al. (2016) and So et al. (2017) illustrate that consumers have a greater tendency to define their identity with a brand once they perceive it attractive. In accordance with other studies (Ahearne *et al.*, 2005; Balmer *et al.*, 2020; Marín and de Maya, 2013), traveller's evaluations of attractiveness may also help them identify with a brand more strongly.

Therefore, Tourism advertising agencies may now virtually disseminate travel information, enhance relationships with targeted audience, and most significantly, create and promote a cognitive and emotive destination image by integrating numerous social media travel influencers characteristics, capabilities, and wide reach.

2.2 Travel Influencers engagement with followers and Destination attractiveness

The adoption of various social network sites (SNSs), such as Facebook, YouTube, Instagram, Twitter, and LinkedIn, is on the rise among online users, including businesses and organizations. They are making pages and groups on social media to reach a wider audience. Social networking sites enable individuals to increase awareness regarding various travel products and services, and social causes. These platforms facilitate the sharing of various forms of online content, such as textual information, images, videos, and hyperlinks (Kaya, 2020; Liao *et al.*, 2021; Shrivastava and Kumar, 2021). Simultaneously, individuals can utilize social media platforms to initiate interactive dialogues with their audience, who may potentially be customers and potential clients. Consequently, social media subscribers are expected to maintain their accounts, share promotional content, and respond to online users in a timely manner (Dong and Lian, 2021; Johnson *et al.*, 2022; Mohammed and Ferraris, 2021). Additionally, numerous travel-related companies and destination marketing organisations are currently reaping the benefits of social media. Social networking sites (SNSs) facilitate the connection of social media users, including potential tourists, to interactive web platforms and

other hyperlinks that showcase promotional content and details pertaining to a variety of travel destinations (Camilleri, 2018). The promotion of tourist attractions, points of interest, and amenities is a common practice. The interactive features of digital media potentially foster engagement among online users in real time (Camilleri and Camilleri, 2022a). The provision of incentives may serve as a motivating factor for individuals to engage in travel-related activities, such as booking their travel itineraries and securing lodging arrangements (Cheung & To, 2016; Rihova et al., 2018). Therefore, the employment of social networking sites (SNSs) has greatly impacted the manner in which online interactions occur and has transformed the connections among various parties in the travel and hospitality industry, including travel businesses and their clientele, as well as between potential customers.

The term "interactivity" has been defined in a variety of ways by various academic authors (Chattaraman *et al.*, 2019; McMillan and Hwang, 2002). The term "interactivity" context pertains to the functionalities of social networking sites (SNSs) that facilitate bidirectional communication. Specifically, it pertains to the real-time conversational abilities of SNSs among multiple individuals (Rihova *et al.*, 2018). This line of argumentation pertains to the extent to which individuals utilizing online platforms experience a sense of agency in engaging in synchronous and reciprocal communication with one another via interactive media (Liu, 2003; Thorson and Rodgers, 2006). The level of engagement exhibited by online users may vary and lack consistency across different digital platforms. Individuals may value various facets of social media, such as its level of interactivity, promptness of responses, and efficiency in accessing information (Chen et al., 2007). Interactive websites provide a means for real-time and ongoing exchange of information among users. Social networking sites (SNSs) are of potential interest to online users due to their ability to facilitate interactive communication with other individuals (Camilleri & Camilleri, 2022). Social media users may respond positively to content that encourages conversation and engagement (Abosag *et al.*, 2020; Camilleri and Camilleri, 2019). The sharing of online content may be facilitated by particular social settings and can lead to favourable psychological effects (Bailey et al., 2018; Seol et al., 2016; Yang et al., 2016). Individuals who follow social media travel influencers profiles may express interest in participating in online discussions due to the informative and/or entertaining nature of the content shared. According to research Aiello & Douthitt, (2001), an engaged audience has the potential to foster communication among online users. On the other hand, the existence of a passive audience may impede individuals from expressing their opinions or evaluations.

The term "engagement" can be defined as the actions and behaviours of consumers towards a particular brand (Brodie *et al.*, 2013). Additionally, some scholars suggest that engagement can also encompass the active involvement of consumers in the co-creation and development of the brand (Vivek *et al.*, 2012). According to Oh *et al.* (2017), social media-based brand engagement fosters increased user participation and interaction, as evidenced by activities such as commenting, sharing, and liking (Wang *et al.*, 2017). According to Hollebeek, (2011) perspective, the evolution of brand engagement can be categorized into four discrete phases, namely: behavioural, cognitive, emotional, and social engagement. According to Pansari & Kumar, (2017), a favourable degree of interaction between a brand and its customers generally leads to increased market share and improved levels of customer contentment. Bonsón & Ratkai, (2013), suggested that “likes”, “shares” and “comments” are indicators of three specific dimensions of engagement in social media, namely: popularity, commitment and virality respectively.

Popularity (P) can be defined as the attractiveness and notoriety of user messages, namely:

$$P = ((\text{Total number of likes} / \text{total number of posts}) / (\text{number of followers})) 1,000$$

Commitment (C) reflects a deeper level of involvement with fellow users and the brand itself as it generates additional online content:

$$C = ((\text{Total number of comments} / \text{total number of posts}) / (\text{number of followers})) 1,000$$

Finally, the virality (V) of posts reflects users' interest in the brand and its contents shared via social media:

$$V = ((\text{Total number of posts shared} / \text{total number of posts}) / (\text{number of followers})) 1,000$$

Overall, engagement (E) is calculated as the sum of the above three dimensions, i.e., $E=P+C+V$.

And,

List of additional measure of influencer’s monthly engagement

- Generic Engagement = $\frac{(\text{Likes} + \text{Comments} + \text{Shares})}{(\text{Total Posts})} * 100$

- Influencer Engagement for followers’ activity =

$$\frac{(\text{Likes followers 2 influencer} + \text{Comments followers 2 influencer} + \text{Shares followers 2 influencer})}{(\text{Posts Influencers})} * 100$$

The growing trend of using influencers to influence others through their online presence is worth noting in contemporary times. Even though place branding, satisfaction, and place attachment have been studied in greater detail, particularly in rural and semi urban destinations contexts (Hanna and Rowley, 2011; Kavartzis, 2012), research on tourist engagement through social media influencers is still in its infancy (Bonsón *et al.*, 2017; Cabiddu *et al.*, 2014; Harrigan *et al.*, 2017). Some research has shown that for effective promotion of destination attractions, engagement among social media users is necessary (Brodie *et al.*, 2011, 2013; Gummerus *et al.*, 2012; Hollebeek, 2011; Martínez-López *et al.*, 2017). Social media platforms offer an effective way for influencers promote themselves using destination attractions, interact with key stakeholders, and shape favourable perceptions of destinations (Boes *et al.*, 2016; Molinillo *et al.*, 2019). Influencers whose followers exhibit a strong inclination towards the influencers' content and endeavours by actively subscribing to the influencers' automated post updates and engaging in discussions and comments with both the influencers and other followers, possess a substantial following. Ki & Kim, (2019) have identified two key attributes of social media influencers (SMIs) that have facilitated the development of interpersonal interaction with their followers. These attributes include the persona-driven characteristics of SMIs and their content-driven traits. The study identified eight distinct sub-categories for each category, namely: informativeness, which had an induction rate of 27.53%; inspiration at 15.91%; enjoyability at 15.40%; visual aesthetics at 11.87%; similarity at 10.61%; physical attractiveness at 9.85%; expertise at 10.10%; and authenticity at 6.06%. The study found that certain traits of social media influencers (SMIs) were associated with specific sub-categories, including inspiration, enjoyability, similarity, physical attractiveness, and authenticity in relation to persona-related traits. In addition, the sub-categories of informativeness, visual aesthetics, and expertise were found to be associated with SMIs' content. However, the efficacy of influencers has been the subject of numerous studies in recent years, with scholars examining various factors that can contribute to their effectiveness (Casaló *et al.*, 2020; Farivar *et al.*, 2021; Hwang & Zhang, 2018; Castillo & Sánchez-Fernández, 2019) Existing literature on influencers suggests that the effectiveness of social media influencers is contingent upon the nature of the relationship between followers and influencers, particularly the parasocial relationship that followers develop with influencers. This is supported by research conducted by (Hu *et al.*, 2020; Hwang & Zhang, 2018; Lee & Watkins, 2016). Additionally, the characteristics of influencers, such as their social and physical attractiveness, have been found to influence the formation of parasocial relationships, as demonstrated by Lee & Watkins, (2016) and Sokolova & Kefi, (2020).

The concept of self-presence among influencers pertains to the degree to which they showcase their own persona in their social media posts and engagements with their followers. In accordance with the degree of self-presentation, influencers may be classified into two distinct categories, namely informers and me formers. According to Hu & Hong, (2017), individuals who identify as "Me formers" tend to prioritize self-promotion by frequently featuring themselves in videos and photos. In contrast, "Informers" prioritize the content of a subject and tend to minimize personal anecdotes and self-representation. According to studies of online platforms and virtual communities (Jin *et al.*, 2017; Ogara *et al.*, 2014), the ability to sense the presence of other users is a key aspect in enhancing user experience and happiness. According to Gao *et al.*, (2017), the experience of being in the company of another individual in virtual spaces can intensify feelings of intimacy and proximity, thereby fulfilling the psychological need for social connectedness. The literature on social media influencers has also examined the significance of the presence of influencers in fostering a connection with their audience (Djafarova and Rushworth, 2017). According to Farivar *et al.*, there exists a positive correlation between the level of presence exhibited by influencers in their social media posts and the degree of engagement and attachment displayed by their followers. The establishment of this presence is crucial in cultivating a rapport with one's followers, as posited by Yuan & Lou, (2020).

While most studies on social media influencers have taken a favourable view of influencers' efforts to engage their followers and have zeroed in on what makes an influencer effective, very few have considered the possible drawbacks of their following being overly attached to them. It is contended that the number of influencers followed by an individual may diminish the impact of parasocial relationships and the feeling of affiliation on problematic engagement. This phenomenon can be attributed to the fact that as the quantity of influencers being followed by an individual rises, their attention becomes increasingly fragmented, leading to a decreased likelihood of prolonged engagement with any one influencer. Travellers who use social media are vulnerable to developing problematic behaviours, which may be exacerbated by the efforts of influencers to attract followers and attain financial gain. The compulsion of followers to engage with an influencer's account is a distinct form of addiction to social media that pertains to the act of following an influencer. The state of engagement is characterized by a persistent urge to monitor the influencer's account, adverse emotional reactions when access to the account is unavailable, and a usage pattern that leads to difficulties in multiple areas of life. The scholarly discourse on social media addiction has predominantly focused on the overall utilization of social media, with limited investigation into addiction related to particular

activities. Bérail et al. (2019), conducted a study on the associations among social anxiety, parasocial relationships, and addiction among YouTube followers, which stands out as an exception in the literature.

Therefore, the rationale behind involving influencers in the process of destination attractiveness is that they have the ability to motivate their followers to participate in the co-creation of a destination's brand. The authenticity of influencers provides a strong foundation for enhancing engagement between influencers and their followers. The concept of authenticity was originally based on intrinsic motivation, which emphasized the importance of uniqueness, originality, and independence from market forces. However, it has since shifted towards external validation, which is determined by recognition and rewards from others (Khamis *et al.*, 2017). Upon reviewing the existing body of scholarly literature, it becomes evident that influencers cultivate an aura of genuineness by employing a series of micro-celebrity techniques that revolve around content creation, internal drives, demonstration of ethical principles, self-revelation, innovation, and engagement. The users' commitment to the ethical structure of authenticity, which encompasses the principles of remaining genuine to oneself and one's brand, as well as being authentic to one's audience, enables them to establish trustworthiness and obtain social and cultural advantages on social media platforms (Wellman *et al.*, 2020). On the other hand, inauthentic behaviours, such as the procurement of counterfeit followers by influencers, may lead to negative reactions from the public (Tafesse and Wood, 2021). The Influencers are able to distinguish themselves from conventional celebrities by leveraging the concept of authenticity. This is in contrast to the latter's tendency to establish a sense of hierarchy with their fans by presenting carefully constructed fantasies that bear little resemblance to the lived experiences of ordinary individuals (Cotter, 2019). The utilization of certain strategies by influencers can create a perception of intimacy, accessibility, and relatability among their followers (Li and Feng, 2022). This perception serves as a crucial element in establishing a strong and effective influencer-follower relationship, as noted by (Cotter, 2019).

The potential impact of influencers, as facilitated by authentic engagement, is expected to be moderated by the audience. Authenticity is commonly perceived as a social construct that is contingent upon individual beliefs and perspectives, rather than being solely an inherent characteristic of an object (Morhart *et al.*, 2015). Conversely, the relational and affective dimensions that exist between the recipient of a message and its sources are fundamental to the practice of authenticity among influencers (Lee & Eastin, 2021). The association between influencers and their sponsoring brands, advertising agents, and both local and global audiences

have the potential to lead to the distortion of the influencer's self, Shtern et al. (2019). In collaboration with marketing agencies, influencers are committed to constructing an online persona that reflects elevated social capital, with the aim of enhancing their status and professional endeavours (Shtern et al., 2019). According to Abidin, (2015), the primary objective of the content creators is to establish social connections with their viewers, rather than to express their individual perspectives and experiences. Moreover, the attainment of influence by means of genuine interaction with an audience is contingent upon the adherence to the tenets of the authentic stakeholder engagement framework. According to Li & Feng, (2021), successful interaction between influencers and their followers is facilitated by a communication mechanism that involves two-way communication. This mechanism is characterized by ethical, inclusive, and collaborative communication practices, which are aimed at promoting social development. The mechanism in question serves to enhance the involvement of citizens in destination branding initiatives by mitigating the limitations experienced by marginalized groups due to the unequal distribution of power between the government and the populace (Li and Feng, 2021). The impact of influencers is collaboratively generated with their followers through ethical communication practices and interactive engagement thereby influencing destination attractiveness.

2.3 Trip Experience Sharing and Destination Attractiveness

A current challenge faced by the tourism industry pertains to comprehending the process by which tourists develop their perceptions of a given destination (Echtner and Ritchie, 1993; Li *et al.*, 2009). Tourist's perception of a destination has the potential to influence their decision-making process prior to the trip and their overall level of contentment with the destination experience following the trip. On the other hand, the travel experience of tourists has a significant impact on their perception of the destination, subsequently influencing their likelihood of revisiting and contributing to destination attractiveness through dissemination of favourable recommendations to others. Several studies have used one-time or cross-sectional approaches, despite growing recognition that destination attractiveness is inherently dynamic (Gallarza *et al.*, 2002). The outcome is that a majority of research endeavours are executed at a singular moment, thereby capturing a momentary representation of the destination attractiveness, commonly referred to as a "snapshot" (Beerli and Martín, 2004). The conventional method of obtaining data pertaining to tourists' general contentment has historically yielded significant insights. However, it is susceptible to a biased perception and may lead to distorted outcomes. Researchers have indicated that there exists a correlation

between attitudinal inquiries and the inclination to participate, leading to a directional bias (Groves and Peytcheva, 2008). For instance, it is probable that only individuals who have had an exceptionally favourable or unfavourable encounter are inclined to share their trip experiences with others. Furthermore, numerous investigations have been carried out utilizing a before-and-after methodology, highlighting the significance of analysing the differences between pre- and post-travel visuals (Chon, 1991; Fakeye and Crompton, 1991). Several studies inquired about the reasons behind changes in individuals' self-image, but their emphasis was on retrospective analysis. As a result, they investigated remembered occurrences and reassessed choices. The approach in question may be vulnerable to potential recall bias, as the recollection process can be influenced or altered by subsequent events. Moreover, conducting a comparative analysis of the destination image before and after the trip suggests a comprehensive perception of one's destination encounter. Despite the fact that travel has been posited as a dynamic phenomenon by various scholars, it is believed that diverse situational factors encountered during a holiday may influence the perception of a travel destination (Woodside and Dubelaar, 2002).

The tourism experience is characterized by a complex and multifaceted nature (Chen & Rahman, 2018) and refer to the emotional, physical, spiritual, and intellectual impressions that an individual acquires during their journey (Su et al., 2020). Tung & Ritchie, (2011) have provided a definition of tourism experience as "the subjective evaluation and experience of events related to tourist activities". It is plausible that the perception of a destination's attractiveness can be influenced by contextual elements and personal experiences throughout the duration of a holiday and may fluctuate across different phases. Tourists tend to carry diverse destination experiences, much like how they pack various items in their luggage to equip themselves for different circumstances (Smith *et al.*, 2015). This experience encompasses affective, cognitive, and behavioural aspects and spans the entire duration of the tourist's journey, including the planning and preparation phase, the actual trip, and the recollection phase after the trip has ended. It is recognised that tourism experiences constitute the impressions about the destination attractions. If tourists possessed elevated motivations during their visit to a destination, the perceived value of the destination attractions would be enhanced (Prebensen *et al.*, 2013). Vogt & Andereck's, (2003) study stand out as an exception, as it demonstrated that the perception of a destination's desirability in terms of affect remained consistently high from the beginning of the trip and throughout its duration. The study conducted by Vogt & Andereck, (2003) revealed that cognitive destination perception, also known as destination knowledge,

exhibited improvement over the duration of the trip. As a result, it was concluded that this psychological state was more susceptible to influence during the course of a vacation. Their research solely focused on measuring destination perception prior to and after the trip. Therefore, their conclusions were primarily derived from a collective analysis and were compared among subgroups with varying prior experience and trip durations. The conclusion drawn by Molenaar & Campbell, (2009), appears to suggest a transition from interindividual variation to intraindividual variation in time and place.

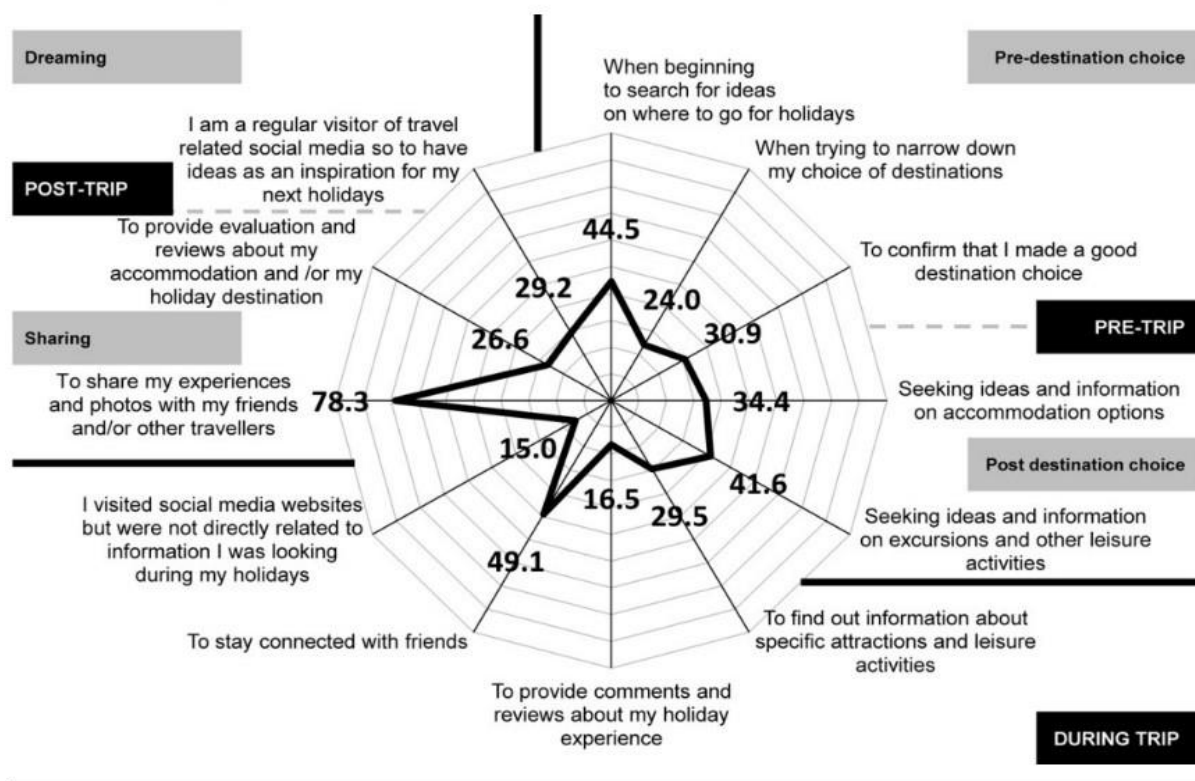
The decision-making process of tourists is frequently influenced by the perception of a destination rather than its tangible attributes (Smith *et al.*, 2015). According to Ryan & Cave, (2005), humans possess cognitive and affective skills that attribute values and emotions to images, indicating that images are not always perceived as neutral or lacking in evocative power. Therefore, the relevance and significance of destination images during a journey may be contingent upon a selective process, while other images may undergo modification due to unforeseen circumstances. Gunn, (1988) distinguished between "organic" and "induced" images. The former refers to images created from non-commercial sources, while the latter are from commercial tourism sources. Upon arrival at the destination, tourists tend to construct a "modified induced image" or a "complex image" (Fakeye and Crompton, 1991), which is based on their real-life travel experiences (Echtner and Ritchie, 1993). Selby & Morgan, (1996) proposed a comparable model for image formation, which involves the organic image, projected image, and reevaluated image. Li et al. (2009) posited that research on the pre-trip image of tourists has been affected by the Internet age, leading to the contention that no image can be considered entirely "organic." The authors postulated that the formation of potential tourists' destination image can be divided into two distinct phases. Initially, tourists construct a "baseline image" through passive or ongoing information gathering. Subsequently, this image is transformed into an "enhanced image" through an active and intentional information search. The modification of the overall perception or portrayal of a particular destination among the populace is typically a challenging task (Gartnerand & Hunt, 1987; Li & Volgelson, 2006). However, there has been a greater emphasis on examining intricate imagery and the significance of visitation in advancing such imagery (Li et al., 2009). Personal impressions of a destination are subject to change and are influenced by individual experiences (Gallarza *et al.*, 2002). The image of tourists is of utmost importance in their engagement and evaluation of the product, as well as in their communication of the experience to others. Hence, it is imperative for tourism planners to comprehend the tourists' perception of the destination and

the manner in which the attractions are being moulded at various stages of the travel experience. Several studies have been carried out in this area (Chon, 1991; Fakeye & Crompton, 1991; Li & Volgelson, 2006; Pearce, 1982; Martín & Rodríguez, 2008). As stated, the majority of these studies perceive an individual's destination experience in a comprehensive manner. Supportively, the classic model by Clawson & Knetsch, (2013) proposes that travel is a changing activity that includes five temporally distinct phases: (1) anticipation (travel preparation); (2) arrival; (3) time spent at the destination; (4) departure; and (5) reflection. Stewart, (1998) considers Clawson and Knetsch's model to be a valuable initial point of reference rather than a definitive framework for practical application, subsequent research has demonstrated that the conduct of tourists, such as their utilization of information and decision-making, does indeed differ across various stages of a vacation (Nichols and Snepenger, 1988; Snepenger, 1987; Vogt and Stewart, 1998). Vogt & Stewart, (1998) conducted a study wherein they surveyed panel respondents in situ during their trip. The study found that the respondents' perception of how information impacts their vacation experience was influenced by their prior experience and trip length. Markwell, (1997) conducted a study wherein tourists were requested to document their experiences during a nature-based tour through the use of photographs and diaries.

The word "social media" is renowned for embracing both cultural and technological components Leung et al. (2013). According to Ngai et al. (2015), social media has substantially altered how individuals connect and interact with one another. Social media is "a collection of Internet-based applications" that build upon the fundamentals and infrastructure of Web 2.0 to facilitate the production and distribution of user-generated content (Kaplan and Haenlein, 2010). Latest studies on social media and tourism include a number of research (Leung *et al.*, 2013; Zeng and Gerritsen, 2014). These studies include the use of social media in tourist promotion and destination marketing (Hays *et al.*, 2013; Usui *et al.*, 2018). Additionally, they discuss how visitors use social media for things like acquiring information, planning travel and disseminating travel-related experiences and communicating current information with others on social media platforms (Chan & Guillet, 2011; Zeng & Gerritsen, 2014). In the pre-trip planning phase, visitors use social media to look for information in order to reduce the likelihood of making poor choices (Chung and Koo, 2015; Jeng and Fesenmaier, 2002; Xiang and Gretzel, 2010). The majority of travellers get their information about different places to visit from electronic word-of-mouth communication (eWOM) on social media platforms (Burgess *et al.*, 2011). They trust eWOM from friends and family more than any other form of advertising (Casaló *et al.*, 2011; Litvin *et al.*, 2008) and consider eWOM to be a trustworthy

information source (Murphy et al., 2007). According to Bae et al., (2017), the legitimacy of people's experiences when they post them on social media has a significant impact on future travel intents and decisions. Since most travellers continue to share their adventurous experiences on online social media after returning home, this sort of interpersonal interaction lasts for a long time (Minazzi and Mauri, 2015). Textual content, image, and audio-visual are just a few of the many mediums that are used to present these travelogues (Thevenot, 2007). Travellers appear to like engaging in social interaction with friends on social media and creating insightful online reviews and recommendations to strengthen their utilitarian ideas Pan et al. (2007) as well as Xiang et al. (2015) and Sotiriadis, (2017) As a result, decisions about sharing behaviour among tourists are influenced by the quality of their experiences (Bae *et al.*, 2017).

Fig 2.1 Travellers using social media during trip planning process and their reasons for use.



Source: Adapted form Fotis et al. (2012)

The age of smart tourism involves cutting-edge gadgets (like Google Glass) and social media tools for mobile devices (like WhatsApp and Instagram, Facebook, along with progressively cheaper and easier online access to smart destinations, allowing travellers to easily share their unforgettable adventurous travel experiences. In light of this, some tourist behaviours are transitioning from the pre-trip and post-trip stages to the during-trip phase (Xiang *et al.*, 2015).

Table 2.1 Destination Attractiveness Attributes

S.no	Destination attractiveness broad elements	Special characteristics	Researcher(s)
1	Natural attractions	Weather and climate, scenery, caves, monumental trees, springs, small, protected areas, habitat conservation	(Klufová, 2016; Tam, 2012)
2	Historical and cultural attractions	Castles, forts, ruins, historic underground, theatres, museums, galleries	(Klufová, 2016; Tam, 2012)
3	Rural attractions	Rural monument reserves, rural monument zones, open-air museums, uniqueness of local people's life	(Klufová, 2016; Tam, 2012)
4	Sports and recreational opportunities	Ski centres, water parks and indoor swimming pools, adrenaline activities, outdoor swimming pool, a sport centre, golf courses, field hockey, in-line skating terrain, rope courses, rock climbing, paintball, fishing grounds, private fishing grounds, softball field, entertainment activities, festivals and special events, shopping	(Klufová, 2016; Tam, 2012)
5	Destination location and transportation	Accessibility, distance, availability and quality of local transportation	(Pompurová & Šimočková, 2015; Tam, 2012)
6	Accommodation and catering	Availability and quality of accommodations, huts and sheds, hotels, hotels, spa hotels and homes, pensions, camps, rural monument reserves, rural monument zones, open-air museums, food	(Klufová, 2016; Krešić & Prebežac, 2011; Tam, 2012)
7	Social pre-condition	Safety of tourists and their possessions, price level, local's attitude towards tourists, national gastronomy, ability to communicate in visitor's language	(Pompurová & Šimočková, 2015; Tam, 2012)

Studies that concentrate on destination attractiveness and sustainable tourism development induced through trip-experience sharing are limited. This study fills that knowledge gap by looking at the causes and effects of trip experience sharing behaviour on social media during and after the travel phase. Since visitors who come to adventurous locations are first drawn to their natural resources, such as mountains, lakes, caves, and scenery in general (Meitner, 2004), the majority of research on adventure tourism lays a strong emphasis on the value of landscape. According to Romão et al. (2014), tourists expressed higher levels of satisfaction with the adventurous destination landscape within the context of the natural concept of tourism. It is arguable that every tourism destination possesses a unique allure that has the potential to shape the perception of tourists. Furthermore, destination attractiveness implies tourists' pre-existing beliefs about a destination's product that appeals to them will impact their perception of the destination.

Destination attractiveness is a multi-dimensional construct. It encompasses various aspects such as natural attractions, historical and cultural attractions, rural attractions, sports and recreational opportunities, destination location and transportation, accommodation and catering, and social precondition available at the destination. Trip experience sharing on social media influences these dimensions differently. For instance, a destination may be visually stunning but lack infrastructure, trip experience sharing on social media has the capacity to highlight the strengths and mitigate the weaknesses of a destination, ultimately contributing to its overall attractiveness.

2.4 Destination Attractiveness and Responsible Behaviour and Sustainable Tourism Development

The tourism industry poses a variety of potential risks to both the natural habitats and local culture (Klein *et al.*, 1995). The significance of environmentally responsible behaviour (ERB) as a crucial determinant of sustainable tourism has been highlighted by various scholars (Mair, 2011; Moeller *et al.*, 2011; Steg & Vlek, 2009; UNWTO, 2011). Therefore, it is imperative to explore strategies that can promote tourists' ERB, particularly in the context of Adventure tourism, to ensure its sustainability. Several research indicate that adventure destinations possess distinctive ecological surroundings and cultural traditions, rendering them more appealing and distinctive (Khadaroo and Seetanah, 2007; Scheyvens and Momsen, 2008). The concept of destination attractiveness was introduced by Mayo & Jarvis, (1981) and refers to the perceived capacity of a destination to meet the goals and needs of tourists (Hu & Ritchie, 1993). The presence of distinctive characteristics within a tourist

destination can serve as a draw for visitors (Borst et al., 2008; Lee et al., 2010), leading to an increase in their level of attachment to the location (Hou et al., 2005; Lee, 2001). Previous researches has indicated a favourable relationship between tourists' destination attractiveness and stronger responsible behaviour (RB) (Cheng *et al.*, 2013; Nasir *et al.*, 2020; Raymond *et al.*, 2010; Scannell and Gifford, 2010). Hence, the present study examines the effect of destination attractiveness on sustainable adventure tourism development keeping responsible behaviour as a mediating factor. Specifically, it pertains to the various components of a tourism destination or destination image shared or promoted organically by/through travel influencers, which are intended to entice visitors and/or tourists.

2.4.1 Destination Attractiveness and Responsible behaviour

The attractiveness of tourist destinations is a frequently explored topic within the field of tourism research. According to Mayo & Jarvis, (1981), the concept of destination attractiveness can be defined as the aggregate of the apparent capacity of a destination to provide satisfaction to travellers (Hu & Ritchie, 1993). According to Benckendorff & Pearce, (2003) & Victor. (1989) posited that tourists are initially motivated to select a destination based on its "attractiveness," which is determined by their individual interests and preferences and influenced by travel influencers. The perception of "attractiveness" holds significant importance for tourists engaging in tourism activities (Funk *et al.*, 2004). Furthermore, it is regarded as a "permanent resource" or "permanent construction" of a tourism destination. According to Hu & Wall, (2005) & Leask, (2010), the concept of attractiveness serves to fulfil the purposes of entertainment, interest, and education for the general public. Additionally, Andersson & Getz, (2009) & Sofield, (2006) suggest that the degree of attractiveness of a destination is linked to the economic development and performance of the region. According to Khadaroo & Seetanah, (2007), the ecological environments and cultural development of destinations can exhibit distinct characteristics. This uniqueness can contribute to a sense of intrigue and appeal (Scheyvens and Momsen, 2008). The attraction of adventure tourism can be attributed to the sense of isolation and mystery, fun, adventure that it offers, which piques the curiosity of visitors and makes it an attractive destination for them to experience firsthand. According to Deng et al. (2002), the presence of a distinctive charisma that meets the demands and anticipations of individuals can enhance their inclination to remain at the location and make a return visit. This assertion is supported by the Kozak & Rimmington, (2000), as well as Murphy et al. (2000). The evaluation of the attraction of a destination is commonly assessed through the core and augmented attributes (Thach & Axinn, 1994; Hu & Ritchie, 1993). The

term "core attributes" pertains to distinctive natural or cultural resources, such as historical landmarks, musical traditions, folklore, and special occasions (Bonn *et al.*, 2007; Gelbman and Timothy, 2011). According to Hou *et al.* (2005), augmented attributes refer to functional characteristics such as transportation, narration service, infrastructure, and environmental service.

The term "Responsible behaviour" (RB) pertains to the actions undertaken by individuals or groups that demonstrate their concern for the natural environment (Cheng *et al.*, 2013). The importance of RB has attracted considerable interest from scholars in the fields of environmental studies and sociology since the 1970s, leading to the development of various measurement constructs (Cottrell and Graefe, 1997). Historically, constructs have been established to examine the attitudes and behaviours of individuals towards the environment. These constructs have evolved over time to encompass more complex structures, which include dimensions such as "environmental concern," "verbal commitment," and "perceived knowledge of ecology and social persuasion". Additionally, constructs have been developed to measure "knowledge of issues," "awareness of consequences," and "personal commitment to issue resolution" (Dunlap *et al.*, 1973; Hines *et al.*, 1987; Hungerford and Volk, 1990; Schwartz, 1973; Sivek and Hungerford, 1990). Smith-Sebasto & D'Costa, (1995) classified the measurement constructs of environmental behaviours into six distinct categories, namely "civic actions," "educational action," "financial action," "legal action," "physical action," and "persuasive action". Studies have explored the presentation and resolution of environmental issues through RB (Hungerford and Volk, 1990; Sivek and Hungerford, 1990). Individuals exhibiting RB characteristics tend to engage in actions that mitigate the negative effects on the natural environment (Kollmuss and Agyeman, 2002), and may even undertake activities that promote environmental well-being (Steg and Vlek, 2009). There has been a growing recognition among individuals that environmental issues demand prompt attention and resolution (Bamberg & Möser, 2007; Chan & Lam, 2002). Numerous scholars in the field of tourism have suggested that the selection of travel type is a crucial determinant that influences tourists' inclination to embrace responsible behaviour (RB), especially in the context of nature-based travel. This viewpoint has been supported by various studies (Bamberg and Schmidt, 2003; Harland *et al.*, 1999; Heath and Gifford, 2002; Verplanken *et al.*, 1998) The empirical findings indicate that individuals are more likely to engage in responsible behaviour (RB) when they possess a strong dedication to environmentalism (Abrahamse *et al.*, 2005; Lehman and Geller, 2004; Schultz *et al.*, 1995). Therefore, the traveller's facilitation and dedication towards

RB can be achieved through the utilization of social media travel influencers for the promotion of contemporary education and environmental protection.

2.4.2 Destination Attractiveness and Sustainable Adventure Tourism Development

The concept of attractiveness within the discipline of marketing can be characterized as a form of allure, whether it be in the context of strategic analysis or management thereof. The attractiveness of a destination is comprised of two fundamental components: demand and supply. The demand side of the tourism industry is primarily concerned with the tourist market, whereas the supply side is primarily concerned with the tourist destination product or what uniqueness it offers to travellers.

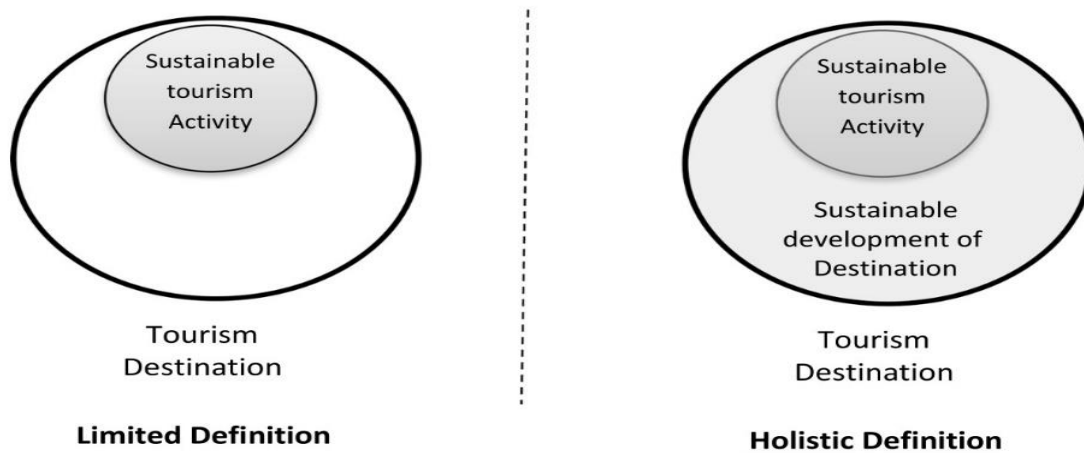
The concept of demand and supply encompasses four primary facets, namely:

- a) Attraction refers to all the factors that motivate tourists to visit a particular destination.
- b) An amenity refers to any facility, supported media, or tools that are necessary for tourists to enjoy and feel comfortable during their stay. Examples of amenities include homestays, transportation, adventure activities alluring landscapes, and other related destination distinct services offerings.
- c) The concept of accessibility in tourism refers to the various modes of transportation, their corresponding models, and the supporting infrastructure that facilitate tourists' access to all tourism destinations.
- d) Ancillary services in tourism are supplementary services provided by destination management to ensure the comfort and safety of tourists during their tourism activities.

Mohamadi et al. (2022) proposes that the emergence of the sustainable tourism destination concept is attributed to the necessity of promoting sustainable tourism practices in various destinations. But given that every destination has its own quirks, there isn't a single, agreed-upon definition of sustainable tourist spots. According to Lee, (2001) ,the concept of sustainable development may vary in definition across different destinations. Lee, (2001), proposes that sustainable tourism destinations are characterized by limited and holistic definitions. The concept of limited definition pertains to the effective allocation and utilization of all resources that are dedicated or engaged in the tourism industry. The adoption of a comprehensive definition of sustainability can facilitate a more integrated understanding of the environmental, economic, social, and cultural factors associated with a tourism destination, and their respective contributions towards achieving sustainability in tourism (Lee, 2001). The advancement of sustainable tourism necessitates the establishment of sustainable tourism destinations. This

approach transcends the assessment of isolated performances of businesses, companies, local governments, and other organizations and instead focuses on a comprehensive and interconnected level, wherein individual performances are instrumental in achieving the overarching objective of promoting sustainable development of the destination. The establishment of sustainable tourism destination recognition programs necessitates the amalgamation of diverse methodologies, strategies, and beliefs (Lee, 2001).

Figure 2.2 Definitions of sustainable tourism



Source: (Lee, 2001)

In the context of sustainable adventure tourism development, the supply component encompasses various elements such as homestays or lodging facilities, recreational adventurous activities, natural attractions such as lakes, rivers, mountains, forests, jungle tracks, and cultural and heritage tourism. The demand component of adventure tourism encompasses the physical presence of tourists at a challenging destination, as well as the thrilling experiences and knowledge they acquire during their visit. This includes factors such as geography, demography, psychographics, climatic experiences, and environmentally responsible behaviour. In addition to the above the basic aspects of destination attraction include not only demand and supply, but also primary, secondary, and tertiary factors. The primary source provides key geospatial information, including the intended site pertinent cultural considerations. A secondary factor refers to any supporting element that pertains to geographic areas, such as adventure and recreational activities, hygienic lodging and = food service, and other related amenities. According to Yacob et al. (2019) tertiary refers to market-oriented activities aimed at enhancing the appeal of a tourism destination. Yacob et al. (2019) have identified that the attribute of destination attractiveness is based on five main factors, namely cultural, natural, events, recreation, and entertainment. According to Yacob et al.

(2019), the factors that influence tourism can be categorized into nine elements, namely landscape, climate, adventure activities, natural events, cultural events, entertainment, administrative factors, price, and trend.

The stimulation of destination attractiveness is facilitated by the destination image that visitors encounter (Yacob *et al.*, 2019a), which is influenced by a range of perceptions. According to Formica & Uysal, (2006), the process of identification has the potential to optimize and augment the available information resources. According to Park *et al.* (2010), the focal point for destination management should be on providing appropriate tourism products to enhance the perception of tourists. It is of utmost importance to comprehend the product and service attributes that are preferred by tourists. Hence, the present study examines the effect of destination attractiveness on sustainable adventure tourism development.

2.4.3 Responsible Behaviour and Sustainable Adventure Tourism Development

The connection between tourism and the environment has given rise to the idea of sustainable adventure tourism and other related concepts. Recently, the domain of tourism has witnessed the emergence of a novel concept, termed "responsible tourism behaviour," which has garnered the interest of scholars in this field (Mihalic, 2016). Responsible tourism is an innovative approach to tourism that aims to enhance the quality of life for local residents, generate social and economic benefits, and safeguard natural resources in tourism destinations (Mihalic *et al.*, 2021). Moreover, it pertains to the conduct of both individuals and organizations within the tourism industry. The notion of responsibility as a means of enhancing trade prospects in the tourism industry has gained widespread acceptance in the tourism literature (Hanafiah *et al.*, 2016). In light of the critique regarding the inefficacy of sustainable adventure tourism practices, numerous scholars in the field of tourism have acknowledged the accountability of the industry by broadening the conventional three-pillar framework for assessing tourism impacts. This expanded approach encompasses the underlying factors that necessitate the adoption of sustainable practices (Bramwell *et al.*, 2008). According to Mohamadi *et al.* (2022) sustainable tourism refers to the conscientious endeavours of responsible tourists to exert a positive influence on the environment, community, economy, and culture of the host community. The main conceptual understanding of sustainable tourism has been expanded to include a new aspect of "sustainability in action" (Mihalic, 2016). The concepts of sustainability, responsibility, and responsible tourism have posed a significant challenge for tourism strategies, policies, and academic researchers (Mohamadi *et al.*, 2022). Despite the fact that sustainable and responsible tourism, encompassing both conceptual elements and

implementation triggers, has not yet gained enough momentum among academics and practitioners to alter conventional tourism practices, certain scholars have suggested a paradigmatic transformation in sustainable adventure tourism towards implementation effectiveness (Dwyer, 2005; Mihalic *et al.*, 2021). The amalgamation of sustainability and responsibility is observed to pervade the various facets of social discourse in tourism, thereby giving rise to a novel paradigm of tourism development. The scientific literature and institutional documents of the UNWTO and European Commission provide examples of how the sustainability vocabulary can be expanded through the inclusion of the concept of responsibility (UNWTO, 2004; TSG, 2012).

Despite decades of theoretical and practical discussions, the implementation of sustainable tourism remains a challenging task. Furthermore, there exists a disparity between the appealing theoretical concept of sustainable tourism and its practical implementation, which is evidently linked to the lack of responsibility in tourism or irresponsible conduct in tourism (Mihalic, 2016).

The relationship between destination sustainability and perceived responsible tourism has been substantiated by the goals of responsible tourism, which aim to mitigate adverse economic, social, and environmental consequences while enhancing the favourable outcomes of tourism development (Frey and George, 2010). The concept of destination sustainability encompasses a multi-faceted approach that incorporates the economic, social, and environmental sectors. This approach is commonly referred to as the triple or quadruple bottom-line approach, and it aims to achieve a state of equilibrium among these interconnected dimensions. The study conducted by Mathew & Kumar, (2014), aimed to assess the impact of responsible tourism on the sustainability of Kerala as a destination. The findings of the study suggest that responsible tourism has a significant role in the development of destination sustainability. Furthermore, several scholarly investigations have indicated that the practice of responsible tourism has the potential to significantly enhance the social, cultural, economic, and environmental sustainability of the respective destinations. This is evidenced by studies conducted by Greiner (2010), Maelge (2008), & Saji & Narayanasamy (2009). The responsible tourism approach aims to promote positive economic, social, cultural, and environmental impacts.

Sustainable tourism has been the primary subject of investigation, a discrepancy has been identified between the theoretical concept of sustainable tourism and its practical implementation. A novel research aspect, termed "responsible tourism behaviour," has been developed with respect to the intersection of destination attractiveness and sustainable tourism

development. The concept of responsible tourism is focused on assuming accountability and engaging in practices whereby customers, producers, and governments, travellers all share responsibility. The notion of sustainable-responsible tourism influenced by attractive destination has the potential to address critiques of sustainable tourism. Moreover, the concept of sustainable and responsible tourism is considered a strategy to adopt a more holistic approach towards the interconnection between the environment and tourism.

2.5 Responsible Behaviour, Visit Intention and Sustainable Adventure Tourism Development

The concept of responsible tourism has emerged in combination with the development of sustainable tourism. However, comprehending this concept presents evident difficulties (Chettiparamb and Kokkranikal, 2012). Responsible tourism may be regarded as a manifestation of sustainable tourism in practical application (Gao et al., 2017; Gong et al., 2019; Kim et al., 2020). The concepts of responsible tourism and sustainable adventure tourism are closely interconnected, leading to a conflation of ideas that may cause confusion when attempting to comprehend them. The existence of various definitions and the proliferation of numerous related concepts akin to responsible tourism can be attributed to this phenomenon (Bohdanowicz, 2006). According to Goodwin, (2016), responsible tourism is differentiated from sustainable adventure tourism through its emphasis on practical virtues. In contrast to sustainable tourism, responsible tourism is frequently perceived as an approach rooted in practical implementation. Moreover, there is a lack of clarity regarding the distinguishing factors between responsible tourism and sustainable tourism (Nguyen et al., 2023). Responsible tourism has embraced various fundamental principles, such as the triple bottom line concept, which encompasses sustainability and the effects of tourism.

According to Grossmann et al. (2022) & Purnamawati et al. (2022), RT emphasizes that responsible behaviour is essential for achieving sustainability in tourism development. Responsible tourism (RT) places significant emphasis on the capacity of tourists to effect positive change through their activities, guided by the values and principles of responsible tourism. Furthermore, Hall & Brown, (2006) propose that the use of RT aids tourists in cognitive processes such as critical thinking and decision-making regarding their travel experiences. According to Goodwin, (2016), a responsible tourist can be defined as an individual who demonstrates respect towards local cultures, including traditions, religions, and heritage. Additionally, such a tourist is committed to safeguarding the environment by protecting flora, fauna, and landscapes. Moreover, responsible tourism entails contributing to the well-being of local communities both economically and socially (Nguyen et al., 2023). This

is achieved by ensuring that natural resources such as water and energy are conserved, while also minimizing pollution in the form of noise, waste, and congestion. According to Stanford, (2008), conscientious travellers strive to achieve a harmonious equilibrium between engaging with genuine cultural experiences and reciprocating fairly. As an integral component of the tourism experience, tourists engage in a variety of activities within the realm of responsible tourism, which afford them the opportunity to delve into the genuine essence and character of a particular destination. The aforementioned activities serve to safeguard the natural, geological, socio-cultural, and economic (Goffi *et al.*, 2019) as well as environmental heritage (Budeanu, 2007; Clifton and Benson, 2006; Kerstetter *et al.*, 2004) of a given destination. When engaging in travel, conscientious tourists endeavour to comprehend the indigenous milieu in an ethical and cognizant fashion during their sojourn (Caruana *et al.*, 2014). To promote responsible tourism among tourists, it is imperative for destinations to provide comprehensive information regarding their obligations throughout their visit.

The term "intention" pertains to a scenario wherein a customer exhibits a behavioural inclination towards purchasing a particular product (Caraka *et al.*, 2022; Chang and Wildt, 1994). In the field of tourism, the notion of visit intention pertains to the behavioural inclination of visitors, which encompasses their willingness to revisit the destination, endorse it to their acquaintances and family members, and express favourable opinions about the destination (Jang & Namkung, 2009). The concept of visit intention can be characterized as the likelihood that individuals will perceive the objective at a later point in time, (Caraka *et al.*, 2022; Magno and Cassia, 2018). In modern tourism marketing, the success of a tourist destination is contingent upon not only traditional marketing tactics but also digital marketing strategies, such as social media marketing (Magno and Cassia, 2018). Influencers have a significant impact on consumer decision-making, as they subconsciously motivate prospective visitors to consider visiting a particular destination (Caraka *et al.*, 2022). Empirical evidence suggests that this particular approach has demonstrated efficacy in eliciting customers' inclination to visit or potentially revisit the objective in question (Wang & Kim, 2017). The perception of the SMI by potential visitors is a crucial destination variable that can significantly influence their attitudes and evaluations of the destination (Cheung *et al.*, 2021). According to Yacob *et al.* (2019b) engaged behaviour is the underlying factor that motivates individuals to participate in tourism activities, while Alegre & Cladera, (2009) suggest that the determinant factor for such behaviour is the individual's behavioural intention. The tourism marketing concept involves the inclination of an individual towards an object or a feeling of delight towards something, as

evidenced by their purchase intention and intention to use. Within the realm of research, the term "intention" refers to the inclination of tourists towards the tourism offerings presented by destination management entities, in the context of a given tourism destination (Ashraf *et al.*, 2020; Davari *et al.*, 2021). The author posits that the concept of purchase attention is akin to the notion of visit intention, which pertains to the intent to engage in tourism-related activities and make purchases based on information previously acquired by tourists (Caraka *et al.*, 2022; Yacob *et al.*, 2019b).

A comprehensive examination of the existing body of literature has revealed several factors that influence sustainable development processes and contribute to the formation of "responsible tourism behaviour" (Hu & Sung, 2022; Mobley *et al.*, 2010; Panwanitdumrong & Chen, 2021; Su *et al.*, 2017; Zgolli & Zaiem, 2018). The host community can benefit from tourism when tourists exhibit responsible behaviour, make informed purchasing decisions, and engage in environmentally sustainable consumption of services. This study investigates responsible tourism practices across three distinct categories, namely economic, socio-cultural, and environmental. Numerous prior studies have examined the concept of responsible tourism intention, which pertains to the extent to which tourists express their intention to engage in responsible tourism practices (Hu & Sung, 2022; Song & Kim, 2018; Um & Yoon, 2021; Yoon *et al.*, 2019; Zgolli & Zaiem, 2018). The measurement of intentions for active engagement in responsible tourism encompassed three key dimensions: willingness to participate, temporal and financial commitment, and recommendations to others.

The process of shaping visit intention, which refers to the decision-making process of traveling to a particular destination, is multifaceted. The primary strategic objective of destination marketers is to exert influence on visit intention. The examination of visit intention has been a subject of academic inquiry in various contexts, primarily due to the influence of destination image and sustainability. This has been explored in studies such as those conducted by Chaulagain *et al.* (2019), Hunt, (1975) & Jang & Feng, (2007). Several studies have conducted comparisons between the perceived destination images of travellers before and after their travels (Kim *et al.*, 2012; Lee *et al.*, 2019). Furthermore, extensive research has been conducted on the intention to travel and the subsequent travel experience, with a particular focus on the behavioural implications of such intentions. Additionally, the intention to revisit destinations has also been thoroughly examined across various contexts. The primary areas of interest in research on this topic have been the conduct of potential tourists and their past travel history (Assaker *et al.*, 2011; Kim *et al.*, 2012). However, a literature gap exists concerning the

decision-making process entailed in visiting a destination for the first time, without any prior travel experience which in turn may affect the sustainable tourism development. Furthermore, previous studies focused on the importance of personal beliefs in shaping responsible behaviour, more specific features such as tourists' intents to visit sustainable areas remain unknown (Ashraf *et al.*, 2020). The generalizability of research findings to non-visitors, as well as visitors, and their initial travel decisions to a destination based on their attitudes remains limited due to the scarcity of studies conducted on this topic. Therefore, considering the gap this study efforts to measure the moderating effect of visit intention between responsible tourism and sustainable adventure tourism development.

2.6 Research Gap

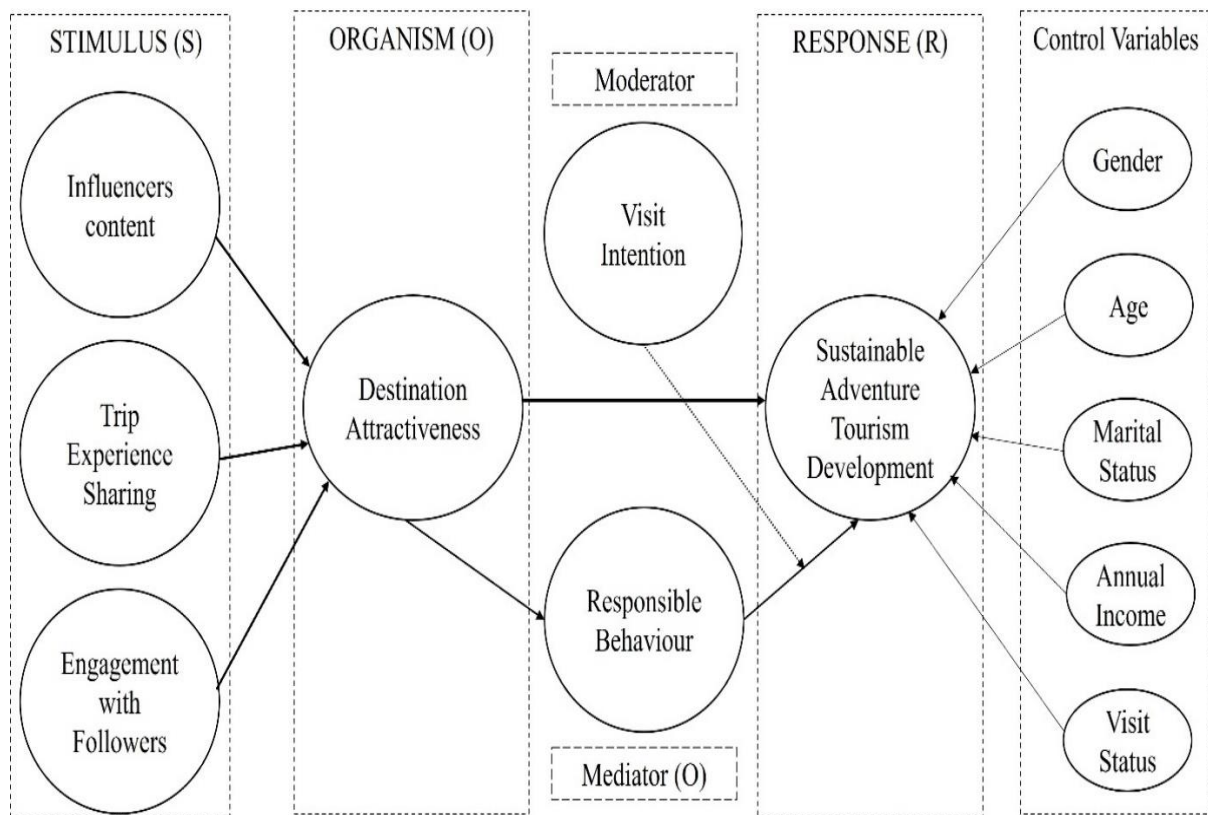
Through the rigorous literature review, it appears that the research on the construct relationships under this study are not well addressed. Most of the studies are related to influencers influence on travellers visit intentions and effect of social media on sustainability. Additionally, there is a dearth of research on sustainable adventure tourism aspect both in India and outside India. Moreover, there are only fifty-one research papers published with "Ladakh" OR "Leh" AND "Tourism" as key words as on fifteenth of March 2024 and if we explore social media, adventure tourism, sustainable tourism, influencers, influencer marketing with respect to Leh or Ladakh- the paper count is negligible. Therefore, the present study can be considered as one of its kind that bridges the gap between research needs and research efforts made so far. The present study fills the research gap where a conceptual framework is used to validate the stimulants of destination attractiveness and its effect on sustainable adventure tourism development in the presence of responsible travel behaviour as a mediator. Defining research problem is an important step in research, thus the present problem is entitled as “ The influence of destination attractiveness antecedents on sustainable adventure tourism development” especially with respect to the peripheral economy of Ladakh.

2.7 Objectives of the study

The primary goal of the study is to examine “*The influence of destination attractiveness antecedents on sustainable adventure tourism development in the peripheral economy of Ladakh.*” The study was designed with the formulation of four distinct objectives. Finally, the conceptual model will be subjected to empirical testing in order to ascertain the relationship between variables. The objectives of the study are as follows.

- 1) To validate the key antecedents of Destination Attractiveness and Sustainable Adventure Tourism Development.
- 2) To investigate the relationship between Destination Attractiveness and Sustainable Adventure Tourism Development.
- 3) To examine the mediation effects of Responsible Behaviour between Destination Attractiveness and Sustainable Adventure Tourism Development.
- 4) To examine the moderating effects of visit intention between Responsible Behaviour and Sustainable Adventure Tourism Development.

Figure 2.3 Conceptual Framework



Source: Authors Contribution

2.7.1 Conceptual Framework and Theoretical Underpinnings

Based on the rigorous literature review, the current study develops a conceptual framework implementing Stimulus-Organism-Response (SOR) theory. This theory is proposed by Mehrabian & Russell, (1974). The SOR framework aims to explain the behaviour of individuals by examining how stimuli elicit cognitive and emotional states, ultimately resulting in apparent responses. The three main parts of SOR theory are: Stimulus (links inputs), Organism (Process) and Response (Result). This theoretical framework is comprehensively extended in tourism

research field, particularly applied in the context of hospitality industry (Jani and Han, 2015), destination image (Xu *et al.*, 2022), rural tourism experience (Chen *et al.*, 2023), solo outbound travel (Yang *et al.*, 2022), visit intention (Yang *et al.*, 2022), pro- environmental behaviour (Kumar *et al.*, 2021), Virtual tourism (Talwar *et al.*, 2022), and Sustainable tourism (Zhao & Peng, 2019). Therefore, to operationalise the conceptual model of this study, SOR framework deemed suitable. Figure 2.3 shows the conceptual model where influencers content, trip experience sharing and engagement with followers stimulates destination attractiveness and responsible behaviour which results in sustainable adventure tourism development. Additionally, within the framework, we theorise to access the mediation effect of responsible behaviour (O) between destination attractiveness (O) and sustainable adventure tourism development (R) and moderation effect of visit intention between responsible behaviour and sustainable adventure tourism development.

2.7.2 The variables used for the development of conceptual framework are explained as follows:

- **Travel Influencers content:** A content can be anything that is useful for the travellers such as photos, videos, reels, text, etc. SMTIs concentrate their efforts on factors like, fascinating and constructive content, and useful information, about the destinations (Asdecker, 2022). The more attractive the content, the more attractive it makes the destination. The sense of trust in influencer's content inspires the followers to visit a specific destination advocated by them (Jaya and Prianthara, 2020; Kang and Schuett, 2013).
- **Engagement with Followers:** Influencers who engage with their followers hold the potential to promote destinations among the potential travellers. The attainment of influence by means of genuine interaction with an audience is contingent upon the adherence to the tenets of the authentic influencer-follower engagement framework. According to Li & Feng, (2021), successful interaction between influencers and their followers is facilitated by a communication mechanism that involves two-way communication. The authenticity of influencers provides a strong foundation for enhancing engagement between influencers and their followers. SMIs have an existing relationship of trust with their followers who seek out the content created by SMIs for valuable information and advice (Farivar *et al.*, 2022; Tafesse and Wood, 2021).

- **Trip Experience Sharing:** It depends upon traveller's level of satisfaction with the vacation trip undertaken, image and attitude formation, and repeat and recommending intentions (Ay *et al.*, 2019; Camilleri and Kozak, 2022; Morrison, 2023). Tung & Ritchie, (2011) have provided a definition of tourism experience as "the subjective evaluation and experience of events related to tourist activities". It is plausible that the perception of a destination's attractiveness can be influenced by contextual elements and personal experiences throughout the duration of a holiday and may fluctuate across different phases. Post-experience behaviour takes the form of the level of tourists' engagement in e-WOM, referring to their willingness to share their tourism experiences on the internet, there by contributing to the generation of consumer travel online reviews and recommendations (Kim & Fesenmaier, 2015). Online travel experience sharing deliver user-oriented information about products and services and work for other travellers as recommendations (positive or negative) about them (Zhang *et al.*, 2010; Zhao *et al.*, 2015). Therefore, trip experience sharing have a strong influence on attractiveness of a destination.
- **Destination Attractiveness:** Destination attractiveness is a multi-dimensional construct. It encompasses various aspects such as natural attractions, historical and cultural attractions, rural attractions, sports and recreational opportunities, adventure activities, destination location and transportation, accommodation and catering, and social precondition available at the destination (Klufová, 2016; Pompurová & Šimočková, 2015). The attractiveness of a travel destination reflects the feelings, beliefs, and opinions that an individual has about a destination's perceived ability to provide satisfaction in relation to his or her special vacation needs. Mayo and Jarvis (1981) conceptualized the notion of destination attractiveness by relating it to the traveler's decision-making process and the specific benefits derived by travelers. Specifically, they defined the notion of destination attractiveness as a combination of the relative importance of individual benefits and the perceived ability of the destination to deliver individual benefits. Logically, the more an individual believes a tourism region will satisfy his or her vacation needs, the more attractive that region will be and the more likely it will be selected as a potential travel destination.
- **Responsible Behaviour:** The term " Responsible behaviour" (RB) pertains to the actions undertaken by individuals or groups that demonstrate their concern for the natural environment (Cheng *et al.*, 2013). Cottrell & Graefe, (1997), suggest that

responsible behaviour includes environmental concern, commitment, and ecological knowledge. Environmentally responsible actions contribute to resource conservation and protection of the environment and/or promoting the sustainable development of travel destinations (Han et al., 2018; Su & Swanson, 2017). According to (Lee et al., 2013), tourists exhibit environmentally responsible behaviors when they exert themselves to minimize potentially adverse environmental effects and devote themselves to environmental protection during their tourism experience.

- **Visit Intention:** The notion of visit intention pertains to the behavioural inclination of visitors, which encompasses their willingness to revisit the destination, endorse it to their acquaintances and family members, and express favourable opinions about the destination (Jang & Namkung, 2009). The concept of visit intention can be characterized as the likelihood that individuals will perceive the objective at a later point in time, (Caraka *et al.*, 2022; Magno and Cassia, 2018). Chen & Phou, (2013 & Morais & Lin, (2010), have indicated that a traveller's emotional connection to a destination influences tourist behavioral intentions, such as future visit intention. However, a traveller's perceived risks may undermine the willingness to visit a destination (Asdecker, 2022; Chew & Jahari, 2014; Castillo & Fernández, 2019).
- **Sustainable Adventure Tourism Development:** Sustainable tourism is a form of vacationing that prioritises the well-being of local communities by fostering economic growth, preserving natural resources, and showcasing unique cultural traditions from around the world (Mihalic, 2016). The term "sustainable tourism development" refers to tourism expansion that has been meticulously planned and is being carefully controlled (Li et al., 2023; Yuan et al., 2008). It's the polar opposite of the kind of tourism that has been created for short-term gains in the knowledge that the Destination's popularity will inevitably wane. "Sustainable Adventure tourism development" refers to the expansion of tourism and adventure activities that has been meticulously planned and is being carefully controlled (Knowles, 2019; Tshipala *et al.*, 2019). Therefore, the goal of Sustainable tourism development in a particular destination is to attract more visitors who adhere to the principles of environmentally conscious progress. Sustainable adventure tourism can be defined as "tourism that takes full account of its current and future economic, social and environmental impacts, whilst addressing the needs of visitors, the industry, the environment and host communities" (Chatterjee & Dsilva, 2021).

2.7.3 Control Variables used in study

Previous research findings suggest that traveller's inclination towards responsible travel behaviour and sustainable tourism development is notably impacted by factors such as age, income, gender, marital status, annual income and visit status (Chatterjee & Dsilva, 2021; Hernández-Méndez et al., 2015; Joo et al., 2020; Lee & Xue, 2020; Leković et al., 2020; Medina-Muñoz & Medina-Muñoz, 2014; Selby & Morgan, 1996). Primarily, the traveller's inclination towards sustainable adventure tourism development exhibits significant variations based on the demographic factors of age and gender. The heterogeneity of tourists in terms of their demographics and psychographics underscores the importance of conducting research that compares various personal factors among them. It is noteworthy that the demographics of travellers encompasses a diverse spectrum, spanning from casual to seasoned travellers, social media practitioners, travel bloggers, and creators of digital content. The gender, age, marital status, annual income and visit status of tourists has the potential to significantly impact their evaluations, perspectives, and dispositions towards sustainable adventure tourism. As per the findings of the study referenced as , it has been observed that males tend to travel more for the purpose of establishing and nurturing social connections, self-discovery, adventure, etc. Furthermore, male individuals tend to travel using travel influencers content for amusement, exploration, and adventure purposes, whereas female individuals tend to employ it for casual travel, leisure, interaction, etc. Age, income, and marital status of travellers also plays an important role in terms of executing an adventure travel. Travellers with medium to higher income are more likely to travel and contribute for sustainable adventure development whereas single travellers are likely to execute their travel plans more often than not. Additionally, the visit status of travellers is also used as a control variable to assess the traveller's role in sustainable adventure tourism development.

2.7.4 Formulation of Research Hypothesis

Through rigorous literature review, it has been found that there is an influence of aforementioned variables on sustainable adventure tourism development.

The following hypothesis have been framed to study the research problem:

H1 Influencers content has a significant influence on destination attractiveness.

H1₀ (a) There is no moderation effect of marital status between influencers content and destination attractiveness.

H1₀ (b) There is no moderation effect of income between influencers content and destination attractiveness.

H1₀ (c) There is no moderation effect of visit status between influencers content and destination attractiveness.

H2 Influencers Engagement with followers has a significant influence on destination attractiveness.

H2₀ (a) There is no moderation effect of marital status between influencers engagement with followers and destination attractiveness.

H2₀ (b) There is no moderation effect of income between influencers engagement with followers and destination attractiveness.

H2₀ (c) There is no moderation effect of visit status between influencers engagement with followers and destination attractiveness.

H3 Trip experience sharing has a significant influence on destination attractiveness.

H3₀ (a) There is no moderation effect of marital status between trip experience sharing and destination attractiveness.

H3₀ (b) There is no moderation effect of income between trip experience sharing and destination attractiveness.

H3₀ (c) There is no moderation effect of visit status between trip experience sharing and destination attractiveness.

H4 Destination attractiveness has a significant influence on responsible travel behaviour.

H4₀ (a) There is no moderation effect of marital status between destination attractiveness and responsible travel behaviour.

H4₀ (b) There is no moderation effect of income between destination attractiveness and responsible travel behaviour.

H4₀ (c) There is no moderation effect of visit status between destination attractiveness and responsible travel behaviour.

H5 Destination attractiveness has a significant influence on sustainable adventure tourism development.

H5₀ (a) There is no moderation effect of marital status between destination attractiveness and sustainable adventure tourism development.

H5₀ (b) There is no moderation effect of income between destination attractiveness and sustainable adventure tourism development.

H5₀ (c) There is no moderation effect of visit status between destination attractiveness and sustainable adventure tourism development.

H6 Responsible travel behaviour has a significant influence on sustainable adventure tourism development.

H6₀ (a) There is no moderation effect of marital status between responsible travel behaviour and sustainable adventure tourism development.

H6₀ (b) There is no moderation effect of income between responsible travel behaviour and sustainable adventure tourism development.

H6₀ (c) There is no moderation effect of visit status between responsible travel behaviour and sustainable adventure tourism development.

H7 Visit intention has a significant influence on sustainable adventure tourism development.

H8 Responsible travel behaviour mediates the relationship between destination attractiveness and sustainable adventure tourism development.

H9 Visit intention moderates the relationship between responsible travel behaviour and sustainable adventure tourism development.

2.8 Summary

A comprehensive description of literature review pertinent to the research area is presented in this chapter.

CHAPTER 3 RESEARCH METHODOLOGY

This chapter outlines the methodology employed for the research. In academic research, it is imperative for the researcher to clearly and precisely identify the specific type of research methodology that will be employed in the study. This may include exploratory, descriptive, diagnostic, experimental, quasi-experimental, ex-post facto research, qualitative research, or other relevant methodologies. The research design serves as a blueprint that outlines the methods and procedures for gathering and analysing data, thereby providing a sound rationale for the selection of specific methodologies employed in the study (Hair et al., 2010; Kothari, 2004). The research methodology commences subsequent to identifying research gaps in the literature review. The primary components of the research process include the research objective, research design, development of data collection, determination of sample size, pilot study, selection of a sample from the population, identification of sources for data collection, and application of multivariate data analysis techniques. The subsequent steps involve interpretation of the data, presentation of research findings, formulation of conclusions, and a summary of the research with a discussion of future research possibilities.

The present study aims to understand the influence of antecedents of destination attractiveness on sustainable adventure tourism development from a traveller perspective. The antecedents of destination attractiveness are exogeneous variables which include social media travel influencers engagement with their followers, trip experience sharing. Whereas sustainable adventure tourism development is the main dependent variable. The study also examines the mediated moderation between responsible tourism and sustainable adventure tourism development keeping visit intention as a moderator and responsible tourism as a mediator between destination attractiveness and sustainable adventure tourism development. Age, gender, marital status, annual income and visit status are used as the control variables for sustainable tourism development.

3.1 Research Design

An effective research design provides a framework for conducting research and establishes parameters for investigations, thereby facilitating methodical inquiry through the implementation of sampling, observational, statistical, and operational designs. It outlines a comprehensive framework for conducting research, encompassing various aspects such as data collection, measurement, and analysis techniques (Creswell, 2003, 2014). Additionally, it

allows the researcher to proactively identify potential challenges that could arise in the future. A sound research design should possess objectivity, reliability, validity, and the outcomes obtained through the design ought to be applicable to the entire population.

This study focuses predominantly on the practical implications of quantitative research methods. This study employed a descriptive research design, wherein the researcher has no control over the variables. Descriptive nature facilitates a comprehensive analysis of the variables considered under study. Primary data was acquired through a questionnaire to examine the interrelationships among the constructs. The data collection in this study is cross-sectional in nature, as it involves gathering information from respondents at a specific point in time.

3.2 Sampling Procedure

Sampling is a methodological approach that involves selecting a subset of individuals or elements from a larger population, with the aim of making inferences about the entire population based on the characteristics observed in the sample. A population refers to a collective of individuals who possess common traits or characteristics. The identification of an appropriate sample that can effectively represent the entire population is a fundamental aspect of conducting research. In addition to this, the identification of the target group, the selection of the sampling technique, and the determination of the appropriate sample size are crucial factors in a research study (Zikmund *et al.*, 2013). The sampling approach used in the current investigation is described in the following sections.

3.3 Targeted Population

A variety of factors need to be considered while determining the target population. It is crucial in accomplishing the objectives of the research. In present study, individuals who travels to distinct destinations through getting influenced by social media posts of travel influencers shall constitutes the universe of the study. Considering the universe, those travellers who visited the popular travel destinations of Union territory of Ladakh (Sampling frame) by getting influenced by social media travel influencers (Sampling unit) were chosen as the target population. Instagram, YouTube, Facebook, and travel blogs were chosen as social media platforms under study. In addition, potential travellers who has their profile on these different social media platforms were also considered (Sampling unit). Potential travellers are those travellers who wish to visit a destination or at a planning stage of their travel and seek information related to different travel destinations. The research personally visited the popular travel destination of

Union territory of Ladakh and connected with the potential travellers through their social media profiled and encouraged them to participate in the survey. All the respondents were very cooperative and were interested to participate in the survey resulting in response rate of 87.09%.

3.4 Sampling Method and Design

The sampling design refers to the probability of a specific sample being selected. The classification of sampling methods can be broadly categorised into two main groups: probability sampling and non-probability sampling. The utilisation of a sampling technique aids the researcher in the selection of sample elements for the study. Probability sampling methods are distinguished primarily by their objectivity. Although, applying these sampling methods comes with several challenges, such as the gathering of reliable lists pertaining to the intended target population. Hence, the utilisation of a textbook probability sampling prescription poses challenges. In the aforementioned situations, it is possible to reach a middle ground and employ a non-probabilistic sampling approach. Purposive sampling technique (non-probability sampling methods) was used to select a sample that adequately represents the entire population. Purposive sampling was chosen over probability sampling (random sampling) for several reasons, depending on the goal and nature of the research, and practical considerations. Some common reasons for opting purposive sampling are a) it allows to study a specific subgroup or population with certain characteristics, b) resource-intensive, especially in terms of time and cost, c) allows for the intentional selection of participants who share common traits, making it easier to draw conclusions about that specific group, d) suitable when the research is exploratory and aims to generate hypotheses or theories. Considering all the above-mentioned reasons and previous research, purposive sampling was used in this study to select the respondents and they were physically contacted at different locations of union territory of Ladakh.

3.5 Sample Size

The term "sample size" refers to "the number of observations chosen from the population". The size of the sample is determined by the nature of the investigation. Experimental and qualitative studies typically require a small sample size, whereas confirmatory and conclusive studies are usually recommended to use a larger sample size. Moreover, there exist discrepancies in the determination of sample size in quantitative research. A sample size of 150 is deemed suitable for conducting business-related research, whereas a study focused on customers requires a significantly larger sample size. According to Memon et al. (2020), the significance of a

carefully chosen small sample surpasses that of a randomly chosen large sample. The size of the sample may vary depending on the particular software package. Due to its estimation methodology, partial least squares structural equation modeling (PLS-SEM) programs such as Smart-PLS are generally acknowledged as being well-suited for analysing small sample sizes. Conversely, covariance-based structural equation modeling (CB-SEM) programmes like AMOS are considered to be more effective when applied to larger sample sizes (Hair et al., 2017; Ringle et al., 2020; Ryan, 2020). The technique proposed by Barclay et al. (1995), commonly referred to as the ten times rule, is widely utilised for determining sample size in the context of Partial Least Squares (PLS) analysis (Hair et al., 2017). However, a number of researchers have expressed criticism towards this particular methodology (Marcoulides and Chin, 2013; Ringle *et al.*, 2020). Kock & Hadaya, (2018) introduced the 'inverse-square root' and 'Gamma-exponential methods' as novel approaches for estimating the minimum sample size necessary for PLS-SEM path models. According to the principle of inverse square root, the minimum required sample size would amount to 160. The utilisation of the gamma exponential approach results in a reduction of the sample size to 146. The requisite sample size for the study was also determined using version 3.1.9.7 of the G*Power software, as per the methodology outlined by (Faul *et al.*, 2009). With a statistical power of 0.80 and alpha settings of 0.05, requisite sample size for the study was determined to be 159. There exist numerous methodologies for ascertaining the appropriate sample size in research. The current investigation is centred around the travel and tourism sector. Thus, the precise number of travellers within the specified geographic area remains uncertain. However, different state organisations track the number of travellers visiting different destinations in Ladakh. Yet, the available sources do not offer a precise figure regarding the travellers visiting distinct destinations by getting inspired through social media travel influencers. In accordance with the methodology of research and the utilisation of statistical analysis tools, it is deemed suitable to gather data from a sample size consisting of 436 travellers visiting the Union territory of Ladakh. A descriptive formula is utilised to ascertain the mean sample size necessary for conducting research. Cochran's, (1977) formula has been used for this study purpose and is applicable when populations are large in size but a representative sample for proportions is desired.

$$n = Z^2 (p q) / e^2$$

Where Z^2 is abscissa of the normal curve that cuts off an area α at the tails where $(1-\alpha)$ corresponds to the desired confidence level (e.g., 95 percent). The variable e denotes the desired level of precision, commonly referred to as sampling error, with the range often expressed as a

percentage interval of +/-5 percent. The variable p represents the estimated proportion of a specific attribute present in the population, while q is equal to 1 minus p. A more cautious sample size can be calculated by using a proportion of 0.5, which represents the population's maximum variability. In the present study, an adequate sample size has been employed, thereby enabling the utilisation of the actual variability of the attribute within the population. The value of Z can be determined by referring to statistical tables, which provide the corresponding area under the normal curve, such as the value of 1.96. According to Yamane, (1967), when the population size exceeds 100,000, a sample size of approximately 400 respondents is recommended to achieve a precision level of +/-5 percent. In our study, the extent of variability in the proportion is unknown, thus necessitating the assumption that $p = 0.5$, representing the maximum level of variability. Additionally, with a precision of +/- 5 percent at a 95 percent confidence level, the anticipated minimum sample size was calculated using the formula $n = (1.96)^2 (0.5) (0.5) / (0.05)^2 = 384.16$. The determined minimum sample size was found to be 385. To account for the possibility of a high non-response rate, data from more than 385 respondents was collected to make up the study's final sample size.

3.6 Instruments for Data Collection

A well-structured questionnaire was prepared and distributed to the travellers. Travellers were physically contacted at the popular destinations of union territory of Ladakh. Additionally, respondents were also contacted through social media platforms. Questionnaires were shared through a google form link with the travellers for the purpose of recording their responses. Section A provides travellers responses about the constructs under study. The information about the use of social media platforms for travel related purpose was gathered from the respondents in section B (Adapted From Tutgun-Ünal, 2020). It includes platforms used in terms of frequency and duration, type of travel related content surfing, travel planning and destination selection. Finally, section C provides demographic information of respondents. It also includes information about respondents' choice of accommodation, visit status, length of stay, number of holidays in last two years and travel accompany. Seven-point Likert scale was used to measure the continuous variable. Scale of the constructs such as Influencers content was adapted from Camilleri & Kozak, 2022; Han & Chen, 2021, Trip Experience Sharing was adapted from Kang & Schuett, 2013; Magno & Cassia, 2018, Engagement with Followers was adapted from Camilleri & Kozak, 2022; Su et al., 2020, Destination Attractiveness was adapted from De Lucia et al., 2020; Jiang et al., 2022; Vengesayi et al., 2009; Yin et al., 2020; Yuan et al., 2007, Visit Intention was adapted from Asdecker, 2022;

Ashraf et al., 2020; Hajli et al., 2018; Han & Chen, 2021; Castillo & Fernández, 2019, Responsible behaviour was adapted from Su & Swanson, 2017: Han et al., 2018, Sustainable Adventure Tourism Development was adapted from Chatterjee & Dsilva, 2021; Mohaidin et al., 2010 and Marker variable was adapted from (Nam *et al.*, 2007). Data confidentially was ensured at each stage of data collection.

3.6.1 Scale Description

All the scale items are measured on seven-point Likert scale, where 1 = Strongly Disagree, 2 = Disagree, 3 = Somewhat Disagree, 4 = Neutral, 5 = Somewhat Agree, 6 = Agree, 7 = Strongly Agree. Table 3.1 includes the items used for measuring the constructs under study are codified as under:

Table 3.1 Scale-Items Descriptions (Adapted Questionnaire)

Construct	Item code	Items	Adapted from
Travel Influences Content (IC)	IC1	Social media travel Influencers offer a variety of visually appealing content	(Camilleri & Kozak, 2022; Han & Chen, 2021)
	IC2	Social media travel Influencers content is accurate	
	IC3	Social media travel Influencers posts are consistent with the facts available	
	IC4	Social media travel Influencers content is reliable	
	IC5	Scrolling through travel content posted by social media travel influencers about travel destinations develop an urge to visit	
Engagement with Followers	EWF1	Social media travel influencers are interactive	(Camilleri & Kozak,
	EWF2	Social media travel influencers provide prompt answers to the queries on their post	
	EWF3	Social media travel influencers help in exploring the destination site's adventurous activities	

(EWF)	EWF4	Social media travel influencers actively exchange travel ideas with their followers on social media	2022; Su et al., 2020)
Trip Experience Sharing (TES)	TES1	I share travel experience of my recent trips on social media networking sites	(Kang & Schuett, 2013; Magno & Cassia, 2018)
	TES2	Traveller's experience sharing via social media helps people to identify genuine response	
	TES3	Influencer's travel experiences are considered while selecting a travel destination	
	TES4	Travellers prefer widely used social networks by influencers for travel inspiration and information sharing	
Destination Attractiveness (DA)	DA1	The scenic view of a destination represented by social media influencers attracts me	(Lucia et al., 2020; Jiang et al., 2022; Vengesayi et al., 2009; Yin et al., 2020; Yuan et al., 2007)
	DA2	The adventure activities of the destinations attract me	
	DA3	The ecological and socio-cultural environment of the destination attracts me	
	DA4	Destination represented by social media travel influencers is more attractive than other tourist destinations	
	DA5	Overall infrastructural development of the destination well satisfies tourists' needs and makes the destination attractive	
Visit Intention (VI)	VI1	If I get a chance to travel, I intend to visit the destinations mentioned and featured by travel influencers on their social media post	(Asdecker, 2022; Hajli et al., 2018; Han & Chen, 2021;
	VI2	When I go on a trip, the probability that I visit the destinations shown by travel influencers on social media is high	

	VI3	In the future, I will visit a destination recommended by the travel influencers that I follow on social media	Castillo & Fernández, 2019; Ashraf et al., 2020)
Marker Variable (MV)	MV1	It is important for a person to dress in a fashionable manner.	(Nam <i>et al.</i> , 2007)
Responsible Behaviour (RB)	RB1	I follow the tourism regulations of the administration at a tourist destination	(Su & Swanson, 2017; Han et al., 2018)
	RB2	I do reasonable disposal of wastes incurred during my travel	
	RB3	I try to convince other travellers to protect the natural environment of the tourist destination	
Sustainable Adventure Tourism Development (SAT)	SAT1	Adventure tourist arrival has a positive impact on the economic development of destinations	(Chatterjee & Dsilva, 2021; Mohaidin et al., 2010)
	SAT2	Adventure tourism promotional posts by social media travel influencers increase footfall in a tourist destination	
	SAT3	Adventure tourism promotes local entrepreneurship and generates employment opportunities	
	SAT4	Tourists play a part in reducing harm to the environment at a tourist destination	
	SAT5	Adventure activities at the destination influence your visit	
	SAT6	I plan to support and promote a sustainable approach to tourism in the future	

3.7 Validity and Reliability of Instruments

It is imperative to ensure the effective utilisation of established scales for the measurement of variables. Therefore, the questionnaire goes through both professional review and preliminary testing with a pilot group (Sekaran, 2003). The assessment of content validity for the questionnaire was conducted by a panel of six experts, consisting of three experts from different universities and three experts from the researcher's native university. These experts possessed a comprehensive understanding of the constructs employed in the study as well as the prevailing trends in social media and tourism. In order to conduct pilot testing, a total of 51 responses were collected from the members of bike ridings clubs who visited Ladakh, for the purpose of assessing scale reliability.

The Cronbach alpha, a commonly employed measure for assessing internal consistency, was utilised in this study. As per Nunnally's, (1978) recommendation, a threshold value of 0.70 or higher is considered an acceptable limit. Nevertheless, it is imperative that the value does not exceed 0.95. The Cronbach alpha values for each scale were higher than the established standard values presented in Table 3.2, suggesting the questionnaire suitability for the collection of final data.

Table 3.2 Reliability of the Constructs (Pilot study)

Constructs	IC	EFW	TES	DA	VI	RB	SAT
Reliability	0.875	0.815	0.757	0.764	0.915	0.727	0.716

Source: Primary Data

3.8 Data Analysis

The identification of the relationship among the variables under study was determined through a comprehensive review of the existing literature. Subsequently, the identified relationship was empirically examined through the survey. The survey was carried out between the months of August 2022 and October 2022. The data analysis was conducted utilising statistical software packages such as SPSS and PLS-SEM.

3.9 Statistical Tools and Techniques

The current study utilised a number of research tools to analyse the data, which includes Descriptive Analysis, Common Method Bias, Exploratory Factor Analysis for Harman's single-factor test, Partial Least Square- Structural Equational Modeling, Partial Least Square Multi-

Group Analysis (PLS-MGA), Parametric Test, Welch-Satterthwaite Test, Permutation Test (MICOM) for Measuring Invariance in Composite Modeling and Importance Performance Map analysis (IPMA).

3.9.1 Exploratory Factor Analysis for Harman's single-factor test

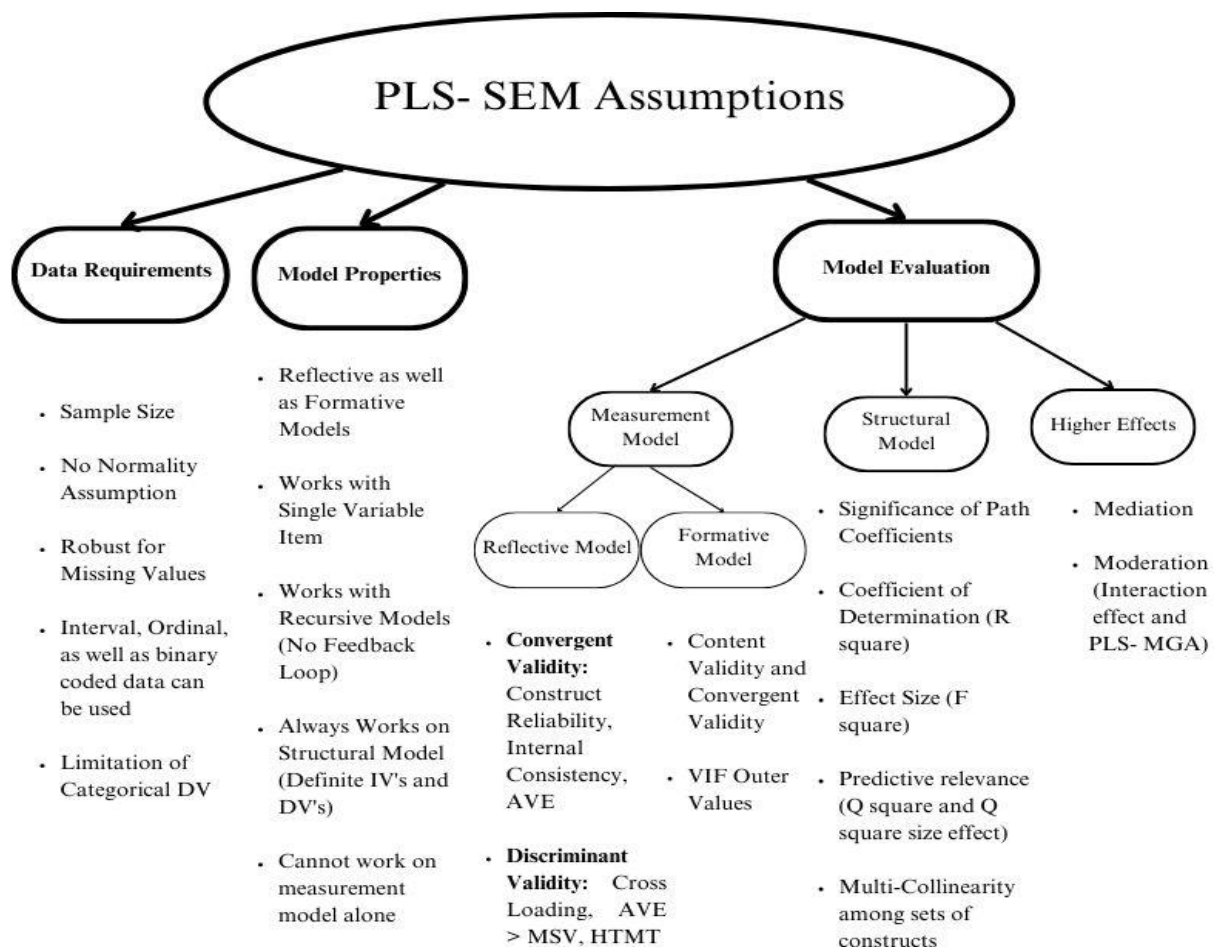
Harman's single-factor test is a commonly used technique to mitigate the concern of common method variance. In this study, all the variables are put into a single factor through the utilisation of Exploratory Factor Analysis (EFA). The unrotated factor solution is subsequently examined to assess the variance among the variables. The primary proposition of this examination posits that in the presence of a significant amount of common method variance, either a singular factor will emerge from the factor analysis, or a predominant general factor will explain the majority of the covariance among the variables. If this phenomenon persists and the single factor accounts for more than 50 percent of the variation observed in the study, it indicates the presence of common method bias in the sample. The presence of common method variance should be assessed in situations where data is gathered through self-reported questionnaires and both the predictor and criterion variables are derived from the same respondent. The present study employed Harman's single-factor test and the unmeasured latent method construct to examine the presence of Common Method Bias. This statistical analysis was conducted using SPSS 22.

3.9.2 Partial Least Square- Structural Equation Modeling (PLS-SEM)

Multivariate analysis includes the implementation of diverse statistical techniques to examine multiple variables simultaneously. When dealing with cases involving multiple metric dependent and independent variables, as well as mediators, moderators, and control variables, Structural Equation Modeling (SEM) emerges as the most suitable approach for addressing these complexities. In the context of testing and validating an established theory within a specific scenario, the appropriate method to employ is Covariance based Structural Equation Modeling (CB-SEM). However, when the objective is to investigate novel relationships within existing theoretical frameworks or to develop new theories, the recommended approach is the 2nd -gen technique of Partial Least Square Structural Equation Modeling (PLS-SEM) (Hair et al., 2014). PLS path modeling is a statistical technique that involves determining the parameters of a set of equations in a path model. This is achieved by combining principal component analysis, which is used to evaluate the measurement models, with path analysis, which is employed to estimate the relationships between latent variables. The PLS algorithm, as

proposed by Wold, (1992), is specifically characterised as a sequence of regressions that utilises weight vectors (Henseler et al., 2009). Partial Least Squares (PLS) is particularly well-suited for research that strives to prediction or exploratory modeling, as opposed to confirmatory modeling. The PLS (Partial Least Squares) method is capable of accommodating complex models that involve multiple dependent variables and multiple independent variables. It achieves this by effectively addressing the issue of multicollinearity among the independent variables. It supports both reflective as well as formative models. Moreover, PLS exhibits robustness in the presence of data noise and missing data, making it suitable for situations with limited sample sizes (Hair et al., 2018). It provides latent variable scores required for follow-up research studies, especially when working with control variables. Additionally, PLS does not rely on the assumption of normality in the data, which enhances its predictive capabilities. The Partial Least Squares Structural Equation Modeling (PLS SEM) approach is deemed most appropriate for investigating novel relationships and predicting sustainable adventure development, with the aim of generalising findings to a global audience. Therefore Smart-PLS 4.0.9.5 software (Ringle *et al.*, 2022) was used for data analysis in the study.

3.9.3 Assumptions of PLS-SEM



3.9.4 Mediation

Mediation refers to a case wherein the impact of an exogenous variable on an endogenous variable is mediated by a third variable known as the mediator (Nitzl et al., 2016; Zhao et al., 2010b). The inclusion of a third variable has the capacity to alter the association between the independent and dependent variables. Technically, "the relationship between the independent variable (X) and the dependent variable (Y) is influenced by the presence of a third variable (M_i), the mediator" fig 3.2. This mediator is responsible for mediating the effect, also known as indirect effect or mediation effect, between X and Y. The mediating effect can manifest in three distinct forms: Full Mediation, Partial Mediation, and No Mediation. Partial mediation can manifest in two forms: complementary mediation, which is consistent with the relationship between the independent and dependent variables, or competitive mediation, which is inconsistent with said relationship.

Fig 3.1 Direct Effect

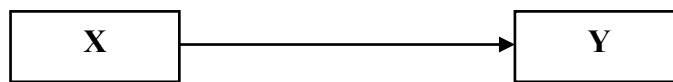
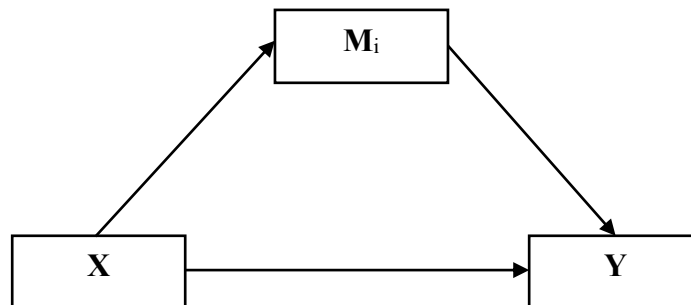


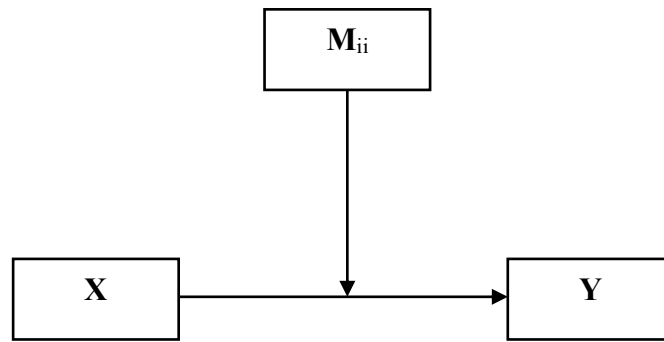
Fig 3.2 Indirect Effect



3.9.5 Moderation

A moderator, also referred to as a moderating variable, is an additional variable that influences the strength or direction of the association between exogenous and endogenous variables (Dawson, 2014). Technically, "the relationship between the independent variable (X) and the dependent variable (Y) is influenced by a third variable (M_{ii}), the moderator." (fig 3.3). The moderator has the ability to either boost or decrease the association between X and Y. It is imperative to determine the presence a moderator exists report its strength (Henseler & Fassott, 2010). In the context of Smart-PLS, the interaction effect is applied to evaluate the impact of moderation on a specific path, while multi-group analysis is utilised to examine the influence on the overall structural model.

Fig 3.3 Moderating Effect



3.9.6 Moderated Mediation

Moderated mediation refers to a situation in which the mediation process is contingent upon the presence of another variable (James & Brett, 1984; Muller et al., 2005; Demming et al., 2017). In contrast to moderated regression analysis, moderated mediation analysis modifies an indirect impact. The moderator in moderated mediation affects either the a or b paths of the indirect effect (Hayes, 2013). Second stage moderated mediation (fig 3.4, 3.5) is a scenario where moderator (V) conditions how mediator (M_i) influences the outcome variable (Y). The possible combination necessitates a priori reasoning regarding conditional processes and the construction of a model grounded in specific theoretical frameworks. The conditional indirect effect of X on Y would be the most important finding from such a model, as moderated mediation involves deducing whether an indirect effect is linearly conditioned by a moderator (Iacobucci, 2010). Hayes, (2015) and Guarana & Hernandez, (2016) provides guidelines for conditional indirect effect examination.

Fig 3.4 Statistical Diagram

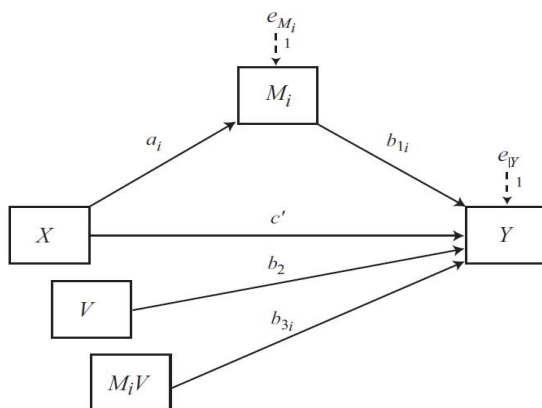
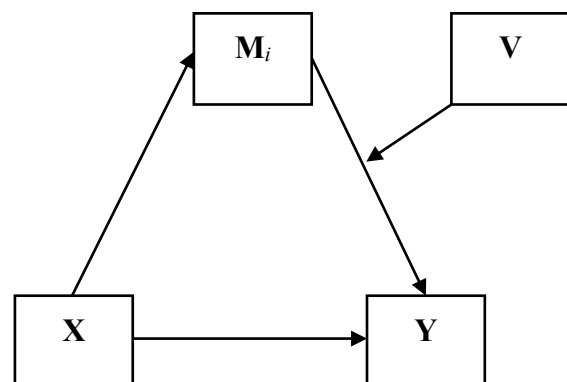


Fig 3.5 Moderated Mediation (Model 14)



Source(s): (Hayes, 2013)

Note: Conditional indirect effect of X on Y through $M_i = a_i (b_{1i} + b_{3i}V)$; Direct effect of X on Y = c'

3.9.7 Partial Least Square Multi-Group Analysis (PLS-MGA)

The multi-group analysis enables the examination of the level of association between two variables influenced by additional variables. Additional variables are referred to as moderators. The moderation analysis can be examined through two approaches: interaction moderation and categorical moderation. The PLS-MGA, a non-parametric test, examines the significant differences between outer weights, outer loadings, and path coefficients of two data groups. The SmartPLS software offers three distinct methodologies that rely on bootstrapping outcomes derived from predefined groups. A comprehensive description of multi-group analysis method is given by (Sarstedt *et al.*, 2011). Partial Least Squares Multi-Group Analysis (PLS-MGA), a non-parametric statistical test utilised to assess the significance of differences in group-specific outcomes. This approach relies on bootstrapping results obtained from Partial Least Squares Structural Equation Modeling (PLS-SEM). According to (Hair *et al.*, 2017), the significance of the moderation effect is determined at a 5 percent level of probability of error. This is indicated by a p-value that is either smaller than 0.05 or larger than 0.95 for a specific difference in group-specific path coefficients.

3.9.7.1 Parametric Test and Welch- Satterthwaite Test

The Parametric test is a statistical test used to assess the significance of differences in group-specific results obtained from (PLS-SEM), assuming equal variances across groups and controls type 1 errors. The Welch-Satterthwaite test is another parametric, used to assess the significance of differences in group-specific results assuming unequal variances across groups being compared.

3.9.7.2 Permutation Test for Measuring Invariance in Composite Modeling (MICOM)

Measurement invariance is the ability to measure the same attributes using the same operation regardless of the context and conditions. If variance is not taken into account, the validity of conclusions about structural model differences across groups is uncertain. This can cause measurement error, reducing the accuracy of estimators, weakening hypothesis tests, and leading to inaccurate results (Hult *et al.*, 2008). Measuring invariance is a 3-step process.

1. Configural invariance : Identifying identical indications in the measurement model.
2. Compositional Invariance: Assessing whether composite scores are equivalent across groups, despite potential differences in score computation weighting.

3. Mean and Variance Invariance: Assessing full measurement invariance. The initial difference in means and variances must be within the 95% confidence interval to confirm.

The permutation test is a non-parametric test, reliable across distinct conditions, controlling type I errors. This study uses permutation test with MICOM analysis to assess moderation effects, using demographic factors.

3.9.8 Importance Performance Map Analysis

Importance Performance Map Analysis (IPMA) is a technique to assess the important and performing variables in the study. Variables under study can be of utmost importance but are not performing well for the model, and some variables that are performing well but are not important for the interpretation of overall results. Therefore, IMPA investigation helps to remove these deficiencies of PLS path model (Hair et al., 2017; Ringle et al., 2020).

3.10 Summary

This chapter focuses on the selection of research methodology and techniques that were specifically chosen to fulfil the desired research objectives. The aim is to investigate the relationship between destination attractiveness and sustainable adventure tourism development. The statistical techniques, sampling design, and sampling method applied were thoroughly evaluated to ensure optimal outcomes and facilitate the extrapolation of findings to the broader population in future generalisations. Next chapter includes data cleaning, psychometric checks, and data analysis of final structural model.

This chapter presents outcomes derived from data collected in the field and subsequently discusses these results in light of previous research. In this chapter, initial analyses were performed to examine the participants' response rate and demographic characteristics, and the findings of these analyses were reported. Additionally, the study employed Descriptive statistics, Regression Analysis, and Partial least squares structural equation modeling (PLS-SEM) to analyse the data. PLS-SEM approach involved a two-step process, namely the assessment of the structural model and the measurement model. The findings of these analyses are also reported to achieve the objectives of this study. Overall chapter's summary was also stated.

4.1 Preliminary Analysis

This section provides an analysis and report on the response rate and demographic characteristics of the respondents. The primary objective is to offer a comprehensive analysis of the proportion of participants who completed the questionnaires and to ascertain the valid response rate. Additionally, this section includes the establishment of participant profiles based on variables such as gender, marital status, annual income, educational background, occupation, length of stay, travel accompany, preferred accommodation, visit status and number of trips in last two years. The analyses were conducted using the Special Package for Social Sciences (SPSS) version 22.0.

4.1.1 Response Rate Analysis

There were 550 questionnaires distributed for this study, and 479 were completed and returned. This amounts to a response rate of 87.09%. Out of 479 responses, 43 were disregarded (Unengaged responses having standard deviation less than 0.3). Therefore, a total of 79.27% of responses were retained for data analysis (table 4.1). This suggests that a relatively higher rate of response was attained. According to Sekaran and Bougi (2009), a feedback rate of 30% is considered appropriate for review studies, thus making this percentage excellent. The response rate observed in the present study is notably higher than the average rate typically observed in social science research.

Questionnaire	Frequency	Percentage
Distributed	550	100%
Returned	479	87.09%
Rejected	43	7.81%
Retained	436	79.27%

4.1.2 Respondents Demographic Analysis

Demographics	Category	Frequency	Percent
Gender	Male	293	67.20
	Female	143	32.80
Marital Status	Single	290	66.51
	Married	146	33.49
Education	Undergraduate	46	10.55
	Graduate	117	26.83
	Postgraduate	190	43.58
	Doctorate	83	19.04
Annual Income	Below ₹6 Lakhs	237	54.36
	Above ₹6 Lakhs	199	45.64
Occupation	Salaried	234	53.67
	Business	51	11.70
	Student	110	25.23
	others	41	9.40
Length of Stay	3-5 Days	209	47.94
	5-7 Days	122	27.98
	1-2 Weeks	66	15.14
	Above 2 Weeks	39	8.94
No. of Trips in last two years	1-2 Trips	157	36.01
	3-4 Trips	157	36.01
	5-6 Trips	54	12.39
	More than 6 Trips	68	15.60
Visit Status	First Visit	308	70.64
	Repeat Visit	128	29.36

Source: Survey data

In order to enhance understanding of the study and its outcomes, it is imperative to provide an elucidation of the respondents' profile through the application of frequency distribution. Table 4.2 depicts the demographic profile of the respondents who participated in the survey. The final sample consisted of 436 responses out of which 293 (67.20%) were males 143 (32.80%) were

females. When it comes to the marital status of the respondents 296 (66.51%) were single and 146 (33.49) were married. The education qualification of respondents was divided into 4 categories Undergraduate 10.55%, Graduate 26.83%, Postgraduate 43.58%, Doctorate 19.04%. This indicates that postgraduates constitute majority of the study’s respondents. The respondents ‘occupations were also divided into 4 categories, with salaried representing 53.67% students representing 23.23%, business representing 11.70% and others representing 9.40%. This shows that salaried respondents are significantly higher than the other categories and comprises more than half of the responses. The annual earnings of the respondents were divided into two categories at the analysis stage. There were 54.36% respondents having income below ₹6 lakhs and 45.64% having income above ₹6 lakhs, representing a good spread of respondents. With respect to length of stay of the respondents: 49.94% stays for 3-5 days, 27.98% stays for 5-7 days, 15.17% stays for 1-2 weeks and 8.94% stays for more than 2 weeks. This indicates that almost half of the respondents stay for 3-5 days. Regarding the status of respondents visit 70.64% were first time visitors whereas 29.36% were repeat visitors. At last, the respondents were also divided as per their number of trips. About 36.01% respondents had 1-4 trips and the same number of respondents had 3-5 trips in last two years, whereas 12.39% respondents had 5-6 trips and 15.60% of the respondents had more than 6 trips. As far as accommodation preference is concerned majority of the travellers prefers hostel and hotels followed by homestays, tents/ camps and friends/ relative (fig. 4.1). Moreover, most of the travellers likes to travel solo and with their friends followed by family with kids, spouse, riding clubs and package tours groups (fig 4.2).

Fig 4.1 Preferred Accommodation

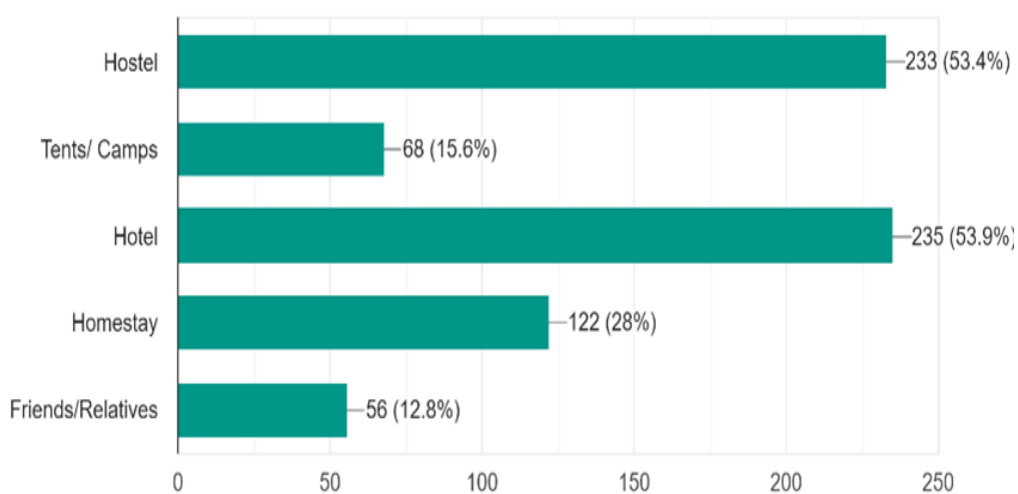
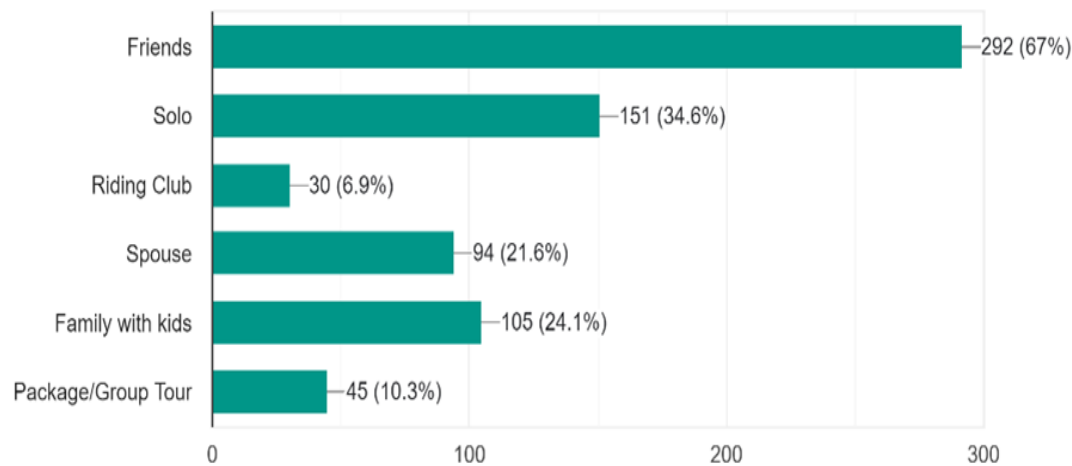


Fig 4.2**Travel Accompany****4.1.3 Social Media Usage Pattern and Preferences**

The frequency and duration of travellers' social media usage is presented in table 4.3. Majority of the travellers use Instagram and YouTube daily for travel related content followed by Facebook and Travel Blogs. Whereas majority of the travellers use social media platforms for less than 5 hours a week for travel related content. Instagram and YouTube are the platforms where travellers spend maximum time for travel content surfing. Table 4.3 depicts the frequency and weekly time spent on different social media platforms.

Table 4.3 Social Media Usage Pattern for Adventure Travel Related Informative Content

Frequency	Instagram	YouTube	Facebook	Travel Blogs
Never	59	30	142	99
Rarely	45	41	97	98
Sometimes	107	120	100	124
Often	99	124	49	80
Daily	126	121	48	35
Duration Per Week				
0-5 hours	348	352	278	257
6-10 hours	79	102	60	51
10-15 hours	51	48	20	22
16-20 hours	21	22	07	09
More than 20 hours	07	07	01	02

Source(s): Authors compilation

4.1.4 Travellers Preference on Social Media

The ability to share and view videos, photos, and other forms of information is a big factor in social media's meteoric rise in popularity. In the survey, it is observed that Instagram and YouTube are more preferred platforms (fig 4.3). Videos, Photos, and reels are the most favourite type of travel content travellers look for especially on smart phone and laptops (fig 4.4, 4.5). Thus, both these devices provide edge to social media platforms.

Fig 4.3 Preferred Social Media Platform for Seeking Adventure Travel Related Content

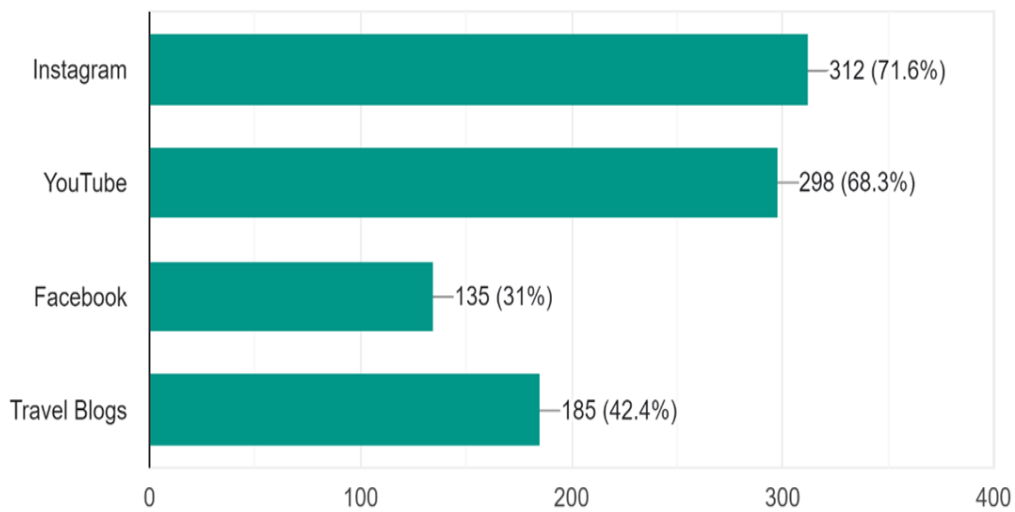


Fig 4.4 Type of Adventure Travel Related Content Surfing

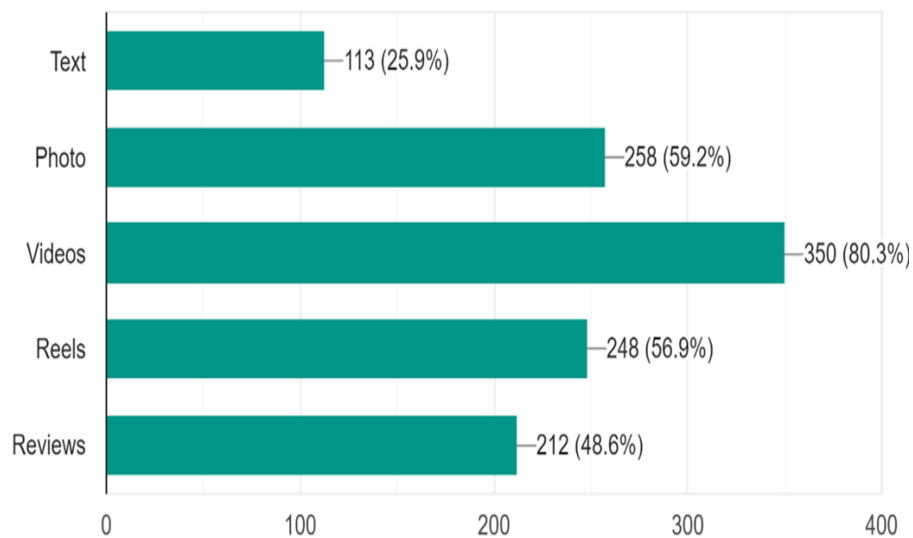
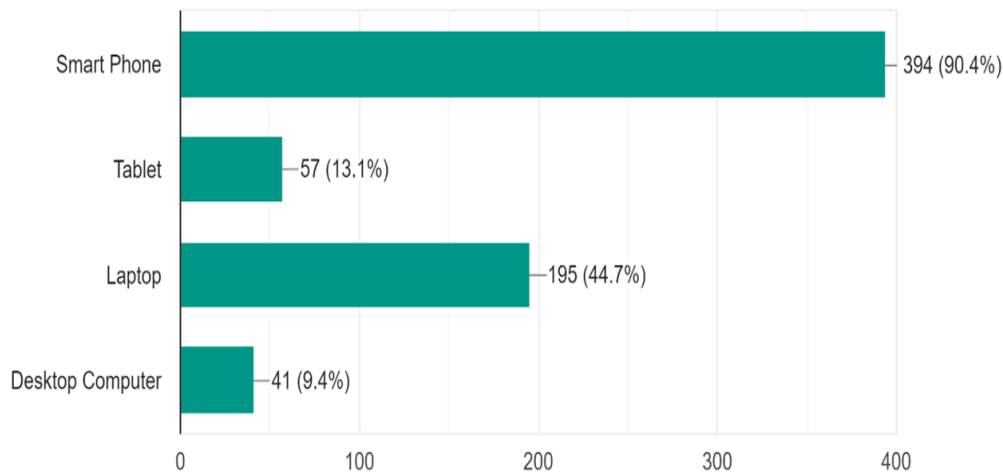


Fig 4.5 Preferred Device for Searching Adventure Travel Related Content

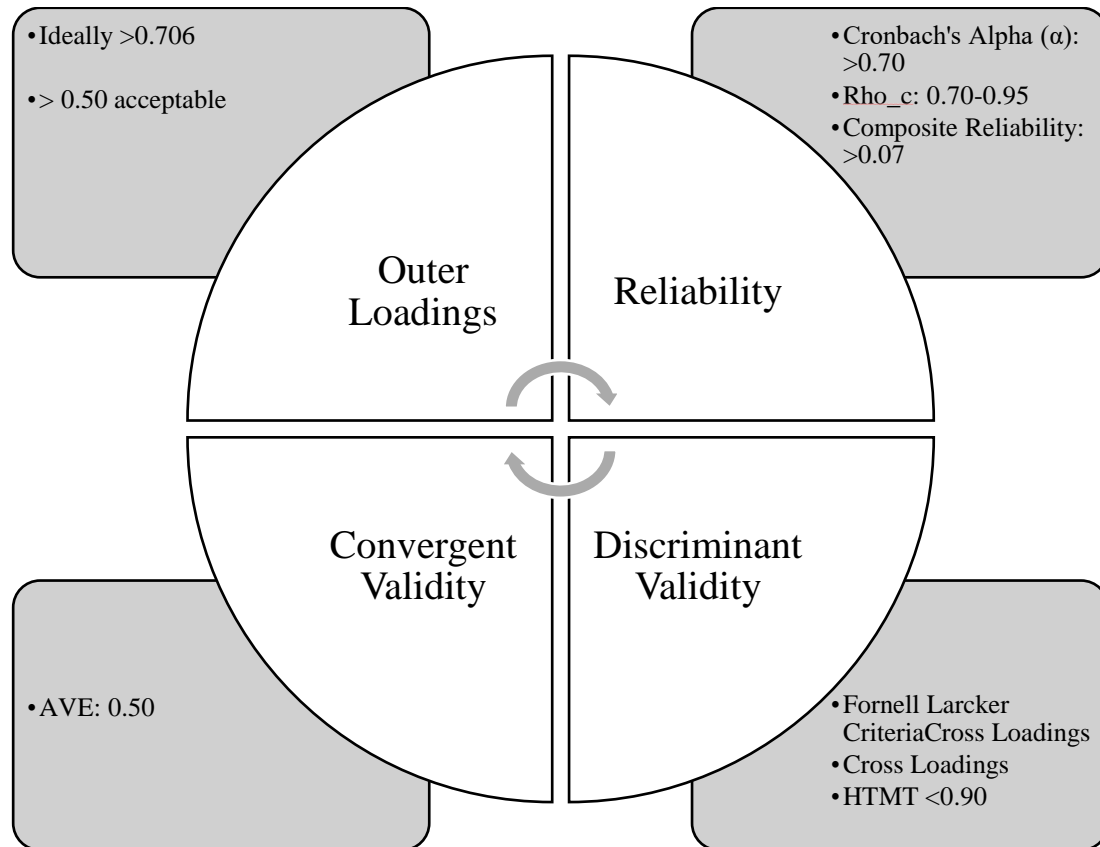


4.2 Psychometric Checks/ PLS-SEM results

The study employed an adapted questionnaire consisting of seven constructs and thirty items to examine the effect of destination attractiveness influenced by influencers' content, interaction with followers, and trip experience sharing on Sustainable adventure tourism development. Psychometric assessments were evaluated by assessing the reliability and validity of the measurement model on the guidelines of (Hair et al., 2022; Hair & Sarstedt, 2019). The researchers examined the psychometric assessments using Partial Least Square Structural Equation Modeling (PLS-SEM) in Smart PLS version 4.0.9.5 . Structural Equation Modelling (SEM) is a statistical technique that integrates Confirmatory Factor Analysis (CFA) and Regression-based Path analysis. Confirmatory factor analysis is employed to assess the reliability, validity, and model fit, constituting an integral component of the measurement model (fig 4.6). It involves the validation of constructs and their constituent items i.e., the outer model. The impact of exogenous variables on the endogenous variable(s) is assessed by employing regression analysis, which utilises statistical measures such as, R square, Beta values, and others. Regression-based path analysis examines the associations between constructs, which may exhibit positive or negative effects that can be statistically significant or insignificant. This analytical approach is commonly referred to as the Structural model or Inner model. The Partial Least Squares - Structural Equation Modelling (PLS-SEM) technique is characterised by the computation of measurement and structural model relationships in a sequential manner rather than simultaneously. In the process of structuring a model, ellipses symbolise factors, while rectangles represent indicators. The inner or structural model comprises the factor ellipses and the arrows that connect them. The external or measurement model comprises the indicator rectangles and the interconnecting arrows.

In the current study, the data was analysed using PLS-SEM instead of Covariance Based Structural Equation Modeling because the study is exploratory in nature (theory is less developed), and the goal of the research is to predict and explain the primary key constructs. Moreover, control variables in this study were formative (composite in nature); thus, partial least squares (PLS) based structural equation modeling (SEM), is appropriate as opposed to covariance-based SEM because the latter method is limited to reflective constructs only (Hair et al., 2017). Furthermore, PLS-SEM works on both models using two algorithms: the Standard PLS_{algorithm} and the PLS_{Consistent}. Both are useful for research. PLS_{Consistent} is advised when all scale items are reflective. According to Rigdon, (2016), the outcomes are likely to exhibit greater consistency when derived from a larger sample size in comparison to a smaller one. The PLS algorithm was used to obtain more accurate results for path coefficients, inter-construct correlations, and factor loadings. Additionally, partial least squares (PLS) based structural equation modelling (SEM) has the capability to analyse intricate cause-effect structural models and is also suitable for analysing datasets with limited sample sizes. In addition, PLS based SEM is known as soft-modeling due to its adaptability to different distributional assumptions (Hair et al., 2017).

Figure 4.6 Measurement Model Assessment Criterion

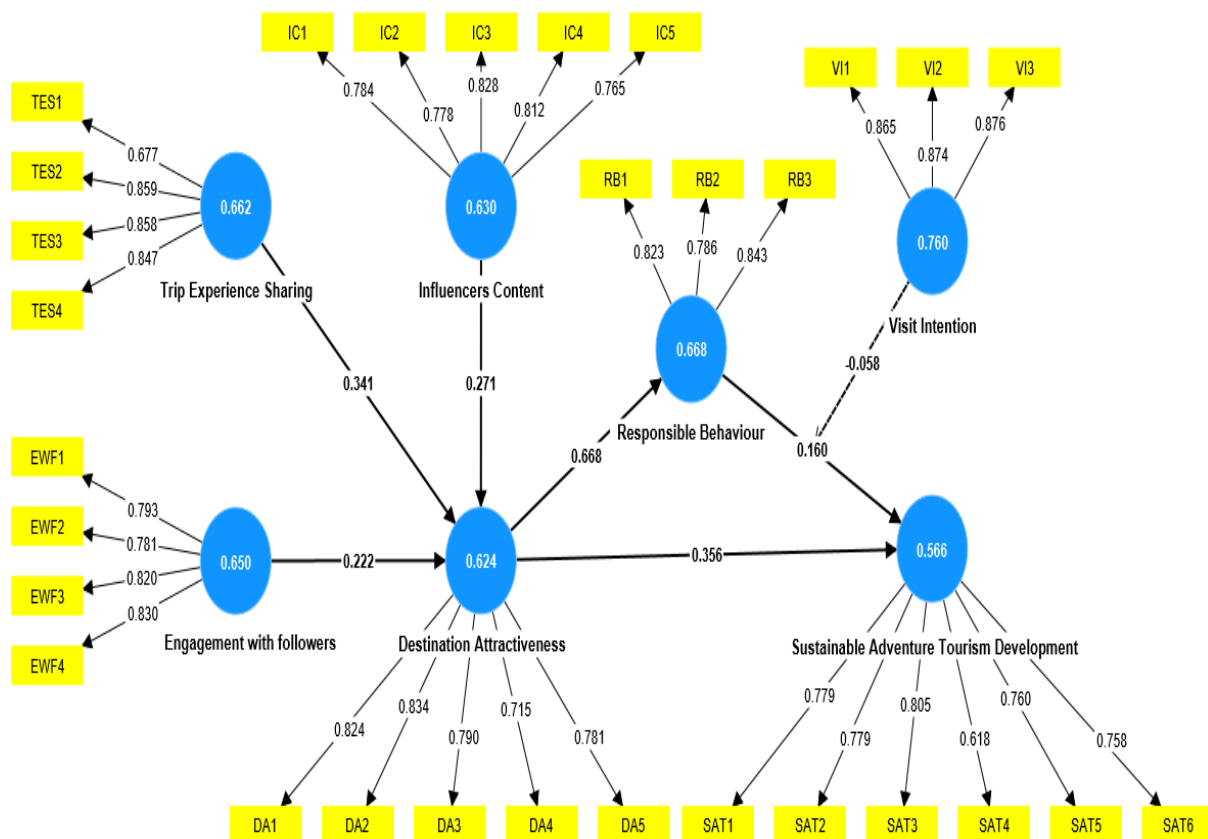


Source: Authors Design

4.3 Measurement Model Assessments

The first step in analysing the reflective measurement model is to evaluate the outer loading, which should be greater than 0.708 (Hair et al., 2022). Outer loadings square is used to compute average variance extracted (AVE) of the construct which should 0.5 and above. Therefore, items having loadings of 0.708 are recommended (Sarstedt *et al.*, 2022). However, the item loading between 0.60 to 0.70 should be kept in the model given that AVE is above 0.5 (Saari *et al.*, 2021) and other reliability (Cronbach's Alpha, rho_a and composite reliability) and validity criteria are satisfied (Hair et al., 2019; Sarstedt et al., 2022). Consequently, if convergent validity criteria are satisfied (which includes AVE), none of the items needs to be eliminated (Hair et al., 2022). The measurement model represents the outer loading of all indicators and path coefficient values that reveals concerned item-construct relationship (fig 4.7). At the end, we test discriminant validity (Heterotrait-Monotrait ratio and Fornell-Larcker Criterion) by comparing the square root of the AVE of each latent construct to their squared association with other constructs; the square root of the AVE of each latent construct must be larger than the square of its relationship to other constructs in the study's model.

Figure 4.7 Measurement Model Results



4.3.1 Reliability Measures

Reliability is a fundamental aspect of measurement that pertains to the degree of consistency exhibited by a measure. It is deemed to be present when the measure produces similar outcomes when applied in similar conditions. It is imperative to assess the reliability of the measuring instrument, ensuring that all latent constructs yield consistent outcomes in similar conditions.

- *Outer Loadings*: Loadings of all the items exceeds the threshold limit of 0.708, except two items TES1 with outer loading 0.677 and SAT4 with outer loading 0.618 (table 4.4 and fig 4.7). These items were kept because the AVE of their respective construct is above 0.05 (Hair et al., 2019, 2022) i.e., 0.662 and 0.566 respectively. Therefore, all items in the model are deemed suitable for reliability and validity criteria.
- *Cronbach's Alpha (α)*: (α) is the most used and appropriate test used to evaluate the reliability of an instrument's inter-item consistency, especially for Likert-type scales (Cronbach, 1951; Nunnally, 1978). The variable Alpha (α) exhibits a range between 0 and 1, and higher internal reliabilities of items are seen when the maximum α value is closer to 1. The Cronbach's reliability coefficients for all variables ought to surpass the prescribed threshold of 0.70 (Nunnally, 1978; Nunnally and Bernstein, 1994). Ideally, it is recommended that the α coefficient be at least 0.80 for established constructs (Hair et al., 2019). However, it is generally considered problematic for the coefficient to exceed 0.95 in measurement models as it leads to redundancy issues and reduced the validity of the construct (Diamantopoulos *et al.*, 2012; Drolet and Morrison, 2001).

Fig 4.8 Cronbach's alpha (α) formula:

$$\alpha_{standardized} = \frac{K \cdot \bar{r}}{(1 + (K - 1) \cdot \bar{r})}$$

K= Number of Variables; r-bar= average correlation among all variable pairs.

- *Composite Reliability*: It is imperative to ensure that the Composite Reliability (CR) exceeds the threshold of 0.70 (Werts *et al.*, 1978). The authentic internal consistency may lie between the lower bound Cronbach's alpha (α) and the upper bound composite reliability. Furthermore, the determination of composite reliability is also accomplished through the utilisation of Dijkstra-Henseler's rho_a, and rho_c (composite reliability)

which serves as a reliable estimation for reflective constructs that consist of multiple indicators (Dijkstra and Henseler, 2015).

Table 4.4 indicates the three values of the corresponding three parameters that exceeded the recommended acceptable criterion, thus demonstrating satisfactory reliabilities.

4.3.2 Validity Measures

The subsequent phase involves the establishment of the questionnaire's validity, which encompasses four distinct types of validities.

- *Content Validity*: To ensure content validity, a comprehensive literature review was done to identify research gaps and accurately define the variables included in the questionnaire. The study's constructs were based on established theories, and high-quality research publications were used to frame the questionnaire. A panel of experts (travellers, travel business owners, and academicians) reviewed the variables and recommended adding control variables, demographics, and independent to refine the questionnaire and make it comprehensible to respondents. As a result, a thorough understanding of variables, constructs, control variables, and demographics was achieved, leading to a revised questionnaire for the pilot study, which was used as definitive version in the study.
- *Convergent Validity*: This study uses a reflective measurement approach, where all statements of constructs are reflective. To establish convergent validity, the Average Variance Extracted (AVE) method was used to measure reflective constructs. Convergent validity is the extent to which items within a construct are theoretically related and converge to explain its variance (Hair et al., 2011, 2017). AVE is the average of the squared loadings for all items associated with the construct. It must exceed 0.50, indicating the construct explains more than 50% of its items' variance. (Hair et al., 2019, 2022) suggested that factor loadings should be >0.60 , AVE >0.50 , and CR >0.70 to assess the convergent validity of the measurement model. A comprehensive analysis was conducted to meet these criteria.

Table 4.4 indicates AVE values > 0.50 and Composite Reliability (CR) scores > 0.70 , surpassing the standard benchmarks in research and establishing convergent validity. Thus, the scale and responses are reliable enough to measure the constructs.

Table 4.4 Measurement Model “Outer Loadings, Reliability and Convergence Validity”

Construct	Items	Outer Loadings	Cronbach’s α	rho_a	CR	AVE
Destination Attractiveness	DA1	0.824	0.849	0.854	0.892	0.624
	DA2	0.834				
	DA3	0.790				
	DA4	0.715				
	DA5	0.781				
Engagement with Followers	EWF1	0.793	0.822	0.829	0.881	0.650
	EWF2	0.781				
	EWF3	0.820				
	EWF4	0.830				
Influencers Content	IC1	0.784	0.854	0.857	0.895	0.630
	IC2	0.778				
	IC3	0.828				
	IC4	0.812				
	IC5	0.765				
Responsible behaviour	RB1	0.823	0.752	0.757	0.858	0.668
	RB2	0.786				
	RB3	0.843				
Visit Intention	VI1	0.865	0.842	0.842	0.905	0.760
	VI2	0.874				
	VI3	0.876				
Trip Experience Sharing	TES1	0.677	0.828	0.845	0.886	0.662
	TES2	0.859				
	TES3	0.858				
	TES4	0.847				
Sustainable Adventure Tourism Development	SAT1	0.779	0.845	0.851	0.886	0.566
	SAT2	0.779				
	SAT3	0.805				
	SAT4	0.618				
	SAT5	0.760				
	SAT6	0.758				

Source(s): Author’s Calculation

Note(s): Cronbach's α = Cronbach Alpha, CR = Composite Reliability, AVE = Average Variance Extracted

- *Discriminant Validity:* Evaluating discriminant validity requires assessing the distinctiveness of each construct in the path model. The Fornell & Larcker, (1981) criterion is the most conservative and is recommended for assessing the discriminant validity of the constructs being examined in a study. It involves comparing the square root of the AVE for each construct to the inter-construct correlation of that construct with all other constructs in the structural model. This criterion states that “each latent construct's square root of AVE must be bigger than its squared correlation with every other construct in the model.” Table 4.5 values are within the threshold limits, proving discriminant validity. All constructs in this study were reflective. Thus, Fornell and Larcker's criteria was deemed suitable for the measurement model to demonstrate discriminant validity.

Table 4.5 Discriminant Validity “Fornell-Larcker Criterion”

Constructs	DA	EWF	IC	TES	RB	VI	SAT
DA	0.790						
EWF	0.645	0.806					
IC	0.682	0.694	0.794				
TES	0.698	0.689	0.752	0.814			
RB	0.668	0.612	0.678	0.627	0.818		
VI	0.719	0.610	0.608	0.682	0.583	0.872	
SAT	0.748	0.598	0.649	0.650	0.637	0.710	0.752

Source(s): Author's Calculation

Note: Diagonal elements are square root of average variance explained; non-diagonal elements are correlation between constructs.

DA= Destination Attractiveness, EWF= Engagement with Followers, IC= Influencers Content, TES= Trip Experience Sharing, RB= Responsible Behaviour, VI= Visit Intention, SAT= Sustainable Adventure Tourism Development

When considering the measurement of discriminant validity among constructs, cross loadings can be seen as a less rigorous approach in comparison to the Fornell and Larcker Criterion. Hair et al. (2014) suggests assessing cross-loading by ensuring an indicator variable has a loading of 0.70 or higher on its own construct and no cross

loading on other constructs. Table 4.6 shows that all construct loading values exceed 0.70, confirming the discriminant validity of the constructs in the measurement model.

Table 4.6 **Cross Loadings**

Construct/Items	DA	EWF	IC	TES	RB	VI	SAT
DA1	0.824	0.566	0.602	0.614	0.548	0.587	0.642
DA2	0.834	0.495	0.560	0.577	0.547	0.574	0.649
DA3	0.790	0.486	0.516	0.522	0.544	0.529	0.570
DA4	0.715	0.468	0.458	0.516	0.459	0.579	0.486
DA5	0.781	0.529	0.545	0.522	0.536	0.578	0.594
EWF1	0.490	0.793	0.563	0.557	0.498	0.478	0.471
EWF2	0.438	0.781	0.478	0.488	0.409	0.412	0.403
EWF3	0.558	0.820	0.563	0.564	0.545	0.500	0.536
EWF4	0.575	0.830	0.621	0.602	0.507	0.561	0.505
IC1	0.593	0.547	0.784	0.591	0.594	0.515	0.573
IC2	0.446	0.506	0.778	0.529	0.507	0.420	0.440
IC3	0.526	0.621	0.828	0.599	0.558	0.498	0.501
IC4	0.502	0.539	0.812	0.597	0.490	0.492	0.466
IC5	0.603	0.535	0.765	0.648	0.526	0.473	0.563
TES1	0.434	0.418	0.446	0.677	0.350	0.425	0.419
TES2	0.603	0.572	0.666	0.859	0.536	0.565	0.540
TES3	0.595	0.594	0.679	0.858	0.578	0.589	0.564
TES4	0.617	0.633	0.630	0.847	0.547	0.620	0.577
RB1	0.556	0.457	0.562	0.519	0.823	0.460	0.550
RB2	0.485	0.495	0.529	0.475	0.786	0.452	0.478
RB3	0.591	0.549	0.571	0.541	0.843	0.515	0.532
VI1	0.650	0.566	0.532	0.605	0.506	0.865	0.604
VI2	0.625	0.520	0.554	0.610	0.516	0.874	0.622
VI3	0.605	0.510	0.505	0.569	0.501	0.876	0.631
SAT1	0.587	0.431	0.469	0.473	0.485	0.575	0.779
SAT2	0.596	0.478	0.493	0.511	0.474	0.588	0.779
SAT3	0.590	0.476	0.500	0.491	0.514	0.529	0.805
SAT4	0.466	0.389	0.448	0.405	0.489	0.360	0.618
SAT5	0.597	0.497	0.514	0.549	0.461	0.620	0.760

SAT6 0.525 0.421 0.506 0.495 0.466 0.498 **0.758**

Source(s): Author’s Calculation

Note(s): DA= Destination Attractiveness, EWF= Engagement with Followers, IC= Influencers Content, TES= Trip Experience Sharing, RB= Responsible Behaviour, VI= Visit Intention, SAT= Sustainable Adventure Tourism Development

The Fornell and Larcker criterion and cross loadings may not possess adequate sensitivity to effectively identify a significant number of discriminant validity issues. This study uses the Heterotrait-Monotrait ratio of correlations (HTMT) approach (Henseler *et al.*, 2015). The HTMT ratio calculates the correlation between two constructs, with average correlations less than 0.90 (Gold *et al.*, 2001) or 0.85 (Franke and Sarstedt, 2019; Henseler *et al.*, 2015). Hair *et al.*, (2019, 2022) propose a most liberal method where an HTMT value above 0.90 is acceptable if it falls within the class interval (lower and upper bounds). Table 4.7 shows HTMT ratios among primary constructs are lower than assessment criteria thresholds, confirming discriminant validity.

Table 4.7 Discriminant Validity Results [HTMT]

Constructs	DA	EWF	IC	TES	RB	VI
EWF	0.765					
IC	0.787	0.820				
TES	0.826	0.824	0.879			
RB	0.832	0.772	0.840	0.783		
VI	0.854	0.728	0.713	0.812	0.731	
SAT	0.878	0.711	0.756	0.772	0.803	0.835

Source(s): Author’s Calculation

Note(s): DA= Destination Attractiveness, EWF= Engagement with Followers, IC= Influencers Content, TES= Trip Experience Sharing, RB= Responsible Behaviour, VI= Visit Intention, SAT= Sustainable Adventure Tourism Development

Overall, the reliability and validity tests conducted on the measurement model demonstrate satisfactory results. These findings suggest that the items used to assess constructs in the study possess validity and are appropriate for estimating parameters in the structural model.

- *Nomological Validity*: Nomological Validity, as a constituent of construct validity, represents the fourth category in the process of establishing validity. This term is

primarily of statistical nature and is subject to the laws of nature. It involves the comparison of at least two constructs in order to identify potential connections between them, even if they are not directly related. The evaluation of Nomological validity involves the examination of a network of antecedent and consequent variables in order to ascertain the scale's predictive capacity. In this study constructs of conceptual framework is based such as Influencers content is adapted from Adapted from Camilleri & Kozak, 2022; Han & Chen, 2021, Trip Experience Sharing is adapted from Kang & Schuett, 2013; Magno & Cassia, 2018, Engagement with Followers is adapted from Camilleri & Kozak, 2022; Su et al., 2020, Destination Attractiveness is adapted from De Lucia et al., 2020; Jiang et al., 2022; Vengesayi et al., 2009; Yin et al., 2020; Yuan et al., 2007, Visit Intention is adapted from Asdecker, 2022; Ashraf et al., 2020; Hajli et al., 2018; Han & Chen, 2021; Castillo & Fernández, 2019, Responsible behaviour is adapted from Su & Swanson, 2017: Han et al., 2018, and Sustainable Adventure Tourism Development is adapted from Chatterjee & Dsilva, 2021; Mohaidin et al., 2010. All these variables establish a causal chain relationships. It is observed that all the construct relationships are positive and significant at 1% except interaction effect of visit intention, which is negative, thereby establishing evidence of Nomological Validity.

4.3.3 Model Fit Indices

- The research is grounded in the utilisation of Variance based Structural Equation Modeling (PLS-SEM). PLS-SEM was designed for theory testing and prediction-oriented research. The model's overall accuracy is evaluated by comparing the correlation matrix from the saturated model and the observed correlation matrix. A statistically insignificant difference ($p \geq 0.05$ on a Chi-square test) implies a good global model fit. However, the Chi-square test is too conservative, leading to the model's rejection with larger sample sizes. Consequently, standardised root mean square residual (SRMR) and Normed fit index (NFI) are alternative measures of goodness-of-fit in PLS-SEM. According to Hair et al. (2014) and Henseler et al. (2014) SRMR should be <0.08 and NFI >0.9 . SRMR is a statistic that quantifies the difference between the observed and predicted correlations in a structural model. It evaluates how closely the proposed model's correlation matrix matches the empirical correlation matrix.

Table 4.8 Model Fit Indices Results

	Saturated model	Estimate d model	Threshold Value	Decision	References
SRMR	0.055	0.080	≤ 0.080	Accepted	Henseler et al. (2014, 2016)
d_ULS	1.423	2.958	Values must be significantly different from Zero	Accepted	Dijkstra and Henseler (2015)
d_G	0.544	0.627	Values must be significantly different from Zero	Accepted	Dijkstra & Henseler, (2015)
Chi-square	1367.461	1471.981	Test should not be significant	Accepted	Dijkstra & Henseler, (2015)
NFI	0.824	0.811	≥ 0.95	Rejected	Hair et al. (2014), Henseler et al. (2014), (Byrne, 2013, 2016)

Source(s): Authors Calculations

It has been found to be better than the traditional normed fit index (NFI), which compares the Chi-square value of the proposed model to the null model. The aforementioned value examines whether the model is devoid of any correlation in the residuals, which is distinct from the conventional assessment of fit in covariance-based structural equation modelling. This study calculates two additional metrics to assess the model's accuracy: the unweighted least squares discrepancy (d_ULS), geodesic distance (d_G). (d_ULS) and (d_G) have no inherent significance. Model Fit indices for the research model are shown in Table, with only SRMR criterion met (SRMR=0.080, NFI=0.811). According to Henseler et al. (2016), the upper limit of the confidence interval should be reported for a perfect fit model test. Confidence intervals are used to assess if the original value is within the 95% interval. If not, the model is rejected. The upper limit of the SRMR in this study was 0.055, with a 99% confidence interval from the bootstrap 10000 sub samples, complete slower and bias corrected. Model Fit indices are shown in table 4.8.

4.3.3.1 Caveat for employing goodness-of-fit measures in PLS-SEM

According to Hoffman et al. (2017) in social sciences, the accepted practice is to assess whether a coefficient in a model is statistically significant, leading towards the direction as predicted by the select theory, instead of looking for a given theory which can predict some outcome of interest.

4.4 Structural Model

After validating the measurement model, the next step is to analyse the structural model. Analysing structural model helps to assess the data and determine hypotheses results (Roni *et al.*, 2015). Smart-PLS evaluates the structural model with R2 and path coefficients. R2 should be >0.19 and the path coefficient between latent variables >0.1 . The path coefficient can be either positive or negative, depending on the relationship between the constructs. A statistically significant relationship is present when the p-value is <0.05 , indicating 95% confidence level. Bootstrapping evaluates the relationship between constructs. (Hair et al. (2022) recommends running bootstrap with 10000 sub samples, complete slower and bias corrected.

4.5 Structural Model Assessments

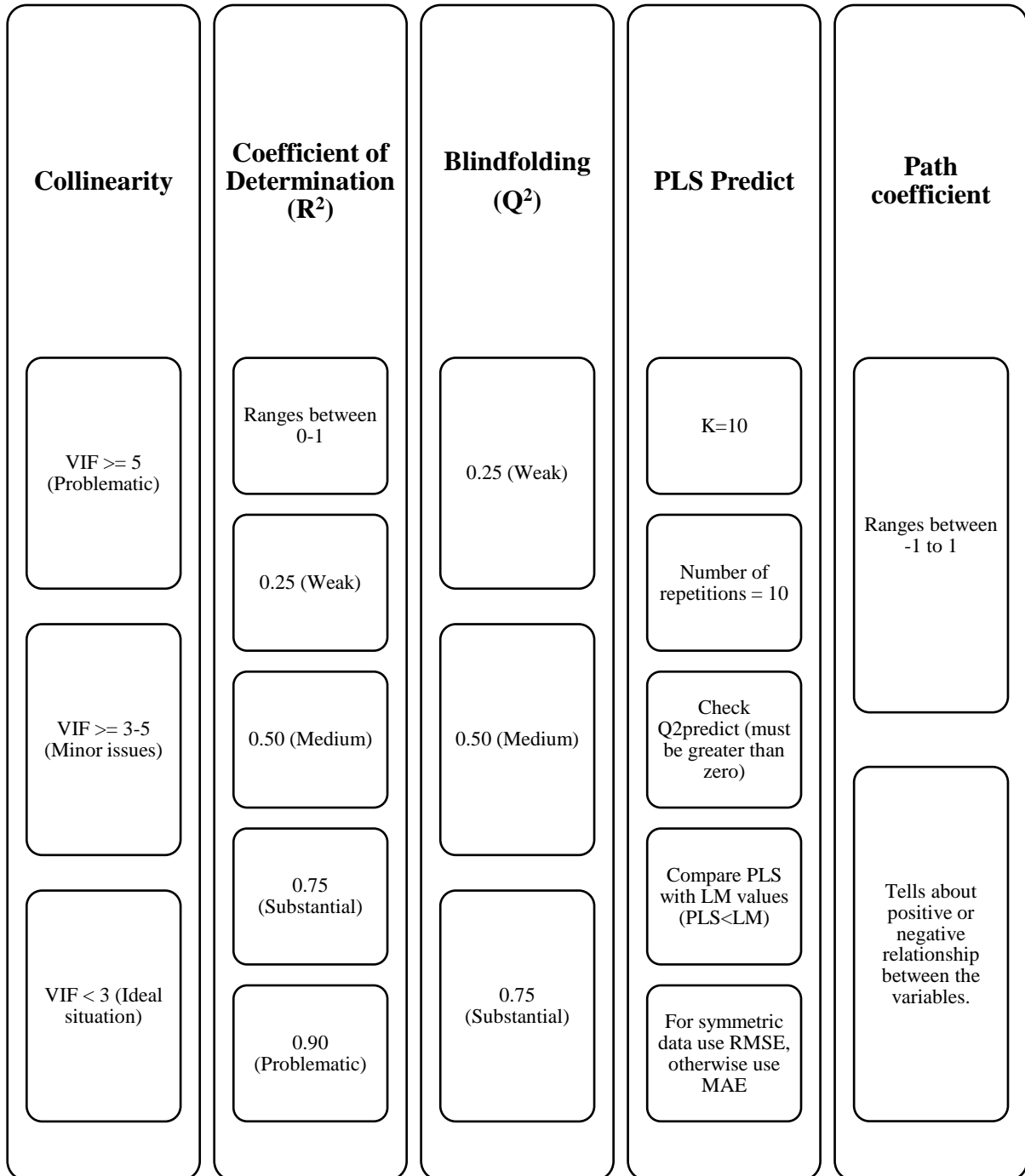
4.5.1. Common Method Bias and Collinearity Checks

Collinearity between construct items is evaluated in the structural model assessment (fig 4.9). Measurement error can distort empirical results and lead to inaccurate inferences regarding the relationships between measures (Campbell and Fiske, 1959). Hence, the initial evaluation commences by assessing the variance that can be attributed to the measurement method rather than the constructs under study. (Podsakoff *et al.*, 2003) suggest assessing common method variance when data is collected through self-reported questionnaires and both the predictor and criterion variables are from the same individual. Initially, common method bias is assessed through Harman's single factor, followed by Variance Inflation Factor (VIF) and marker variable assessments.

- *Harman's Single Factor*: This test uses Exploratory Factor Analysis (EFA) to combine all variables into one factor, then evaluates the unrotated factor solution to measure the variance among variables. The goal is to determine whether one factor explains most of the covariance among the chosen factors. If the single factor accounts for over 50% of the variation, it suggests common method bias in the sample. The findings indicate

revealed that the first factor only explained 45.817% of the variance, below the 50% threshold. This suggests that common method bias is not a major issue in this study. Table 4.9 shows the unrotated total variance explained by a single factor through EFA. The analysis covers the overall sample and males/females separately. Notably, the variances are less than 50%.

Fig 4.9 **Structural Model Assessments**



Source: Authors Design

Table 4.9 Harman’s Single Factor Results

Sample	Total Variance Explained	% of Variance	KMO	Chi-Square Value	P-value
Overall	13.745	45.817	0.964	7597.176	0.000***
Males	17.816	49.386	0.966	5647.765	0.000***
Females	11.360	37.868	0.902	2217.709	0.000***

Source(s): Author’s Calculations

Note(s): ***significant at 1 percent level.

- *Variance Inflation Factor:* Ideally, Variance Inflation Factor (VIF) less than 3 is preferable. However, the range of values can vary from 3 to 5. A VIF value exceeding 5 collinearity problems. To address the issue of collinearity, it is often recommended to construct higher-order models that are supported by theoretical justifications (Hair et al., 2017). In this study, all VIF values were below 3 (table 4.10). No collinearity issues exist, indicating no common method bias (Kock, 2015).

Table 4.10 Variance Inflation Factor (VIF) Inner

Relationship	VIF
DA -> RB	1.000
DA -> SAT	2.734
EWf-> DA	2.202
IC-> DA	2.665
TES-> DA	2.626
RB-> SAT	1.982
VI-> SAT	2.155
VI x RB-> SAT	1.475

Source(s): Author’s Calculation

Note(s): DA= Destination Attractiveness, EWf= Engagement with Followers, IC= Influencers Content, TES= Trip Experience Sharing, RB= Responsible Behaviour, VI= Visit Intention, SAT= Sustainable Adventure Tourism Development

- *Marker Variable:* Assessing CMB through marker technique involves employing a marker variable within a CFA model (Fuller et al., 2016; Williams et al., 2010). A marker variable exhibits similar measurement outcomes to the focal variables under investigation, serving as indicators of an underlying latent method factor. In this method a distinct variable, is incorporated in the model, which should be totally theoretically

unrelated to the principal variables. This study used fashion consciousness (Simmering *et al.*, 2015) as a marker variable, which measures an individual's desire for current fashion styles, and is theoretically unrelated to the principle variables under study. The CMB was evaluated based on the variance explained by the marker variable which should be <25%. Variance values were <25%, and insignificant indicating no CMB issues.

The results obtained from Harman’s single factor test, Variance inflation factor, and marker variable method indicates no common method bias and collinearity issues in the present study.

4.5.2 Coefficient of Determinant R^2

Once the issue of collinearity has been addressed, the subsequent step involves assessing the coefficient of determination (R^2). R^2 is the key metric for assessing the structural model. It measures the explained variance in relation to the latent variable's overall variance. R^2 values of 0.25, 0.50, 0.70, and 0.90 signify varying degrees of association (weak, moderate, substantial, and problematic, respectively), as classified by Henseler *et al.* (2009) and Hair *et al.* (2017). Destination attractiveness, responsible behaviour, and sustainable adventure development explains 56.6%, 44.6%, and 64.9% variance, respectively, indicating moderate to substantial explanatory power. Coefficient of determination (R^2) exhibits a significant correlation between the variables, suggesting a strong relationship (table 4.11).

Table 4.11 Regression (R-Square)

	R-square	R-square adjusted
Destination Attractiveness	0.566	0.563
Responsible Behaviour	0.446	0.445
Sustainable Adventure Tourism Development	0.649	0.646

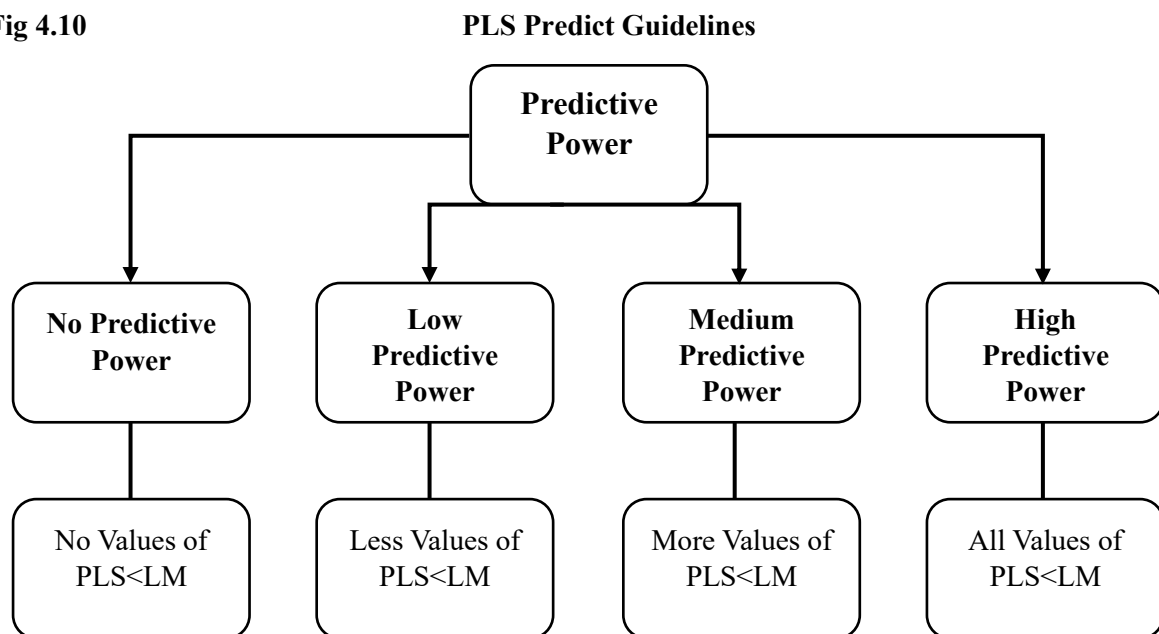
Source(s): Author’s Calculations

Several researchers employ R^2 to assess model’s predictive capability. However, R^2 only indicates the model's "in-sample explanatory power" and not its "out-of-sample predictive potential" (Rigdon, 2012). To evaluate the model's predictive accuracy, it is recommended to use techniques like Blindfolding (Sarstedt *et al.*, 2014).

4.5.3 Predictive relevance ($Q^2_{PLS_{Predict}}$) measurement

The subsequent stage involves examining the Q^2 value, which serves as an indicator of the predictive relevance of the Partial Least Squares (PLS) path model (Stone, 1974). The metric described in this study is based on the blindfolding technique, a method that entails “removing single points from a data matrix, imputing the removed points with the mean, and estimating model parameters” (Rigdon, 2014). Consequently, the Q^2 metric encompasses the ability to explain both out-of-sample and in-sample data, as discussed by (Shmueli *et al.*, 2016). Q^2 may possess a value of zero, indicating the absence of a substantial association. According to (Hair *et al.* (2019), the “PLS path model demonstrates varying levels of predictive accuracy, as indicated by values exceeding 0, 0.25, and 0.50 for weak, moderate, and high predictive relevance, respectively.” The Q^2 of Destination Attractiveness with 0.559, indicates high predictive accuracy, Responsible Behaviour with 0.453 indicates moderate predictive accuracy and Sustainable Adventure Tourism with 0.579 indicates high predictive accuracy.

Fig 4.10



The out of sample predictive relevance for the key dependent variables need to be assessed using $PLS_{Predict}$ as proposed by Danks & Ray, (2018) and Shmueli *et al.* (2016, 2019). $PLS_{Predict}$ is based on the concepts of independent "training" and "holdout samples" in order to assess the predictive relevance of a model. A training sample refers to “a portion of the complete dataset that is employed for the purpose of estimating model parameters, including path coefficients, indicator weights, and loadings.” The term "holdout sample" pertains to “the subset of the dataset that was excluded from the model estimation” (Hair *et al.*, 2018). To get the sample

predictive relevance, assign the value of k as 10 (repetitions) and execute PLS predict. The predictive power can range from zero, low to moderate, moderate to high, or high. Figure 4.10 indicates the guidelines for $PLS_{Predict}$.

Table 4.12 $PLS_{Predict}$ Results

Constructs	Indicators	$Q^2_{predict}$	PLS-SEM	LM_	PLS-	Predictive
			RMSE	RMSE	LM	
Destination Attractiveness	DA1	0.430	0.925	0.877	0.048	Low
	DA2	0.363	1.027	1.000	0.027	Predictive
	DA3	0.310	1.009	0.994	0.015	Power
	DA4	0.281	1.062	1.013	0.049	
	DA5	0.340	1.000	0.967	0.033	
Responsible Behaviour	RB1	0.295	0.988	0.954	0.034	Low
	RB2	0.274	1.186	1.159	0.027	Predictive
	RB3	0.334	1.018	0.999	0.019	Power
Sustainable Adventure Tourism Development	SAT1	0.336	0.944	0.958	-0.014	
	SAT2	0.368	0.940	0.950	-0.010	
	SAT3	0.339	0.912	0.933	-0.021	Moderate
	SAT4	0.200	1.138	1.118	0.002	to
	SAT5	0.390	0.944	0.940	0.004	High
	SAT6	0.308	0.925	0.941	-0.016	Predictive

Source(s): Authors' Calculations

Note(s): LM – Linear Model Benchmarks; PLS – Partial Least Square; RMSE – Root Mean Squared Error

Q^2 values range from 0.200 to 0.430, all greater than zero. The data is symmetrical, therefore, PLS_SEM RMSE (Root Mean Square Error) values are compared with LM (Linear Model). When PLS_SEM RMSE (Theorised Model) value is greater than LM (Linear Model), disparity values are positive, and when PLS_SEM RMSE value is less than LM, disparity values are negative. Lower PLS values indicate better predictability. Table 4.12 shows 4 negative values for main dependent variable (Sustainable Adventure Development), indicating moderate to high predictive relevance whereas there are no negative values for its predictor variables (responsible behaviour and destination attractiveness), indicating low predictive relevance.

4.5.4 Relevance of Predictor Variables (Effect Size, f^2)

In this study, the assessment of Cohen's f^2 is conducted. Cohen's f^2 is a measure that quantifies the extent to which an exogenous construct contributes to explaining a specific endogenous construct, as indicated by the R-square value. The formula for calculating Cohen's f^2 is as follows:

- Cohen's $f^2 = (R^2_{\text{included}} - R^2_{\text{excluded}}) / (1 - R^2_{\text{included}})$

where R^2_{included} and R^2_{excluded} are the R^2 values of the endogenous latent variable when a selected exogenous latent variable is included or excluded from the model. The R^2 change is calculated by estimating the PLS path model twice: once with the exogenous latent variable included (yielding R^2_{included}) and the second time with the exogenous latent variable excluded. The effect sizes using Cohen's f^2 is as follows:

- $0.02 \leq f^2 \leq 0.15$: Weak Effect
- $0.15 \leq f^2 \leq 0.35$: Moderate Effect
- $f^2 \geq 0.35$: Strong Effect

The results reveal that destination attractiveness has a strong effect on responsible behaviour and weak effect on sustainable adventure tourism development (table 4.13). Furthermore, influencers content, trip experience sharing, responsible behaviour has weak effect on destination attractiveness and responsible behaviour, visit intention and visit intention x responsible behaviour also has weak effect on sustainable adventure tourism development (Cohen, 1988; Hair et al., 2014).

Table 4.13 Results of f^2 (Effect Size)

Exogenous Variable -> Endogenous Variable	f-square
Destination Attractiveness -> Responsible Behaviour	0.806
Destination Attractiveness -> Sustainable Adventure Tourism Development	0.132
Engagement with followers -> Destination Attractiveness	0.052
Influencers Content -> Destination Attractiveness	0.063
Trip Experience Sharing -> Destination Attractiveness	0.102
Responsible Behaviour -> Sustainable Adventure Tourism Development	0.037
Visit Intention -> Sustainable Adventure Tourism Development	0.130
Visit Intention x Responsible Behaviour -> Sustainable Adventure Tourism Development	0.025

Source(s): Authors' Calculations

4.5.5 Path Coefficients

The final step, following confirmation of the model's explanatory and predictive power, is to assess the path coefficient's significance. This requires examining the path coefficient (beta), T-statistics, class-interval at 0.95%, and importance level. Both the measurement model and structural model provide path coefficient values. However, the structural model uses bootstrapping, to calculate mean, t-statistics values, p-values, and confidence intervals bias corrected for analysing the significance level. The above-mentioned statistics for all the constructs and items are shown in fig 4.11 and fig 4.12. To be significant at 95% confidence, t-statistics must exceed 1.96. Furthermore, for a path coefficient's suitable influence in a model, it must exceed 0.100 and be statistically significant at 0.05.

Table 4.14 Hypothesis Testing

Relationship	β	Mean	STDEV	t-statistics	CI _{0.95}	P value	Significance
DA -> RB	0.668**	0.666	0.042	16.092**	[0.575;0.738]	0.000	Yes
DA -> SAT	0.356**	0.358	0.048	7.430**	[0.262;0.449]	0.000	Yes
EWf -> DA	0.222**	0.222	0.046	4.795**	[0.130;0.312]	0.000	Yes
IC -> DA	0.271**	0.271	0.052	5.211**	[0.165;0.368]	0.000	Yes
TES -> DA	0.341**	0.341	0.049	6.924**	[0.080;0.239]	0.000	Yes
RB-> SAT	0.160**	0.160	0.040	3.964**	[0.242;0.436]	0.000	Yes
VI-> SAT	0.313**	0.314	0.043	7.328**	[0.229;0.397]	0.000	Yes
VI x RB->					[-0.097;-		
SAT	-0.058*	-0.056	0.021	2.769*	0.015]	0.006	Yes

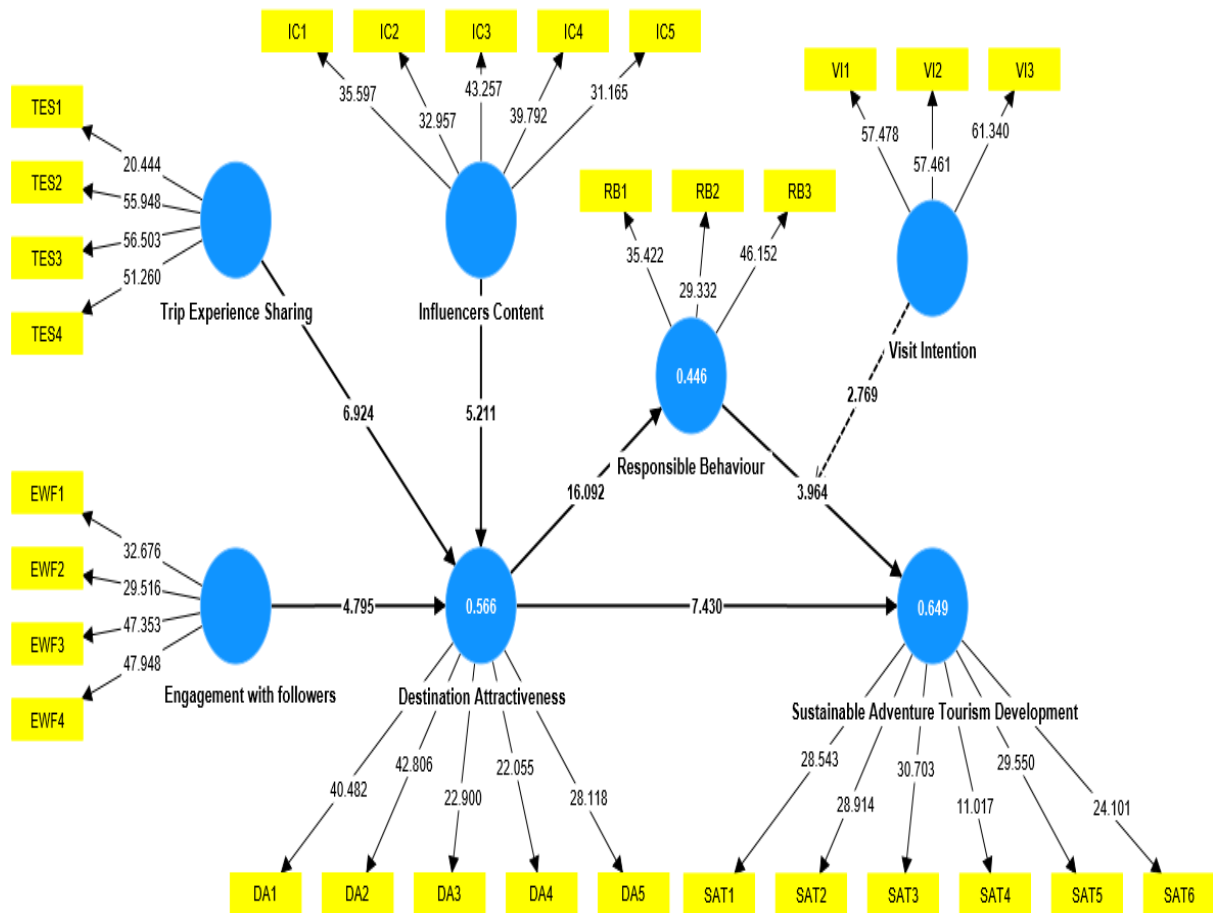
Source(s): Authors' Calculations

Note: β =Standardised Beta, STDEV = Standard deviation, CI = Confidence Intervals at 95 percent, Path Coefficient (** $p < 0.001$), (* $p = 0.006$), DA= Destination Attractiveness, EWf = Engagement with Followers, IC = Influencers Content, TES = Trip Experience Sharing, RB = Responsible Behaviour, VI = Visit Intention, SAT= Sustainable Adventure Tourism Development.

The findings of the path coefficient, along with T-values and P-values, are shown in Table 4.14 following the application of bootstrapping with 10000 sub samples, complete slower and bias corrected. Influencers content positively and significantly effects destination attractiveness ($\beta = 0.271$; $t = 5.211$; $p < 0.001$). Engagement with followers positively and significantly effects destination attractiveness ($\beta = 0.222$; $t = 4.795$; $p < 0.001$). Trip experience sharing also

positively and significantly effects destination attractiveness ($\beta = 0.341$; $t = 6.924$; $p < 0.001$). Destination attractiveness positively and significantly influence responsible tourist behaviour ($\beta = 0.668$; $t = 16.092$; $p < 0.001$). This relationship exhibits highest β value and t- statistics value among all relationships. Responsible tourist behaviour positively and significantly influences sustainable adventure tourism development ($\beta = 0.160$; $t = 3.964$; $p < 0.001$). Destination attractiveness positively and significantly influence sustainable adventure tourism development ($\beta = 0.365$; $t = 7.430$; $p < 0.001$). Furthermore, visit intention positively and significantly influence sustainable adventure tourism development ($\beta = 0.313$; $t = 7.328$; $p < 0.001$).

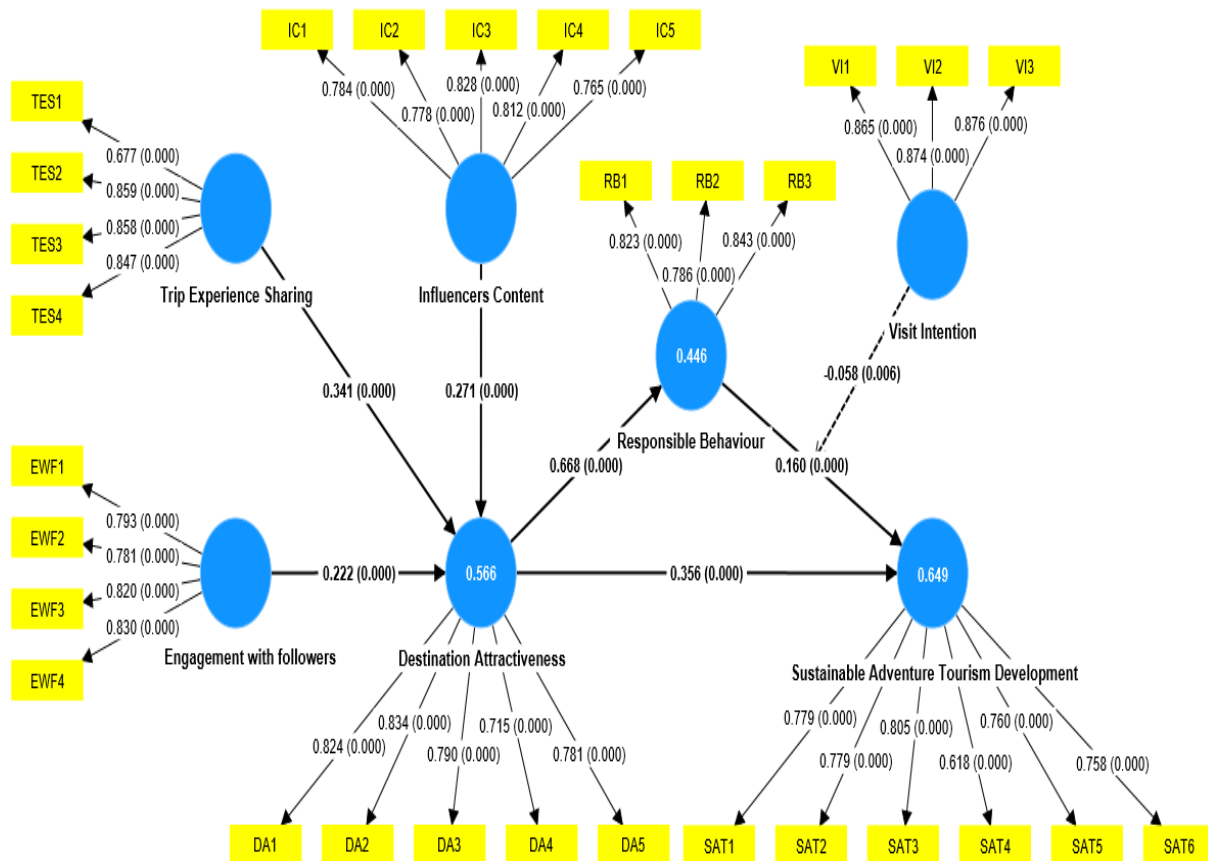
Figure 4.11 T-Statistics Values, and R-Square Results



Overall, among the factors influencing destination attractiveness and sustainable adventure tourism development, results suggests that trip experience sharing highly influences destination attractiveness (t- statistics=6.924), followed by travel influencers adventure travel content (t- statistics=5.211) and engagement with followers (t- statistics=4.795). Further, destination attractiveness significantly influences the responsible behaviour of travellers (t-

statistics=16.092) and sustainable adventure tourism development is highly influenced by destination attractiveness (t- statistics=7.430) followed by responsible tourist behaviour (t- statistics=3.964). In summary, relationship between independent and dependent variables in our model are positive and significant hence supporting H₁, H₂, H₃, H₄, H₅, H₆, and H₇.

Figure 4.12 P-Value and Path Coefficients (Structural Model Assessment)



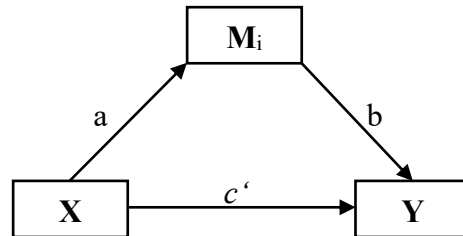
Path coefficients usually range from -1 to +1. Bootstrapping was used to assess indirect effects, which are caused by intervening variables. The consideration of indirect effect types holds significance in the assessment of mediating effects (Nitzl *et al.*, 2016). Hypotheses were tested at a 5% significance level and are interpreted as either rejected or failed to reject.

4.6 Mediation

Mediation enhances the simple regression analysis by incorporating an additional variable known as the mediator (Mi), as depicted in fig 4.13. Nitzl *et al.* (2016) suggested a sequential evaluation of the indirect and direct effects to assess mediation. If both effects are absent, then mediation effect is precluded. Moreover, in cases where the indirect effect is deemed

insignificant while the direct effect remains significant, it can be concluded that there is no mediation present. Therefore, it can be concluded that in the absence of an indirect effect, mediation will not occur. If the relationship is significant, it can be full or partial mediation. If the direct effect is insignificant, it is a sign of full mediation.

Fig 4.13 **Simple Mediation Model**



Source(s): (Preacher & Hayes, 2004)

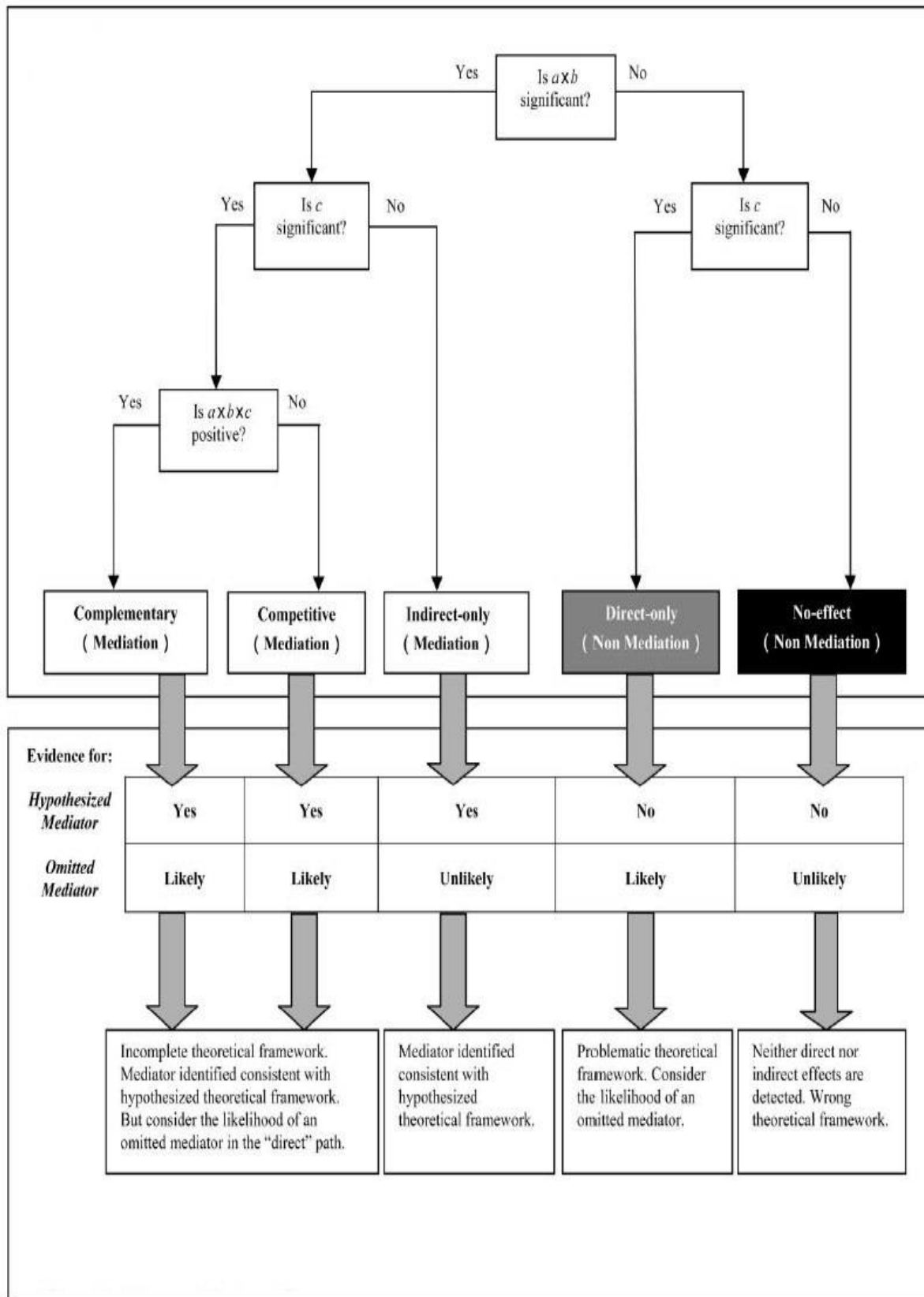
Note: X: Predictor variable, M: mediator, Y: outcome variable, a: effect of X on M, b: effect of M on Y, ab: indirect effect of X on Y, c': direct effect of X on Y, c: total effect of X on Y = ab + c'

If the direct effect is statistically significant, it is partial mediation, which can be "complementary" (positive beta) or "competitive" (two negative beta and one positive beta). The three effects, a*b*c, are then considered. Inconsistent Partial Mediation is when a*b*c have a particular pattern, either all negative or two positive and one negative. Fig 4.14 represents the three-step mediation guidelines given by Zhao et al. (2010) and Nitzl et al. (2016). The first step is to assess the indirect effect when the mediator is present. The second step is to assess the direct effect, then determine the type of mediation based on the indirect and direct effects. Additionally, Zhao et al. (2010) concluded that significance of indirect effect (a*b) is the only requirement for mediation to exist.

Simple mediation occurs when there is a single mediator, denoted as M_i , that intervenes in the causal relationship between X and Y. In a conceptual sense, simple mediation refers to the idea that a modification in variable X results in a subsequent modification in mediator M_i (path a), which in turn leads to a subsequent modification in outcome variable Y (path b). The indirect effect is path ab, which is the combination of two paths. Path a links X and M_i , while path b connects M_i and Y. If ab is greater or smaller than zero, indicating significance, mediation is present (Zhao et al., 2010a).

Figure 4.14

Mediation Procedure



Source: (Zhao et al., 2010)

The outcome suggests increasing travellers' intention to visit will result in decrease in responsible behaviour resulting in unsustainable tourism development ($\beta = 0.-0.058$; $t = 2.769$; $p < 0.01$). There is an inverse effect of visit intention on responsible behaviour and sustainable adventure development. The indirect effect of destination attractiveness is strongest at the lowest level (-1SD) of visit intention and weakest at highest level (+1SD) of visit intention. Table 4.16 illustrates a significant but negative interaction supporting indicating that responsible behaviour and sustainable adventure development would suffer with the increase in travellers' intention to visit adventurous destinations. Thus, H₇ is negatively supported*.

Figure 4.15 Interaction Effect of Visit Intention between Responsible Behaviour and Sustainable Adventure Tourism Development

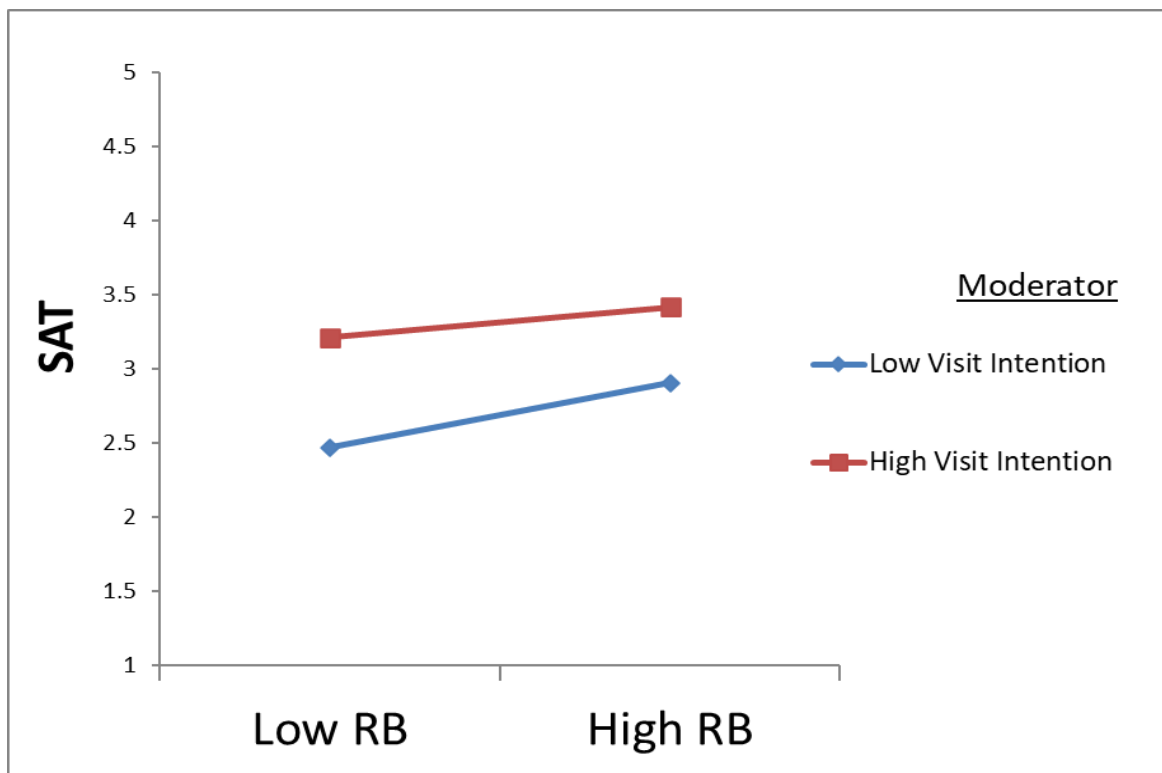


Table 4.16 Interaction Effect of Visit Intention Between Responsible Behaviour and Sustainable Adventure Tourism Development

Relationship	β	Mean	STDEV	t-statistics	P value	Significance	Hypothesis
RB-> SAT	0.160**	0.160	0.040	3.964**	0.000	Yes	Supported
VI-> SAT	0.313**	0.314	0.043	7.328**	0.000	Yes	Supported
VI x RB-> SAT	-0.058*	-0.056	0.021	2.769*	0.006	Yes	Supported

Source(s): Authors' Calculations

Note: β =Standardised Beta, x = interaction, STDEV= Standard deviation, Path Coefficient (** $p < 0.001$), (* $p = 0.01$), DA= Destination Attractiveness, Responsible Behaviour, VI= Visit Intention, SAT= Sustainable Adventure Tourism Development

4.8 Partial least squares-Multi Group Analysis via Measurement Invariance of Composite Models (MICOM)

Before conducting a multi-group analysis (MGA), measuring invariance of composites (MICOM) is fundamental step (Henseler, et al., 2016). Implementation of PLS-MGA requires successful invariance testing. The primary objective of evaluating measurement invariance is to ascertain that measurement models produce consistent measurements of the same underlying constructs, even when tested across varying observational circumstances (Hair et al., 2019). MICOM process consists of 3 steps:

- ✓ Configural Invariance (application of identical algorithm and data treatment for both groups)
- ✓ Compositional Invariance
- ✓ Mean and Variance Invariance

To achieve compositional invariance, configural invariance assessments are essential, requiring the measurement model to contain identical basic factors. Compositional invariance is confirmed through permutation correlation tests, ensuring similar composite scores across groups. It is established when the permutation correlation of constructs is near the original correlation and within the 5% confidence interval. Lastly, the mean and variance differences of all constructs should be statistically insignificant for invariance across groups. If the second step (compositional invariance) is achieved, multigroup analysis can be performed, regardless of the mean and variance invariance results (Ali *et al.*, 2022). The use of MGA via PLS-SEM is considered to be a more efficient approach for evaluating moderation effects across multiple relationships in comparison to the traditional method of examining a particular structural relationship at a time (Hair et al., 2010, 2011, 2012). According to Hair et al. (2021) “...*this approach offers a more complete picture of the moderator’s influence on the analysis results as the focus shifts from examining its impact on one specific model relationship to examining its impact on all model relationships.*” In this study moderation results are assessed using PLS-MGA, Parametric Test, and Welch-Satterthwaite Test.

4.8.1 Assessment of Gender

Before applying Henseler's MGA and permutation for assessing gender difference. MICOM results are analysed. Table 4.17 shows that prerequisite of configural variance is satisfied whereas we failed to establish compositional. Hence gender cannot be applied as a moderator in this study.

4.8.2 Assessment of Marital Status

Marital status is divided into two groups: single = 0 and married = 1. MICOM results of marital status indicates establishment of configural and compositional invariance (table 4.18). Hence, justifying multi group analysis application in the study. Pls MGA results reveals that marital status is not a moderator across all the construct relationships in the study. The results are further confirmed by permutation test ($P < 0.05$) and parametric tests ($P < 0.05$). However, the beta difference between single and married travellers across the construct relationships are analysed one by one. Table 4.19 indicates that for married travellers, destination attractions drive responsible behaviour ($\beta = -0.059$), engagement with followers is important for destination attractiveness ($\beta = -0.069$), responsible behaviour is more important for sustainable adventure tourism development ($\beta = -0.057$) and visit intention drives sustainable adventure tourism development ($\beta = -0.086$). Whereas for single travellers' influencers content and trip experience sharing drives destination attractions ($\beta = 0.022$ and $\beta = 0.016$ respectively and destination attractions are important for sustainable adventure tourism development ($\beta = 0.139$). Furthermore, there is no significant difference between the two groups across the construct relationships. Conversely, for single and married travellers individually the results are significant. Thus, supporting $H1_0(a)$, $H2_0(a)$, $H3_0(a)$, $H4_0(a)$, $H5_0(a)$, $H6_0(a)$.

4.8.3 Assessment of Annual Income

Annual income is divided into two groups: LIG = 0 and HIG = 1. MICOM results of annual income indicates full variance establishment (table 4.20). Hence, justifying multi group analysis application in the study. Pls MGA results reveals that annual income is not a moderator across all the construct relationships in the study. The results are further confirmed by permutation test ($P < 0.05$) and parametric tests ($P < 0.05$). However, the beta difference between HIG and LIG travellers across the construct relationships are analysed one by one. Table 4.21 indicates that for LIG, DA drives responsible behaviour ($\beta = -0.053$), responsible behaviour is important for sustainable adventure tourism development ($\beta = -0.030$), and influencers content and engagement are important for DA ($\beta = -0.0123$ and ($\beta = -0.008$). Whereas HIG considers destination attractions and visit intentions for SAT ($\beta = 0.055$ and ($\beta =$

0.005) respectively and TES for destination attractiveness ($\beta = 0.094$). Furthermore, there is no significant difference between the two groups across the construct relationships. Conversely, for HIG and LIG individually the results are significant. Thus, supporting $H1_0(b)$, $H2_0(b)$, $H3_0(b)$, $H4_0(b)$, $H5_0(b)$, $H6_0(b)$.

Table 4.17

MICOM Analysis (Gender)

Measuring Invariance in Composites (MICOM)		DA	EWF	IC	RB	SAT	TES	VI
Configural Invariance (Application of Identical Algorithms)		Yes	Yes	Yes	Yes	Yes	Yes	Yes
Compositional Invariance (Correlation = 1)	C=1	0.999	0.999	1.000	0.995	1.000	0.999	1.000
	Confidence Interval (CIs)	[0.999;1]	[0.997;1]	[0.998;1]	[0.997;1]	[0.997;1]	[0.998;1]	[0.999;1]
Investigating Partial Measurement Invariance		Yes	Yes	Yes	No	Yes	Yes	Yes
Equal Mean Assessments	Mean Differences	-0.025	0.245	-0.026	-0.212	0.134	0.159	0.156
	Confidence Interval (CIs)	[-0.079;0.199]	[-0.200;0.209]	[-0.197;0.211]	[-0.188;0.210]	[-0.206;0.191]	[-0.192;0.200]	[-0.192;0.203]
	Equal	Yes	No	Yes	No	Yes	Yes	Yes
Equal Variance Assessments	Variance Difference	0.536	0.169	0.251	0.180	0.369	0.271	0.226
	Confidence Interval (CIs)	[-0.459;0.567]	[-0.359;0.379]	[-0.400;0.431]	[-0.429;0.473]	[-0.466;0.570]	[-0.324;0.372]	[-0.342;0.363]
	Equal	No	Yes	Yes	Yes	Yes	Yes	Yes
Full Measurement Invariance Established		No	No	Yes	No	Yes	Yes	Yes

Source(s): Authors' Calculations

Note: DA= Destination Attractiveness, EWF= Engagement with Followers, IC= Influencers Content, TES= Trip Experience Sharing, RB= Responsible Behaviour, VI= Visit Intention, SAT= Sustainable Adventure Tourism Development, MICOM= Measurement Invariance of Composite Models.

Table 4.18

MICOM Analysis (Marital Status)

Measuring Invariance in Composites (MICOM)		DA	EWF	IC	RB	SAT	TES	VI
Configural Invariance (Application of Identical Algorithms)		Yes	Yes	Yes	Yes	Yes	Yes	Yes
Compositional Invariance (Correlation = 1)	C=1	0.999	1.000	0.999	1.000	0.999	1.000	1.000
	Confidence Interval (CIs)	[0.999;1]	[0.998;1]	[0.998;1]	[0.997;1]	[0.997;1]	[0.998;1]	[0.998;1]
Investigating Partial Measurement Invariance		Yes	Yes	Yes	Yes	Yes	Yes	Yes
Equal Mean Assessments	Mean Differences	0.202	0.093	0.108	0.193	0.341	0.094	0.136
	Confidence Interval (CIs)	[-0.193;0.201]	[-0.204;0.194]	[-0.204;0.197]	[-0.183;0.211]	[-0.191;0.200]	[-0.201;0.205]	[-0.196;0.200]
	Equal	No	Yes	Yes	Yes	No	Yes	Yes
Equal Variance Assessments	Variance Difference	-0.328	-0.128	-0.114	-0.506	-0.255	-0.148	-0.160
	Confidence Interval (CIs)	[-0.504;0.518]	[-0.356;0.354]	[-0.448;0.403]	[-0.450;0.465]	[-0.529;0.512]	[-0.372;0.375]	[-0.353;0.366]
	Equal	Yes	Yes	Yes	No	Yes	Yes	Yes
Full Measurement Invariance Established		No	Yes	Yes	No	No	Yes	Yes

Source(s): Authors' Calculations

Note: DA= Destination Attractiveness, EWF= Engagement with Followers, IC= Influencers Content, TES= Trip Experience Sharing, RB= Responsible Behaviour, VI= Visit Intention, SAT= Sustainable Adventure Tourism Development, MICOM= Measurement Invariance of Composite Models.

Table 4.19

PLS MGA Results (Marital Status)

Relationships	PLS – MGA		Parametric Test		Welch-Satterthwaite		Single			Married			Significance Married/ Single	Permutation P-values (MICOM)
	(β Diff) Single-Married	P-values	T values	P-values	T values	P-values	β	T values	P-values	β	T values	P-values		
DA -> RB	-0.059	0.464	0.663	0.508	0.701	0.484	0.642	11.890	0.000**	0.701	10.910	0.000**	Yes/Yes	0.520
DA-> SAT	0.139	0.142	1.392	0.165	1.472	0.143	0.412	6.774	0.000**	0.273	3.773	0.000**	Yes/Yes	0.169
EWf -> DA	-0.069	0.469	0.721	0.471	0.730	0.467	0.196	3.506	0.000**	0.265	3.471	0.001**	Yes/Yes	0.500
IC -> DA	0.022	0.833	0.202	0.840	0.202	0.840	0.282	4.491	0.000**	0.260	2.926	0.003*	Yes/Yes	0.860
RB -> SAT	-0.057	0.498	0.639	0.523	0.679	0.498	0.125	2.309	0.021*	0.182	2.859	0.004*	Yes/Yes	0.530
TES -> DA	0.016	0.879	0.149	0.882	0.147	0.883	0.343	5.733	0.000**	0.327	3.722	0.000**	Yes/Yes	0.884
VI-> SAT	-0.086	0.316	0.956	0.339	0.999	0.319	0.290	5.325	0.000**	0.376	5.589	0.000**	Yes/Yes	0.333

Source(s): Authors’ Calculations

Note: β=Standardised Beta, DA= Destination Attractiveness, EWf= Engagement with Followers, IC= Influencers Content, TES= Trip Experience Sharing, RB= Responsible Behaviour, VI= Visit Intention, SAT= Sustainable Adventure Tourism Development, MICOM= Measurement Invariance of Composite Models, Path Coefficient (**p ≤ 0.001), (*p < 0.05).

Table 4.20

MICOM Analysis (Annual Income)

Measuring Invariance in Composites (MICOM)		DA	EWF	IC	RB	SAT	TES	VI
Configural Invariance (Application of Identical Algorithms)		Yes	Yes	Yes	Yes	Yes	Yes	Yes
Compositional Invariance (Correlation = 1)	C=1	1.000	0.999	0.999	1.000	0.998	1.000	1.000
	Confidence Interval (CIs)	[0.999;1]	[0.998;1]	[0.998;1]	[0.998;1]	[0.997;1]	[0.998;1]	[0.998;1]
Investigating Partial Measurement Invariance		Yes	Yes	Yes	Yes	Yes	Yes	Yes
Equal Mean Assessments	Mean Differences	0.006	0.026	0.100	-0.099	0.164	0.164	0.043
	Confidence Interval (CIs)	[-0.191;0.175]	[-0.182;0.178]	[-0.177;0.187]	[-0.185;0.188]	[-0.174;0.195]	[-0.182;0.183]	[-0.180;0.193]
	Equal	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Equal Variance Assessments	Variance Difference	-0.033	-0.026	-0.075	-0.104	-0.416	0.016	-0.033
	Confidence Interval (CIs)	[-0.498;0.459]	[-0.340;0.341]	[-0.394;0.407]	[-0.443;0.395]	[-0.515;0.470]	[-0.356;0.312]	[-0.345;0.319]
	Equal	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Full Measurement Invariance Established		Yes	Yes	Yes	Yes	Yes	Yes	Yes

Source(s): Authors' Calculations

Note: DA= Destination Attractiveness, EWF= Engagement with Followers, IC= Influencers Content, TES= Trip Experience Sharing, RB= Responsible Behaviour, VI= Visit Intention, SAT= Sustainable Adventure Tourism Development, MICOM= Measurement Invariance of Composite Models.

Table 4.21

PLS MGA Results (Annual Income)

Relationships	PLS – MGA		Parametric Test		Welch-Satterthwaite		HIG			LIG			Significance HIG/LIG	Permutation P-values (MICOM)
	(β Diff) HIG - LIG	P-values	T values	P-values	T values	P-values	β	T values	P-values	β	T values	P-values		
DA -> RB	-0.053	0.510	0.639	0.523	0.643	0.521	0.640	10.975	0.000**	0.692	11.986	0.000**	Yes/Yes	0.563
DA-> SAT	0.055	0.553	0.587	0.557	0.594	0.553	0.404	6.233	0.000**	0.349	5.164	0.000**	Yes/Yes	0.580
EWf -> DA	-0.008	0.933	0.085	0.932	0.084	0.933	0.217	3.048	0.002*	0.224	3.941	0.000**	Yes/Yes	0.928
IC -> DA	-0.123	0.228	1.206	0.228	1.203	0.230	0.207	2.704	0.007*	0.329	4.844	0.000**	Yes/Yes	0.236
RB -> SAT	-0.030	0.712	0.365	0.715	0.366	0.715	0.155	2.563	0.010*	0.185	3.299	0.001**	Yes/Yes	0.752
TES -> DA	0.094	0.335	0.976	0.329	0.967	0.335	0.394	5.234	0.000**	0.300	4.856	0.000**	Yes/Yes	0.344
VI-> SAT	0.005	0.943	0.064	0.949	0.063	0.950	0.315	4.841	0.000**	0.309	5.422	0.000**	Yes/Yes	0.943

Source(s): Authors' Calculations

Note: β =Standardised Beta, HIC= High Income Group, LIC= Low Income Group, DA= Destination Attractiveness, EWf= Engagement with Followers, IC= Influencers Content, TES= Trip Experience Sharing, RB= Responsible Behaviour, VI= Visit Intention, SAT= Sustainable Adventure Tourism Development, MICOM = Measurement Invariance of Composite Models, Path Coefficient (** $p \leq 0.001$), (* $p < 0.05$).

Table 4.22

MICOM Analysis (Visit Status)

Measuring Invariance in Composites (MICOM)		DA	EWF	IC	RB	SAT	TES	VI
Configural Invariance (Application of Identical Algorithms)		Yes	Yes	Yes	Yes	Yes	Yes	Yes
Compositional Invariance (Correlation = 1)	C=1	1.000	0.999	1.000	1.000	0.999	1.000	1.000
	Confidence Interval (CIs)	[0.999;1]	[0.997;1]	[0.998;1]	[0.997;1]	[0.997;1]	[0.998;1]	[0.998;1]
Investigating Partial Measurement Invariance		Yes	Yes	Yes	Yes	Yes	Yes	Yes
Equal Mean Assessments	Mean Differences	0.005	0.126	0.174	0.110	0.097	0.141	0.168
	Confidence Interval (CIs)	[-0.210;0.222]	[-0.212;0.214]	[-0.209;0.206]	[-0.210;0.219]	[-0.199;0.194]	[-0.212;0.222]	[-0.219;0.206]
	Equal	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Equal Variance Assessments	Variance Difference	-0.150	-0.018	-0.070	-0.191	-0.185	-0.087	-0.107
	Confidence Interval (CIs)	[-0.499;0.563]	[-0.403;0.380]	[-0.437;0.442]	[-0.443;0.482]	[-0.504;0.544]	[-0.365;0.401]	[-0.374;0.369]
	Equal	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Full Measurement Invariance Established		Yes	Yes	Yes	Yes	Yes	Yes	Yes

Source(s): Authors' Calculations

Note: DA= Destination Attractiveness, EWF= Engagement with Followers, IC= Influencers Content, TES= Trip Experience Sharing, RB= Responsible Behaviour, VI= Visit Intention, SAT= Sustainable Adventure Tourism Development, MICOM= Measurement Invariance of Composite Models.

Table 4.23

PLs MGA Results (Visit Status)

Relationships	PLS – MGA		Parametric Test		Welch-Satterthwaite		First Visitor (FV)			Repeat Visitor (RV)			Significance First Visit/ Repeat Visit	Permutation P-values (MICOM)
	(β Diff) FV- RV	P-values	T values	P-values	T values	P-values	β	T values	P-values	β	T values	P-values		
DA -> RB	-0.021	0.763	0.230	0.818	0.247	0.805	0.663	12.515	0.000**	0.684	9.857	0.000**	Yes/Yes	0.818
DA-> SAT	0.070	0.480	0.672	0.502	0.692	0.490	0.379	6.593	0.000**	0.309	3.717	0.000**	Yes/Yes	0.518
EWf -> DA	0.096	0.334	0.973	0.331	0.972	0.333	0.249	4.653	0.000**	0.153	1.830	0.067	Yes/No	0.349
IC -> DA	0.085	0.435	0.762	0.446	0.782	0.436	0.304	4.911	0.000**	0.219	2.413	0.016*	Yes/Yes	0.424
RB -> SAT	-0.125	0.177	1.392	0.165	1.359	0.176	0.122	2.552	0.011*	0.246	3.135	0.002*	Yes/Yes	0.176
TES -> DA	-0.189	0.069	1.786	0.075	1.845	0.067	0.282	4.822	0.000**	0.471	5.595	0.000**	Yes/Yes	0.071
VI-> SAT	-0.016	0.853	0.168	0.866	0.180	0.858	0.311	5.758	0.000**	0.328	4.562	0.000**	Yes/Yes	0.866

Source(s): Authors' Calculations

Note: β =Standardised Beta, DA= Destination Attractiveness, EWF= Engagement with Followers, IC= Influencers Content, TES= Trip Experience Sharing, RB= Responsible Behaviour, VI= Visit Intention, SAT= Sustainable Adventure Tourism Development, MICOM = Measurement Invariance of Composite Models, Path Coefficient (** $p \leq 0.001$), (* $p < 0.05$).

4.8.4 Assessment of Visit Status

Visit status is divided into two groups: first visitors = 0 and repeat visitors = 1. MICOM results of visit status indicates full variance establishment (table 4.22). Hence, justifying multi group analysis application in the study. Pls MGA results reveals that visit status is not a moderator across all the construct relationships in the study. The results are further confirmed by permutation test ($P < 0.05$) and parametric tests ($P < 0.05$). However, the beta difference between first visitors and repeat visitors across the construct relationships are analysed one by one. Table 4.23 indicates that for repeat visitors, attractive destinations drive responsible behaviour ($\beta = -0.021$), trip experience sharing is important for destination attractiveness ($\beta = 0.070$), and responsible behaviour and intention to visit is important for SAT ($\beta = -0.125$ and $\beta = -0.0016$) respectively. Whereas for first time visitors, destination attractiveness is important for SAT ($\beta = -0.008$ and influencers content and engagement are important for destination attractiveness ($\beta = 0.085$ and $\beta = 0.096$) respectively. Furthermore, there is no significant difference between the two groups across the construct relationships. Conversely, for first timer visitors and repeat visitors, individually the results are significant except one relationship (EWF \rightarrow DA). Thus, supporting $H1_0(c)$, $H2_0(c)$, $H3_0(c)$, $H4_0(c)$, $H5_0(c)$, $H6_0(c)$.

4.9 Structural Model Assessment in Presence of Control Variable

The structural model, incorporating control variables and highlighting paths using relative values, is depicted in figure 4.16. Gender, marital status, age, annual income, and visit status are employed as control variables. Out of these control variables marital status and annual income results are significant at 1% significance level whereas gender is significant at 10% significance level with respect to sustainable adventure tourism development. Age and visit status show insignificant results. Table 4.24 compares the path coefficients, standard deviation, and P-value of both models (model without control variables and model with control variables). All other relationships are significant ($p < 0.001$) as illustrated in model without control variables (table 4.24).

The major finding of control variables indicates that with respect to sustainable adventure tourism development males are more inclined as compared to females (Males = 0, Females = 1, $\beta = -0.119$, $p > 0.05$). Age is recorded as continuous variable. The results indicate that with the increase in age the travellers are more concerned regarding sustainable adventure tourism development in comparison to younger travellers ($\beta = 0.021$, $p > 0.05$). Furthermore, single, and broken travellers prefer sustainable adventure tourism in comparison to married travellers (Single = 0, Married = 1, $\beta = -0.219$, $p = 0.001$) and there is a significant difference between

single and married travellers. Income group is divided in two groups: lower income group (LIG) belongs to travellers with annual income of below ₹6 lakhs whereas high income groups (HIG) are travellers with annual income of above ₹6 lakhs. HIG travellers prefers sustainable adventure tourism as compared to the LIC (LIC = 0: HIC= 1, $\beta = 0.159, p < 0.01$). Visit status is further bifurcated into two groups: first visit =0 and repeat visit=1. The results reveal that first visit travellers are more inclined towards sustainable adventure tourism as compared to repeat visitors $\beta = -0.015, p < 0.01$), indicating a significant difference

Table 4.24 Comparison of Model without Control Variables and with Control Variables

Test of relationship between Variables	Model without CV			Model With CV		
	β	STDEV	P value	β	STDEV	P value
DA -> RB	0.668**	0.042	0.000	0.668**	0.042	0.000
DA -> SAT	0.356**	0.048	0.000	0.350**	0.046	0.000
EWf -> DA	0.222**	0.046	0.000	0.222**	0.046	0.000
IC -> DA	0.271**	0.052	0.000	0.271**	0.052	0.000
TES -> DA	0.341**	0.049	0.000	0.341**	0.049	0.000
RB -> SAT	0.160**	0.040	0.000	0.176**	0.040	0.000
VI -> SAT	0.313**	0.043	0.000	0.300**	0.042	0.000
VI x RB -> SAT	-0.058*	0.021	0.006	0.055*	0.019	0.004
Age -> SAT				0.021	0.030	0.480
Gender -> SAT				-0.119	0.061	0.051
Marital status -> SAT				0.219*	0.067	0.001
Annual Income -> SAT				0.159*	0.058	0.007
Visit status -> SAT				-0.015	0.061	0.805

Source(s): Authors' Calculations

Note: β =Standardised Beta, STDEV= Standard deviation, Path Coefficient (** $p < 0.001$), (* $p < 0.01$), CV= Control Variables, DA= Destination Attractiveness, EWF= Engagement with Followers, IC= Influencers Content, TES= Trip Experience Sharing, RB= Responsible Behaviour, VI= Visit Intention, SAT= Sustainable Adventure Tourism Development

The overall R-Square of sustainable adventure tourism development increased from 64.9% to 66.8% and the model fit indices (SRMR) decreases from 0.080 to 0.072 (table 4.25) in the presence of control variables, indicating better model fitness.

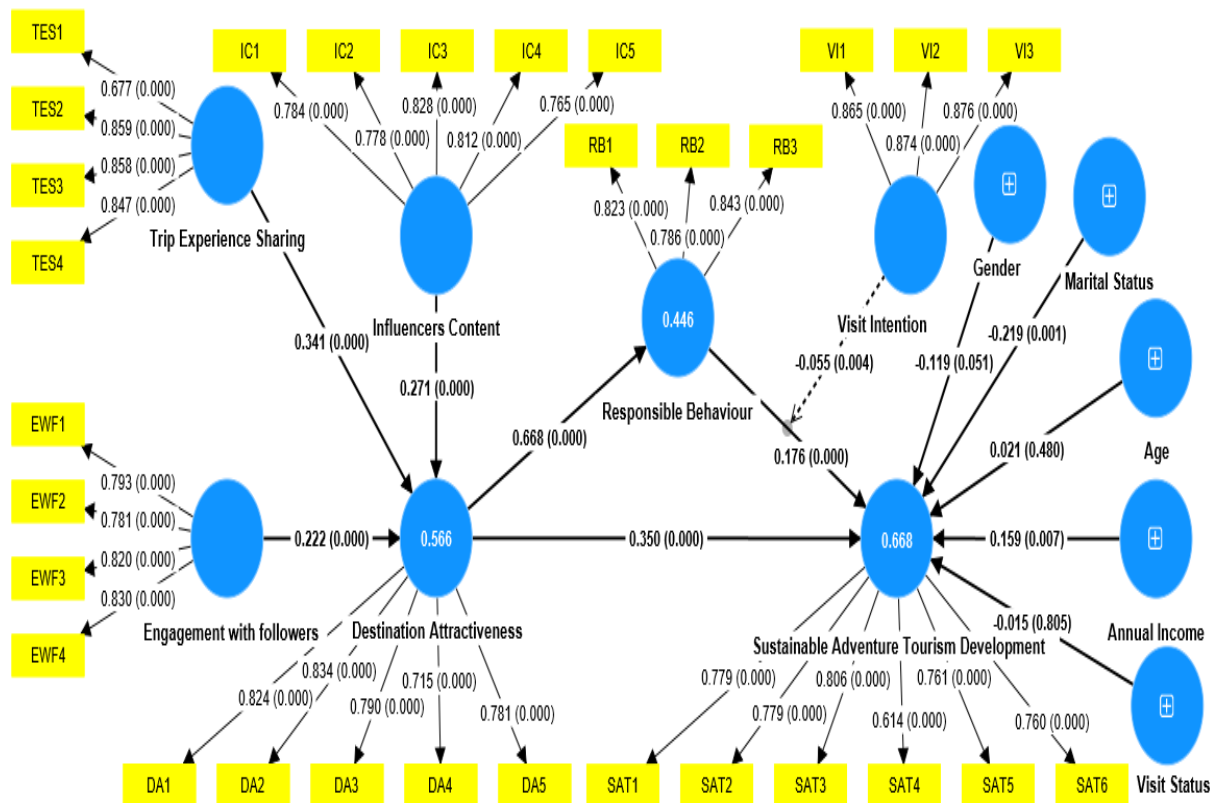
Table 4.25

Model Fit Indices

	Model without CV		Model With CV		Threshold Value
	Saturated model	Estimated model	Saturated model	Estimated model	
SRMR	0.055	0.080	0.050	0.072	≤ 0.080
d_ULS	1.423	2.958	1.594	3.235	Values must be significantly different from Zero
d_G	0.544	0.627	0.605	0.718	Values must be significantly different from Zero
Chi-square	1367.461	1471.981	1,515.539	1,686.052	Test should not be significant
NFI	0.824	0.811	0.816	0.795	≥ 0.95

Source(s): Authors Calculations

Figure 4.16 Structural Model Result with Control Variables



4.10 Summary

This chapter provides a thorough preliminary and main analysis of the study. Preliminary examination includes discussion and presentation of response rate and demographic profile of the respondents. In main analysis, the results of PLS- SEM measurement model, structural model, mediation, moderated mediation, and PLS-MGA is presented and discussed thoroughly. The results reveals that all the construct relationships are significant and positive except negative but significant moderated mediation effect of visit intention between responsible tourism behaviour and sustainable adventure tourism development. Control variables such as age and visit status insignificantly influences sustainable adventure tourism development whereas marital status and annual income significantly influence sustainable adventure tourism development. Gender is significant at 10% significance level. Table 4.26 shows the cumulative summary of all hypotheses.

Table 4.26 Hypothesis Result Summary

<i>Hypothesis</i>	<i>Result</i>
<i>H1 Influencers content has a significant influence on destination attractiveness.</i>	<i>Supported</i>
<i>H1₀ (a) There is no moderation effect of marital status between influencers content and destination attractiveness.</i>	<i>Supported</i>
<i>H1₀ (b) There is no moderation effect of income between influencers content and destination attractiveness.</i>	<i>Supported</i>
<i>H1₀ (c) There is no moderation effect of visit status between influencers content and destination attractiveness.</i>	<i>Supported</i>
<i>H2 Influencers Engagement with followers has a significant influence on destination attractiveness.</i>	<i>Supported</i>
<i>H2₀ (a) There is no moderation effect of marital status between influencers engagement with followers and destination attractiveness.</i>	<i>Supported</i>
<i>H2₀ (b) There is no moderation effect of income between influencers engagement with followers and destination attractiveness.</i>	<i>Supported</i>
<i>H2₀ (c) There is no moderation effect of visit status between influencers engagement with followers and destination attractiveness.</i>	<i>Supported</i>

<i>H3 Trip experience sharing has a significant influence on destination attractiveness.</i>	<i>Supported</i>
<i>H3₀ (a) There is no moderation effect of marital status between trip experience sharing and destination attractiveness.</i>	<i>Supported</i>
<i>H3₀ (b) There is no moderation effect of income between trip experience sharing and destination attractiveness.</i>	<i>Supported</i>
<i>H3₀ (c) There is no moderation effect of visit status between trip experience sharing and destination attractiveness.</i>	<i>Supported</i>
<i>H4 Destination attractiveness has a significant influence on responsible travel behaviour.</i>	<i>Supported</i>
<i>H4₀ (a) There is no moderation effect of marital status between destination attractiveness and responsible travel behaviour.</i>	<i>Supported</i>
<i>H4₀ (b) There is no moderation effect of income between destination attractiveness and responsible travel behaviour.</i>	<i>Supported</i>
<i>H4₀ (c) There is no moderation effect of visit status between destination attractiveness and responsible travel behaviour.</i>	<i>Supported</i>
<i>H5 Destination attractiveness has a significant influence on sustainable adventure tourism development.</i>	<i>Supported</i>
<i>H5₀ (a) There is no moderation effect of marital status between destination attractiveness and sustainable adventure tourism development.</i>	<i>Supported</i>
<i>H5₀ (b) There is no moderation effect of income between destination attractiveness and sustainable adventure tourism development.</i>	<i>Supported</i>
<i>H5₀ (c) There is no moderation effect of visit status between destination attractiveness and sustainable adventure tourism development.</i>	<i>Supported</i>
<i>H6 Responsible travel behaviour has a significant influence on sustainable adventure tourism development.</i>	<i>Supported</i>
<i>H6₀ (a) There is no moderation effect of marital status between responsible travel behaviour and sustainable adventure tourism development.</i>	<i>Supported</i>

<i>H6₀ (b) There is no moderation effect of income between responsible travel behaviour and sustainable adventure tourism development.</i>	<i>Supported</i>
<i>H6₀ (c) There is no moderation effect of visit status between responsible travel behaviour and sustainable adventure tourism development.</i>	<i>Supported</i>
<i>H7 Visit intention has a significant influence on sustainable adventure tourism development.</i>	<i>Supported</i>
<i>H8 Responsible travel behaviour mediates the relationship between destination attractiveness and sustainable adventure tourism development.</i>	<i>Supported</i>
<i>H9 Visit intention moderates the relationship between responsible travel behaviour and sustainable adventure tourism development.</i>	<i>Supported*</i>

Note: *= Negative Influence

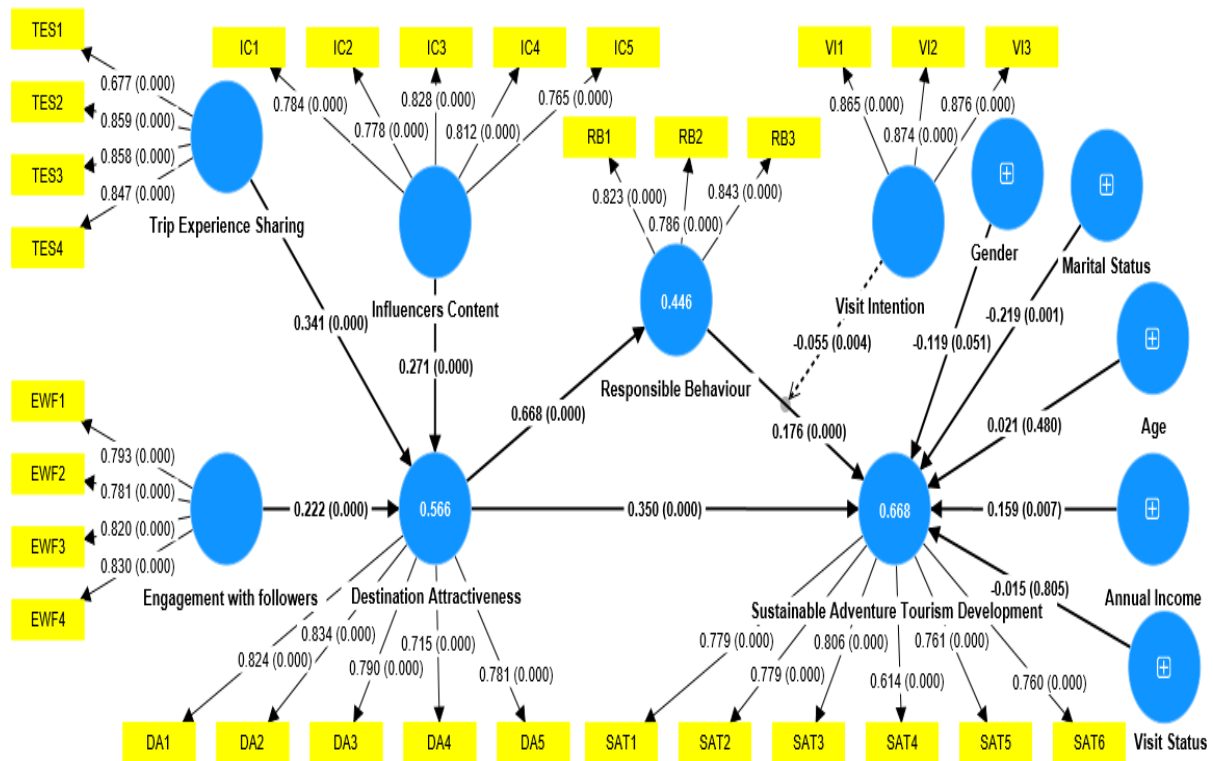
Chapter 5

CONCLUSION, IMPLICATIONS, CONTRIBUTION AND FUTURE SCOPE

This chapter highlights and recapitulates the study's major findings and outcomes. The subsequent analysis focuses on the examination of the study's contributions and consequences, specifically in terms of theoretical, managerial, and policy implications. Further, the chapter culminated in a comprehensive conclusion, subsequently followed by an examination of the study's limitations and suggestions for future research work.

Social media has emerged as a prominent and popular virtual platform for communication and information sharing. The utilization of this technology provides numerous advantages to travellers, thus rendering it an essential component of travel planning process. Travellers are using various social media platforms on daily basis and business are keen to attract them to the destinations offering distinct products and services. Thus, social media travel influencers and destination marketers has the opportunity to promote destination attractions, adventure opportunities and unique offerings of destinations through social media marketing. The growing number of travellers and influencers are helping in creating awareness and presenting destination as a brand through their attractive and engaging content contributing to sustainable adventure tourism development. But there is a paucity of research regarding the influence of trip experience sharing, influencers content and followers' engagement on destination attractiveness and its effect on sustainable adventurism development. This research attempts to investigate the above-mentioned relationships in presence of responsible behaviour as a mediator and visit intention as a moderator, between different constructs. Furthermore, moderating influence of demographics factors is also explored. This research adopts S-O-R theory to examine the relationship between the variables under study. The usage pattern and preference of the four platforms (Instagram, YouTube, Facebook, and Travel Blogs) are provided in detail. The results of PLS-SEM with path significance are shown in the figure 5.1.

Figure 5.1 PLS-SEM with Path Significance



5.1 Major Findings

In last few years, the effectiveness of social media marketing has skyrocketed. Social media travel influencers have transformed the perceived image of travel destinations and become an important tool for attracting travellers to the destinations. Influencers attributes serves as an information source that encourages/allows travellers to narrow down their attention to a few destinations, thus reducing the mental resources necessary for processing destination related information while planning a trip. Travel destinations offerings are intangible, and tourist often have confined information and travel experiences, therefore destination attractions promoted through travel influencers somewhat influence tourist choices (Ćulić et al., 2021; Gholamhosseinzadeh et al., 2021; Styliadis et al., 2022; Wang et al., 2022). The current research is a comprehensive effort to better understand the stimuli of destination attractiveness and its influence of sustainable adventure tourism development. The observations based of data analysis are discussed below

- Instagram and YouTube are highly used platforms for travel related information search as compared to Facebook and Travel Blogs.
- Videos, photographs, and reels of adventure activities are the most preferred type of content travellers seek on their mobile and laptops. Thus, destination marketing organisations, govt. administrations and local entrepreneurs could benefit from

disseminating information using these contents. Text is least preferred type of content. Thus, it is not wrong to interpret that the visual nature of content is the one reason which contributes to the destination attractiveness and sustainable development of adventure tourism.

- Most of the traveller's spend 0-5 hours per week on respective social media platforms. However, Instagram and YouTube are the most used platforms for travel related information search.
- Smartphone and Laptop is the most preferred device followed by tablet and desktop computer.
- Hotel and hostel are most preferred accommodations by the travellers. However, homestay and tents/ camps also have significance preference among travellers. This may be because homestay and tents/ camps provide more offbeat and adventurous experience to the travellers. Few travellers also prefer to stay with their relatives during their travel.
- Majority of the travellers likes to travel with their friends and solo. However, a significant number of travellers likes the company of their spouse and kids followed by package tour and riding clubs.
- Destination Attractiveness is significantly influenced by Influencers content, engagement with followers, and trip experience sharing.
- Responsible Behaviour is significantly influenced by Destination Attractiveness and Sustainable Adventure Tourism Development is significantly influenced by Destination Attractiveness and Responsible Behaviour.
- Responsible Behaviour fully mediates the relationship between Destination Attractiveness and Sustainable Adventure Tourism Development.
- Five control variables namely age, gender, marital status, annual income and visit status are used in the study. Out of these five control variables annual income and marital status are significantly affects Sustainable Adventure Tourism Development.
- As per the results of control variables, unmarried, first timer, male traveller having higher annual income and medium to higher age are more inclined towards sustainable adventure tourism development.
- In the presence of control variables, all the construct relationships are significant and there is a significant change in R^2 . Thus, variables apart from gender age and visit status significantly influence sustainable adventure tourism development.

- Visit intention significantly but inversely moderate the relationship between Responsible Behaviour and Sustainable Adventure Tourism Development. The results indicate that with the increase in visiting intention of travellers there is less effect on Sustainable Adventure Tourism Development. This might be because increasing number of travellers may or may not exhibit a responsible behaviour which inversely effects sustainable adventure tourism development. Additionally, there is a need to keep track of travellers count visiting the destinations because increasing numbers of travellers beyond the capacity of a destination hampers its sustainable development.
- Moderating role of demographic variables such as, marital status, annual income and visit status is insignificant between variables under study. However, single, and unmarried travellers, lower income group and higher income group, significantly moderate the construct relationships separately. Similarly, there is a significant moderating role of first visitors and repeat visitors, separately, except the relationship between engagement with followers and destination attractiveness, where the moderation is insignificant.

5.1.1 Findings based on researchers and travellers' practical experiences

Several factors have contributed to the development of sustainable adventure tourism practices in the peripheral economy of Ladakh. Firstly, the region's unique geography, characterized by its remote location and fragile ecosystem, has necessitated the implementation of sustainable practices to preserve its natural beauty and biodiversity. Recognizing the importance of conservation, local communities, government authorities, and tour operators have collaborated to minimize the environmental impact of tourism activities. Secondly, Ladakh's cultural heritage, rooted in Tibetan Buddhism and traditional Ladakhi customs, has played a crucial role in shaping sustainable tourism practices. Emphasizing respect for local traditions and lifestyles, responsible tour operators offer culturally immersive experiences that support and empower indigenous communities. This approach fosters a sense of pride and ownership among locals, encouraging them to actively participate in tourism development while preserving their cultural identity. Furthermore, the increasing awareness of global environmental issues and the growing demand for responsible travel experiences have influenced the adoption of sustainable practices in Ladakh's tourism industry. Travellers are increasingly seeking authentic and eco-conscious experiences, driving the demand for low-impact tourism activities such as trekking, homestays, and wildlife watching. In response, tour operators have integrated sustainability principles into their business models, promoting eco-friendly practices, waste management, and energy

conservation. Additionally, government policies and initiatives have played a significant role in promoting sustainable tourism development in Ladakh. Through the formulation of ecotourism policies, conservation regulations, and community-based tourism projects, authorities have provided the framework and support necessary for the implementation of sustainable practices. Investments in infrastructure, training programs, and environmental conservation projects have further facilitated the growth of sustainable adventure tourism in the region.

Overall, a combination of environmental, cultural, economic, and policy factors has influenced the adoption of sustainable adventure tourism practices in the peripheral economy of Ladakh. By prioritizing conservation, community engagement, and responsible tourism principles, Ladakh has emerged as a leading destination for travellers seeking authentic, environmentally conscious, and culturally enriching experiences.

5.2 Recommendations

Social media travel influencers help travel business and destination marketing organisations (DMO) to connect with potential and seasoned travellers and build a massive reputation of their product and services and promote destinations as a brand itself. Following are the recommendation regarding travel influencers usage in promoting the destination and sustainable adventure tourism development.

- Social media has the greatest influence on travel destination choices. Travellers are using Instagram and YouTube the most. Therefore, it is suggested to check the metrics regularly and invite the travel influencers at the destinations to create content and share their experiences with their followers.
- Destination marketing organisations and local business are advised to collaborate with travel influencers to create awareness about the unique destination attractions and off beat adventurous activities.
- Travellers prefer to watch reels, videos, and pictures of the distinct travel destinations. Therefore, DMO's and other destination's stake holders are advised to include these content in their destination marketing efforts.
- Most of the travellers prefers hotel and hostel accommodations. There is scope to promote adventurous stay at camps, tents, and homestay. In this way, the local population can earn better and uplift their livelihood.

- Unmarried, first timer, male traveller with higher annual income and medium to higher age are more inclined towards sustainable adventure tourism. Therefore, arrangement can be made to facilitate and encourage the female, married and middle-income groups.
- Influencers content, engagement with followers significantly influences destination attractiveness. Therefore, it is advisable to encourage the influencers to promote the destination with their infographic content, regularly interact with their followers, address their queries, mitigate their negative post reviews and promote their positive reviews about the destination.
- Designation marketing organisations, local business and administration of the destination should also encourage the travellers to share their trip experience on their social media profiles. Positive experience sharing with followers, friends, and peers creates positive image of a destination, makes destination attractive and may develop an urge to visit the destination resulting in sustainable development of adventure tourism at a destination. Negative experiences of travellers need to be well addressed.
- Attractive destinations have positive influence on travellers' responsible behaviour and sustainable adventure tourism development. Therefore, it is necessary to promote destination attractions and responsible behaviour through influencer marketing. Additionally, DMO's can employ influencers to promote the mutual benefits of responsible travel behaviour in sustaining the destination development.
- Travel enthusiasts, who are promoting themselves as travel influencers and seeking collaborations with DMO's, or local businesses need to create informational, appealing, and authentic content, share their organic trip experiences with their audiences and regularly. These characteristics help to generate a sense of trust in influencer-followers' relationships. Moreover, DMO's need to give a free hand to influencers for organic content creation and to promote a true characteristic of destinations.
- Improvement of infrastructural facilities, regulation of tourist flow, enhancement of destination resources and its carrying capacity, an eye on climate-related activities and collaboration of local people, administration, destination marketing organisations, travel influencers, travellers and other destination stakeholders are the pre-requisite of comprehensive sustainable development of a tourism at a destination. All destination stakeholders must strive to find a better fit of these pre-requisites.

Table 5.1 Findings Suggestion/ Implications for the Sustainable Development of Ladakh

Prospects	Findings	Suggestions/ Implications
Ladakh Sustainable Tourism Development (LSTP) Framework	Partnerships among government, tourism and academic sectors. Clear tourism message and evaluation of best practices.	More integrated planning between stakeholders based on global best practices and with clear tourism message.
Ladakh's 25-Year Master Plan	Top-down planning - needs more local participation.	Foster local partnerships and entrepreneurship as part of an integrated planning process.
Pangong Lake	Sustainable development of Pangong Lake is crucial to preserve its pristine beauty and ecological balance. Moreover, tourists are confined only at the mouth of the lake. Awareness needs to be created to visit the different viewpoints of lake.	Guinness World Record Events like the Pangong Frozen Lake Marathon can raise awareness about climate change and sustainable practices. Such events to promote responsible tourism and showcase the lake's beauty. Develop eco-friendly infrastructure such as visitor centers, walking trails, and viewpoints. Prioritize environmentally sensitive construction and avoid disrupting natural habitats. Involve and empower local communities to be stewards of the lake by providing education and training. Collaborate with research institutions and experts to develop sustainable management plans.

		<p>Encourage low-impact tourism that respects the lake's fragile ecosystem.</p> <p>Promote homestays and community-based tourism to benefit local economies while minimizing environmental impact.</p>
Nubra valley area management	Tourists support local businesses and adventure activities.	Leverage travellers' interest in adventure activities and cultivating their support for responsible behaviour and environment conservation.
Umling la Pass	Tourists are enthusiastic to experience one of the world's highest motorable pass. However, lack of road network, nearby residential food, fuel, and network facilities makes it difficult for beginners/ first time travellers to visit the destination.	Road connectivity from Tso Kar-Tso Moriri-Hanle-Umlingla could boost interest of travellers to visit and experience the highest motorable pass. Astro home stays could be developed nearby Indian Astronomical observatory.
Sustainable tourism in the Zaskar	Foster local entrepreneurship and assess carrying capacity.	Evaluate new adventure activities in remote areas and improve carrying capacity and training accordingly.
Sustainable Tourism Development: Leh District	Sustainable rural adventure tourism is economically and environmentally viable.	Diversify tourism products based on adventure activities at remote destinations and private enterprise development along with basic facilities for tourists.
Ladakh tourism indicators	Requires national leadership and enforcement.	Develop indicators for Ladakh and enforce them on national/local level.

Policy coherence in Ladakh	Long-term strategy must have environmental and social inclusion.	Avoid short-term gains and plan for long-term development that results in societal improvements.
----------------------------	--	--

5.3 Theoretical Contribution

With the increasing acceptance of social media platforms, it has become ubiquitous across various industries. In tourism, social media influencers (SMIs), a new type of third-party endorser, have become increasingly influential in shaping the views of other travellers, through their informational content. According to Gholamhosseinzadeh et al. (2021), influencers are tourist location agents, as their content contributes to the destination attractiveness. The content produced by the influencers serves as a source of inspiration for viewers, motivating them to consider visiting a particular destination. Therefore, the study focuses on the important characteristics which makes the destination attractive and influences sustainable adventure tourism development. The great potential of travel influencers in this field remained under-researched. The current study makes a theoretical contribution by filling the research gap and adds to the theory. It also contributes to the literature by offering an in-dept understanding on travel influencers effectiveness in sustainable adventure tourism development. The study adopted stimulus-organism-response (S-O-R) theory and confirms influencers content, trip experience sharing and engagement with followers are the significant stimulus, destination attractiveness and responsible behaviour are organism to achieve sustainable adventure tourism development. Further the moderating influence of visit intention on responsible behaviour and sustainable adventure tourism development and various demographic variables is also assessed in research model.

5.4 Managerial, Social and Practical Implications

The implications of the results presented in the current study holds great significance for DMO's, destination's administrator, policy makers, and local travel business owners. With the integration of travel influencers in promotion of destinations and responsible travel behaviour, aim of sustainable tourism development could be achieved. Thus, it is imperative for destination stakeholders to evaluate and update the existing destination's promotional and development policies to integrate travel influencers. It is recommended that policy makers and DMO's should engage in collaborative efforts with travel influencers to formulate policies that effectively address sustainable tourism developmental concerns.

Using the technique of Importance Performance Map Analysis (IPMA) shown in figure 5.2 has revitalised the practical implications (Ringle and Sarstedt, 2016). The importance and performance of each latent variable is presented in table 5.2. An increase in the one unit of engagement with followers from 70.932 to 71.932, is expected to result in corresponding increase in the performance of sustainable adventure tourism development from 79.752 to 79.828. In the event where there is an increase in one unit of trip experience sharing from 72.784 to 73.784, there will be a corresponding increase in the performance of sustainable adventure tourism development from 79.752 to 79.910. Similarly, one unit performance increase in influencers content from 72.870 to 73.870, will result in performance increase of sustainable adventure tourism development from 79.752 to 79.885. Furthermore, one unit performance increase in visit intention and destination attractiveness from 73.053 to 74.053 and 77.865 to 78.865 respectively will result in performance increase of sustainable adventure tourism development from 79.752 to 80.065 and 79.752 to 80.215. Lastly, one unit performance increase in responsible behaviour from 78.339 to 79.339, will result in performance increase of sustainable adventure tourism development from 79.752 to 79.912. Eventually, according to figure 5.2 it is imperative that all the variables are above or near the average performance line. For DMO's, destination's administrator, policy makers, and local travel business owners to prioritise and encourage visit intention among travellers to achieve sustainable adventure tourism development. It has high importance, but its performance is low (below average). Some part of factors such as engagement with followers, trip experience sharing, and influencers content are under performing than average and fall under low importance. Still there is a need to focus on these factors as they are the factors contributing to destination attractiveness which has high performance and high importance. It is identified as highly important factor with high performance by travellers. It is advisable to the destination marketing stakeholders to outsource these factors and allow travel influencers to work independently without any restrictions and obligations. Overall, it is advisable to prioritise visit intention and focus on responsible travel behaviour to achieve sustainable adventure tourism development.

Marketers can sponsor SMTIs based on factors such as their content's effectiveness, expertise, follower's demographics, and engagement rates. The local vendors and host community can partner with the travel influencers to promote their products and services and cultural and geographical uniqueness. Moreover, natural attractions, image, and cultural and adventurous aspects of the destination could be improved by implying the travel influencers. Furthermore, local administrations can make use of SMTIs for creating awareness about less developed tourist circuit at the destinations and the benefits of sustainable adventure tourism development.

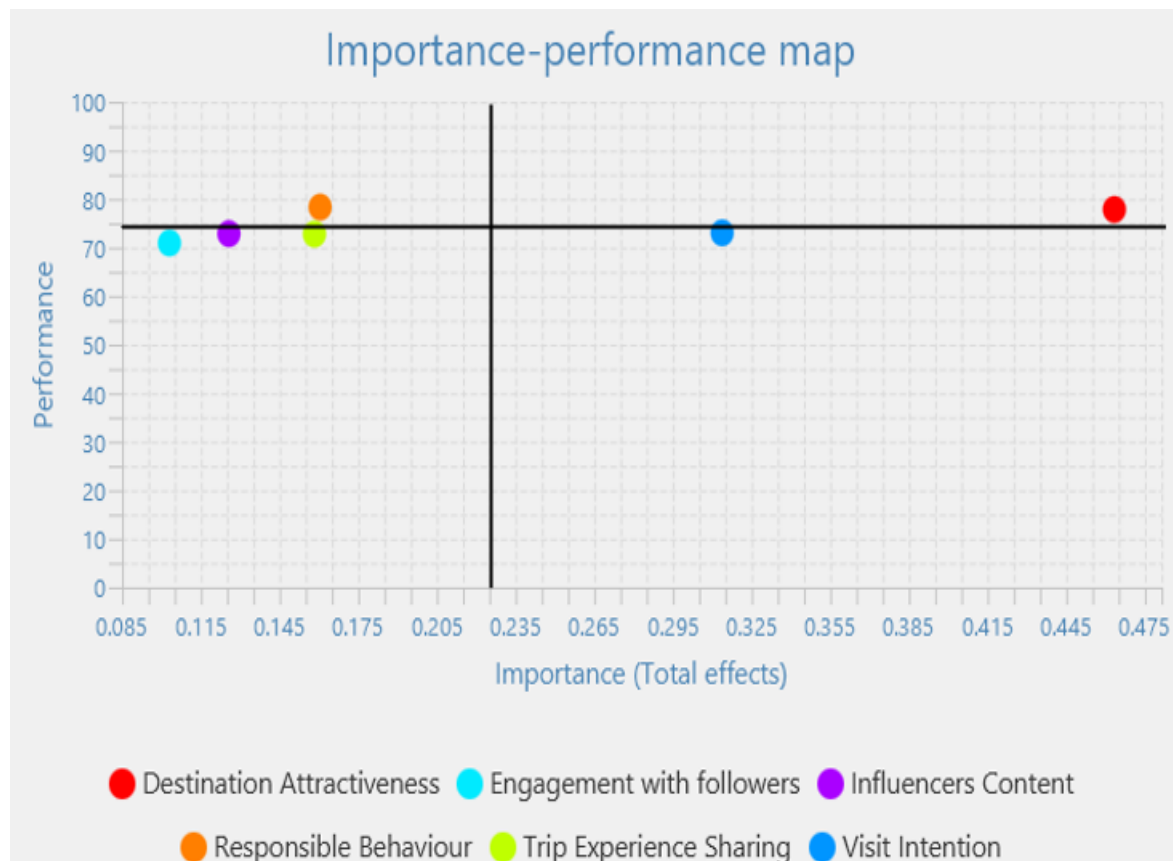
Attracting more influential travellers and destination explorers is important for promoting destinations' sustainability needs. This can be accomplished by catering to their interests, offering convenient amenities, highlighting their contributions on official websites, and offering financial incentives as and when required. The results of the study are useful in creating awareness about destinations and promoting sustainable tourism beneficial to both society and environment.

Table 5.2 Importance-Performance Map values

Construct	Importance	Rank	Performance	Rank
Destination Attractiveness	0.463	I	77.865	II
Engagement with followers	0.103	VI	70.932	VI
Influencers Content	0.125	V	72.870	IV
Trip Experience Sharing	0.158	IV	72.784	V
Responsible Behaviour	0.160	III	78.339	I
Visit Intention	0.313	II	73.053	III
Average	0.220333		74.30717	

Sources(s): Author's Calculations

Figure 5.2 Adjusted Importance Performance Matrix



5.5 Study Limitations

This study is conducted keeping travel influencers at the centre to study their influence on destination attractiveness and its effect on sustainable adventure tourism development. The present study is a comprehensive effort to explore the various factors responsible for sustainable adventure tourism development. The researcher diligently endeavours to accomplish the research objectives, however there are few limitations.

- The present study employs a quantitative survey methodology to gather data. Despite the presence of rigorous literature search and substantial conceptual support for the questionnaire and its meticulous dissemination to participants, a purely quantitative analysis fails to capture the level of comprehension often observed in qualitative studies.
- The study is confined to one travel component i.e., adventure travel.
- The study was conducted in the union territory of Ladakh; therefore, the study might lack in generalisation aspect.
- The study is limited to the demand side aspect i.e., the perspective of travellers visiting union territory of Ladakh for adventure travel.
- The study might be limited to its conceptual and operational scope, which could have been enhanced to cover the other contextual variables potentially influencing sustainable adventure tourism development. Thus, to some extent study findings might be idiosyncratic in the proposed conceptual model based on S-O-R theory.

5.6 Future Research Directions

Travel and tourism industry has a wider scope for future researchers. This industry has an enormous potential which is still untapped. The rise of travel influencers in recent has created a demand to explore their influence over travellers and destinations sustainability. Academic research on influencers attributes will be helpful in generating additional informational support for their usefulness and will allow destination marketers to discover new ways of destination promotions. The future research directions for the researchers are given below:

- Qualitative study or mixed method approach could be adopted to systematically gain better insights on sustainable adventure tourism development.
- A longitudinal study can also be beneficial to understand the growing influence of travel influencers in sustainable tourism development.

- Comparative study in the similar aspects can be conducted in the Himachal Pradesh , Uttarakhand, and other parts of the country especially in northeastern areas. Moreover, international research could also be helpful for its generalisation.
- The study can be carried out as per the supply side aspect i.e., the perspective of influencers travelling to distinct offbeat destinations for adventure travel.
- Incorporation of local peoples and administration views could also be beneficial to better understand the concept.
- Case study can be done on destination-to-destination basis for promoting sustainable tourism.
- The influence of organic content vs sponsored content sharing by travel influencers in sustainable destination development could address different stakeholders in the tourism industry.
- The research on destination marketing organisations and sponsors can reveal important information, such as influencer reputation, influencer marketing costs, and potential risks involved in hiring travel influencers.
- In, future researchers could choose to research on different travel components and topics such as work from home to work while travelling, sustainable heritage tourism, dental tourism, pregnancy tourism, spiritual tourism, revenge tourism, food tourism etc.
- Additionally, the researcher can also explore the unobserved heterogeneity in the responses of travellers. the unobserved heterogeneity must be observed by Finite Mixture Analysis (FIMIX-PLS) (Sarstedt and Ringle, 2010; Sarstedt *et al.*, 2011; Becker *et al.*, 2013; Hair *et al.*, 2016; Matthews *et al.*, 2016) to replace *k*-means clustering of respondents.

References

- Abidin, C. (2015), “Communicative intimacies: Influencers and Perceived Interconnectedness”, *Ada: A Journal of Gender, New Media, and Technology*, Vol. 11 No. 8, pp. 1–16.
- Abosag, I., Ramadan, Z.B., Baker, T. and Jin, Z. (2020), “Customers’ need for uniqueness theory versus brand congruence theory: The impact on satisfaction with social network sites”, *Journal of Business Research*, Vol. 117, pp. 862–872, doi: 10.1016/j.jbusres.2019.03.016.
- Abrahamse, W., Steg, L., Vlek, C. and Rothengatter, T. (2005), “A review of intervention studies aimed at household energy conservation”, *Journal of Environmental Psychology*, Vol. 25 No. 3, pp. 273–291, doi: 10.1016/j.jenvp.2005.08.002.
- Ahearne, M., Bhattacharya, C.B. and Gruen, T. (2005), “Antecedents and consequences of customer-company identification: Expanding the role of relationship marketing”, *Journal of Applied Psychology*, Vol. 90 No. 3, pp. 574–585, doi: 10.1037/0021-9010.90.3.574.
- Aiello, J.R. and Douthitt, E.A. (2001), “Social facilitation from Triplett to electronic performance monitoring.”, *Group Dynamics: Theory, Research, and Practice*, Vol. 5 No. 3, pp. 163–180, doi: 10.1037/1089-2699.5.3.163.
- AIEST Conference (1981) <https://www.aiest.org/conference/former-aiest-conferences/>
- Alegre, J. and Cladera, M. (2009), “Analysing the effect of satisfaction and previous visits on tourist intentions to return”, *European Journal of Marketing*, Vol. 43 No. 5/6, pp. 670–685, doi: 10.1108/03090560910946990.
- Ali, W., Ibrahim Alasan, I., Hussain Khan, M., Ali, S., Cheah, J.H. and Ramayah, T. (2022), “Competitive strategies-performance nexus and the mediating role of enterprise risk management practices: a multi-group analysis for fully fledged Islamic banks and conventional banks with Islamic window in Pakistan”, *International Journal of Islamic and Middle Eastern Finance and Management*, Vol. 15 No. 1, pp. 125–145, doi: 10.1108/IMEFM-06-2020-0310.
- Alic, A., Pestek, A. and Sadinlija, A. (2017), “Use of Social Media Influencers in Tourism”, *Proceedings of The International Scientific Conference*, pp. 177–190.
- Andersson, T.D. and Getz, D. (2009), “Tourism as a mixed industry: Differences between

- private, public and not-for-profit festivals”, *Tourism Management*, Vol. 30 No. 6, pp. 847–856, doi: 10.1016/j.tourman.2008.12.008.
- Asan, K. (2022), “Measuring the impacts of travel influencers on bicycle travellers”, *Current Issues in Tourism*, Taylor & Francis, Vol. 25 No. 6, pp. 978–994, doi: 10.1080/13683500.2021.1914004.
- Asdecker, B. (2022), “Travel-Related Influencer Content on Instagram: How Social Media Fuels Wanderlust and How to Mitigate the Effect”, *Sustainability (Switzerland)*, Vol. 14 No. 2, doi: 10.3390/su14020855.
- Ashraf, M.S., Hou, F., Kim, W.G., Ahmad, W. and Ashraf, R.U. (2020), “Modeling tourists’ visiting intentions toward ecofriendly destinations: Implications for sustainable tourism operators”, *Business Strategy and the Environment*, Vol. 29 No. 1, pp. 54–71, doi: 10.1002/bse.2350.
- Assaker, G., Vinzi, V.E. and O’Connor, P. (2011), “Examining the effect of novelty seeking, satisfaction, and destination image on tourists’ return pattern: A two factor, non-linear latent growth model”, *Tourism Management*, Vol. 32 No. 4, pp. 890–901, doi: 10.1016/j.tourman.2010.08.004.
- Audrezet, A., de Kerviler, G. and Guidry Moulard, J. (2020), “Authenticity under threat: When social media influencers need to go beyond self-presentation”, *Journal of Business Research*, Vol. 117, pp. 557–569, doi: 10.1016/j.jbusres.2018.07.008.
- Aw, E.C.-X. and Chuah, S.H.-W. (2021), ““Stop the unattainable ideal for an ordinary me!” fostering parasocial relationships with social media influencers: The role of self-discrepancy”, *Journal of Business Research*, Vol. 132, pp. 146–157, doi: 10.1016/j.jbusres.2021.04.025.
- Ay, E., İpek, K., Özdağ, N.B., Özekici, E. and Alvarez, M.D. (2019), “Travel Bloggers as Influencers: What Compels Them to Blog”, *Tourism, Hospitality and Event Management*, Springer Nature, pp. 159–175, doi: 10.1007/978-3-030-16981-7_9/COVER.
- Bae, S.J., Lee, H., Suh, E.-K. and Suh, K.-S. (2017), “Shared experience in pretrip and experience sharing in posttrip: A survey of Airbnb users”, *Information & Management*, Vol. 54 No. 6, pp. 714–727, doi: 10.1016/j.im.2016.12.008.
- Bailey, A.A., Bonifield, C.M. and Arias, A. (2018), “Social media use by young Latin

- American consumers: An exploration”, *Journal of Retailing and Consumer Services*, Vol. 43, pp. 10–19, doi: 10.1016/j.jretconser.2018.02.003.
- Balmer, J.M.T., Mahmoud, R. and Chen, W. (2020), “Impact of multilateral place dimensions on corporate brand attractiveness and identification in higher education: Business school insights”, *Journal of Business Research*, Elsevier, Vol. 116 No. January 2018, pp. 628–641, doi: 10.1016/j.jbusres.2019.03.015.
- Bamberg, S. and Möser, G. (2007), “Twenty years after Hines, Hungerford, and Tomera: A new meta-analysis of psycho-social determinants of pro-environmental behaviour”, *Journal of Environmental Psychology*, Vol. 27 No. 1, pp. 14–25, doi: 10.1016/j.jenvp.2006.12.002.
- Bamberg, S. and Schmidt, P. (2003), “Incentives, Morality, Or Habit? Predicting Students’ Car Use for University Routes With the Models of Ajzen, Schwartz, and Triandis”, *Environment and Behavior*, Vol. 35 No. 2, pp. 264–285, doi: 10.1177/0013916502250134.
- Barclay, D.W., Thompson, R. and Higgins, C. (1995), “The Partial Least Squares (PLS) Approach to Causal Modeling: Personal Computer Use as an Illustration”, *Technology Studies*, Vol. 2 No. 2, pp. 285–309.
- Berli, A. and Martín, J.D. (2004), “Factors influencing destination image”, *Annals of Tourism Research*, Vol. 31 No. 3, pp. 657–681, doi: 10.1016/j.annals.2004.01.010.
- Benckendorff, P.J. and Pearce, P.L. (2003), “Australian tourist attractions: The links between organizational characteristics and planning”, *Journal of Travel Research*, Vol. 42 No. 1, pp. 24–35, doi: 10.1177/0047287503253948.
- Bérail, P., Guillon, M. and Bungener, C. (2019), “The relations between YouTube addiction, social anxiety and parasocial relationships with YouTubers: A moderated-mediation model based on a cognitive-behavioral framework”, *Computers in Human Behavior*, Vol. 99, pp. 190–204, doi: 10.1016/j.chb.2019.05.007.
- Bigné, J.E., Sánchez, M.I. and Sánchez, J. (2001), “Tourism image, evaluation variables and after purchase behaviour: Inter-relationship”, *Tourism Management*, Vol. 22 No. 6, pp. 607–616, doi: 10.1016/S0261-5177(01)00035-8.
- Blasco, D., Guia, J. and Prats, L. (2014), “Tourism destination zoning in mountain regions: A

- consumer-based approach”, *Tourism Geographies*, Routledge, Vol. 16 No. 3, pp. 512–528, doi: 10.1080/14616688.2013.851267.
- Boes, K., Buhalis, D. and Inversini, A. (2016), “Smart tourism destinations: ecosystems for tourism destination competitiveness”, *International Journal of Tourism Cities*, Vol. 2 No. 2, pp. 108–124, doi: 10.1108/IJTC-12-2015-0032.
- Bohdanowicz, P. (2006), “Environmental awareness and initiatives in the Swedish and Polish hotel industries—survey results”, *International Journal of Hospitality Management*, Vol. 25 No. 4, pp. 662–682, doi: 10.1016/j.ijhm.2005.06.006.
- Bonn, M.A., Joseph-Mathews, S.M., Dai, M., Hayes, S. and Cave, J. (2007), “Heritage/cultural attraction atmospherics: Creating the right environment for the heritage/cultural visitor”, *Journal of Travel Research*, Vol. 45 No. 3, pp. 345–354, doi: 10.1177/0047287506295947.
- Bonsón, E. and Ratkai, M. (2013), “A set of metrics to assess stakeholder engagement and social legitimacy on a corporate Facebook page”, *Online Information Review*, Vol. 37 No. 5, pp. 787–803, doi: 10.1108/OIR-03-2012-0054.
- Bonsón, E., Royo, S. and Ratkai, M. (2017), “Facebook Practices in Western European Municipalities”, *Administration & Society*, Vol. 49 No. 3, pp. 320–347, doi: 10.1177/0095399714544945.
- Borst, H.C., Miedema, H.M.E., de Vries, S.I., Graham, J.M.A. and van Dongen, J.E.F. (2008), “Relationships between street characteristics and perceived attractiveness for walking reported by elderly people”, *Journal of Environmental Psychology*, Vol. 28 No. 4, pp. 353–361, doi: 10.1016/j.jenvp.2008.02.010.
- Bramwell, B., Lane, B., McCabe, S., Mosedale, J. and Scarles, C. (2008), “Research Perspectives on Responsible Tourism”, *Journal of Sustainable Tourism*, Vol. 16 No. 3, pp. 253–257, doi: 10.1080/09669580802208201.
- Brodie, R.J., Hollebeek, L.D., Jurić, B. and Ilić, A. (2011), “Customer Engagement: Conceptual Domain, Fundamental Propositions, and Implications for Research”, *Journal of Service Research*, Vol. 14 No. 3, pp. 252–271, doi: 10.1177/1094670511411703.
- Brodie, R.J., Ilic, A., Juric, B. and Hollebeek, L. (2013), “Consumer engagement in a virtual brand community: An exploratory analysis”, *Journal of Business Research*, Vol. 66 No.

- 1, pp. 105–114, doi: 10.1016/j.jbusres.2011.07.029.
- Budeanu, A. (2007), “Sustainable tourist behaviour – a discussion of opportunities for change”, *International Journal of Consumer Studies*, Vol. 31 No. 5, pp. 499–508, doi: 10.1111/j.1470-6431.2007.00606.x.
- Buhalis, D. (2000), “Marketing the competitive destination of the future”, *Tourism Management*, Vol. 21 No. 1, pp. 97–116, doi: 10.1016/S0261-5177(99)00095-3.
- Burgess, S., Sellitto, C., Cox, C. and Buultjens, J. (2011), “Trust perceptions of online travel information by different content creators: Some social and legal implications”, *Information Systems Frontiers*, Vol. 13 No. 2, pp. 221–235, doi: 10.1007/s10796-009-9192-x.
- Burkart, A.J. and Medlik, S. (1981), *Tourism: Past, Present and Future*, Elsevier Science & Technology Books.
- Byrne, B.M. (2013), *Structural Equation Modeling With AMOS*, 2nd ed., Routledge, New York, doi: 10.4324/9780203805534.
- Byrne, B.M. (2016), *Structural Equation Modeling With AMOS*, 3rd ed., Routledge, New York, doi: 10.4324/9781315757421.
- Cabiddu, F., Carlo, M. De and Piccoli, G. (2014), “Social media affordances: Enabling customer engagement”, *Annals of Tourism Research*, Vol. 48, pp. 175–192, doi: 10.1016/j.annals.2014.06.003.
- Camilleri, M.A. (2018), “The Promotion of Responsible Tourism Management Through Digital Media”, *Tourism Planning & Development*, Vol. 15 No. 6, pp. 653–671, doi: 10.1080/21568316.2017.1393772.
- Camilleri, M.A. and Camilleri, A.C. (2019), “The students’ readiness to engage with mobile learning apps”, *Interactive Technology and Smart Education*, Vol. 17 No. 1, pp. 28–38, doi: 10.1108/ITSE-06-2019-0027.
- Camilleri, M.A. and Camilleri, A.C. (2022a), “Remote learning via video conferencing technologies: Implications for research and practice”, *Technology in Society*, Vol. 68, p. 101881, doi: 10.1016/j.techsoc.2022.101881.
- Camilleri, M.A. and Camilleri, A.C. (2022b), “Learning from anywhere, anytime: Utilitarian

- motivations and facilitating conditions for mobile learning”, *Technology, Knowledge and Learning*, doi: 10.1007/s10758-022-09608-8.
- Camilleri, M.A. and Kozak, M. (2022), “Interactive engagement through travel and tourism social media groups: A social facilitation theory perspective”, *Technology in Society*, Elsevier Ltd, Vol. 71 No. August, doi: 10.1016/j.techsoc.2022.102098.
- Campbell, D.T. and Fiske, D.W. (1959), “Convergent and discriminant validation by the multitrait-multimethod matrix.”, *Psychological Bulletin*, Vol. 56 No. 2, pp. 81–105, doi: 10.1037/h0046016.
- Caraka, R.E., Noh, M., Lee, Y., Toharudin, T., Yusra, Tyasti, A.E., Royanow, A.F., *et al.* (2022), “The Impact of Social Media Influencers Raffi Ahmad and Nagita Slavina on Tourism Visit Intentions across Millennials and Zoomers Using a Hierarchical Likelihood Structural Equation Model”, *Sustainability (Switzerland)*, Vol. 14 No. 1, pp. 1–28, doi: 10.3390/su14010524.
- Caruana, R., Glozer, S., Crane, A. and McCabe, S. (2014), “Tourists’ accounts of responsible tourism”, *Annals of Tourism Research*, Vol. 46, pp. 115–129, doi: 10.1016/j.annals.2014.03.006.
- Casaló, L. V., Flavián, C. and Guinalfú, M. (2011), “Understanding the intention to follow the advice obtained in an online travel community”, *Computers in Human Behavior*, Vol. 27 No. 2, pp. 622–633, doi: 10.1016/j.chb.2010.04.013.
- Casaló, L. V., Flavián, C. and Ibáñez-Sánchez, S. (2020), “Influencers on Instagram: Antecedents and consequences of opinion leadership”, *Journal of Business Research*, Vol. 117, pp. 510–519, doi: 10.1016/j.jbusres.2018.07.005.
- Chan, N.L. and Guillet, B.D. (2011), “Investigation of Social Media Marketing: How Does the Hotel Industry in Hong Kong Perform in Marketing on Social Media Websites?”, *Journal of Travel & Tourism Marketing*, Vol. 28 No. 4, pp. 345–368, doi: 10.1080/10548408.2011.571571.
- Chan, W.W. and Lam, J.C. (2002), “A Study on Pollutant Emission Through Gas Consumption in the Hong Kong Hotel Industry”, *Journal of Sustainable Tourism*, Vol. 10 No. 1, pp. 70–81, doi: 10.1080/09669580208667153.
- Chang, T.-Z. and Wildt, A.R. (1994), “Price, Product Information, and Purchase Intention: An

- Empirical Study”, *Journal of the Academy of Marketing Science*, Vol. 22 No. 1, pp. 16–27, doi: 10.1177/0092070394221002.
- Chapple, C. and Cownie, F. (2017), “An Investigation into Viewers’ Trust in and Response Towards Disclosed Paid-for-Endorsements by YouTube Lifestyle Vloggers”, *Journal of Promotional Communications*, Vol. 5 No. 2.
- Chattaraman, V., Kwon, W.-S., Gilbert, J.E. and Ross, K. (2019), “Should AI-Based, conversational digital assistants employ social- or task-oriented interaction style? A task-competency and reciprocity perspective for older adults”, *Computers in Human Behavior*, Vol. 90, pp. 315–330, doi: 10.1016/j.chb.2018.08.048.
- Chatterjee, J. and Dsilva, N.R. (2021), “A study on the role of social media in promoting sustainable tourism in the states of Assam and Odisha”, *Tourism Critiques: Practice and Theory*, Vol. 2 No. 1, pp. 74–90, doi: 10.1108/trc-09-2020-0017.
- Chaulagain, S., Wiitala, J. and Fu, X. (2019), “The impact of country image and destination image on US tourists’ travel intention”, *Journal of Destination Marketing & Management*, Vol. 12, pp. 1–11, doi: 10.1016/j.jdmm.2019.01.005.
- Chen, C.-F. and Phou, S. (2013), “A closer look at destination: Image, personality, relationship and loyalty”, *Tourism Management*, Vol. 36, pp. 269–278, doi: 10.1016/j.tourman.2012.11.015.
- Chen, C.H., Nguyen, B., Klaus, P. “Phil” and Wu, M.S. (2015), “Exploring Electronic Word-of-Mouth (eWOM) in The Consumer Purchase Decision-Making Process: The Case of Online Holidays – Evidence from United Kingdom (UK) Consumers”, *Journal of Travel and Tourism Marketing*, Vol. 32 No. 8, pp. 953–970, doi: 10.1080/10548408.2014.956165.
- Chen, H. and Rahman, I. (2018), “Cultural tourism: An analysis of engagement, cultural contact, memorable tourism experience and destination loyalty”, *Tourism Management Perspectives*, Vol. 26, pp. 153–163, doi: 10.1016/j.tmp.2017.10.006.
- Chen, J., Huang, Y., Wu, E.Q., Ip, R. and Wang, K. (2023), “How does rural tourism experience affect green consumption in terms of memorable rural-based tourism experiences, connectedness to nature and environmental awareness?”, *Journal of Hospitality and Tourism Management*, Vol. 54, pp. 166–177, doi: 10.1016/j.jhtm.2022.12.006.

- Chen, Q., Chen, H.-M. and Kazman, R. (2007), “Investigating antecedents of technology acceptance of initial eCRM users beyond generation X and the role of self-construal”, *Electronic Commerce Research*, Vol. 7 No. 3–4, pp. 315–339, doi: 10.1007/s10660-007-9009-2.
- Cheng, T.-M.M., Wu, H.C., Huang, L.-M.M., C. Wu, H. and Huang, L.-M.M. (2013), “The influence of place attachment on the relationship between destination attractiveness and environmentally responsible behavior for island tourism in Penghu, Taiwan”, *Journal of Sustainable Tourism*, Vol. 21 No. 8, pp. 1166–1187, doi: 10.1080/09669582.2012.750329.
- Chettiparamb, A. and Kokkranikal, J. (2012), “Responsible tourism and sustainability: the case of Kumarakom in Kerala, India”, *Journal of Policy Research in Tourism, Leisure and Events*, Vol. 4 No. 3, pp. 302–326, doi: 10.1080/19407963.2012.711088.
- Cheung, M.F.Y. and To, W.M. (2016), “Service co-creation in social media: An extension of the theory of planned behavior”, *Computers in Human Behavior*, Vol. 65, pp. 260–266, doi: 10.1016/j.chb.2016.08.031.
- Cheung, M.L., Ting, H., Cheah, J.-H. and Sharipudin, M.-N.S. (2021), “Examining the role of social media-based destination brand community in evoking tourists’ emotions and intention to co-create and visit”, *Journal of Product & Brand Management*, Vol. 30 No. 1, pp. 28–43, doi: 10.1108/JPBM-09-2019-2554.
- Chew, E.Y.T. and Jahari, S.A. (2014), “Destination image as a mediator between perceived risks and revisit intention: A case of post-disaster Japan”, *Tourism Management*, Vol. 40, pp. 382–393, doi: 10.1016/j.tourman.2013.07.008.
- Chon, K.-S. (1991), “Tourism destination image modification process”, *Tourism Management*, Vol. 12 No. 1, pp. 68–72, doi: 10.1016/0261-5177(91)90030-W.
- Chuang, Y.F., Hwang, S.N., Wong, J.Y. and Chen, C. Der. (2014), “The attractiveness of tourist night markets in Taiwan – A supply-side view”, *International Journal of Culture, Tourism, and Hospitality Research*, Vol. 8 No. 3, pp. 333–344, doi: 10.1108/IJCTHR-09-2013-0067.
- Chung, N. and Koo, C. (2015), “The use of social media in travel information search”, *Telematics and Informatics*, Vol. 32 No. 2, pp. 215–229, doi: 10.1016/j.tele.2014.08.005.

- Clawson, M. and Knetsch, J.L. (2013), *Economics of Outdoor Recreation*, Routledge.
- Clifton, J. and Benson, A. (2006), “Planning for Sustainable Ecotourism: The Case for Research Ecotourism in Developing Country Destinations”, *Journal of Sustainable Tourism*, Vol. 14 No. 3, pp. 238–254, doi: 10.1080/09669580608669057.
- Cochran, W.G. (1977), *Sampling Techniques*, 3rd ed., John Wiley & Sons, New York.
- Cohen, J. (1988), *Statistical Power for the Behavioral Sciences*, Erlbaum, Hillsdale, NJ.
- Comp, C. (2016), “Source : Hair , J . F . , Hult , G . T . M . , Ringle , C . M . , & Sarstedt , M . (2016). A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM) (2 ed .). Thousand Oaks , CA : Sage . Exhibit 2 . 15 Indicators for Reflective Measuremen”, pp. 3–4.
- Coroş, M.M., Gică, O.A., Yallop, A.C. and Moisescu, O.I. (2017), “Innovative and sustainable tourism strategies: A viable alternative for Romania’s economic development”, *Worldwide Hospitality and Tourism Themes*, Vol. 9 No. 5, pp. 504–515, doi: 10.1108/WHATT-07-2017-0033.
- Cotter, K. (2019), “Playing the visibility game: How digital influencers and algorithms negotiate influence on Instagram”, *New Media & Society*, Vol. 21 No. 4, pp. 895–913, doi: 10.1177/1461444818815684.
- Cottrell, S.P. and Graefe, A.R. (1997), “Testing a Conceptual Framework of Responsible Environmental Behavior”, *The Journal of Environmental Education*, Vol. 29 No. 1, pp. 17–27, doi: 10.1080/00958969709599103.
- Cox, C., Burgess, S., Sellitto, C. and Buultjens, J. (2009), “The role of user-generated content in tourists’ travel planning behavior”, *Journal of Hospitality and Leisure Marketing*, Vol. 18 No. 8, pp. 743–764, doi: 10.1080/19368620903235753.
- Cracolici, M.F. and Nijkamp, P. (2009), “The attractiveness and competitiveness of tourist destinations: A study of Southern Italian regions”, *Tourism Management*, Elsevier Ltd, Vol. 30 No. 3, pp. 336–344, doi: 10.1016/j.tourman.2008.07.006.
- Creswell, J.W. (2003), *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*, 2nd ed., Thousand Oaks, CA: Sage.
- Creswell, J.W. (2014), *Research Design: Qualitative, Quantitative, and Mixed Methods*

Approaches, 4th ed., Sage Publications, Thousand Oaks, California.

- Ćulić, M., Vujičić, M.D., Kalinić, Č., Dunjić, M., Stankov, U., Kovačić, S., Vasiljević, Đ.A., *et al.* (2021), “Rookie tourism destinations—the effects of attractiveness factors on destination image and revisit intention with the satisfaction mediation effect”, *Sustainability (Switzerland)*, Vol. 13 No. 11, doi: 10.3390/su13115780.
- Daly, H. E. (1990), Toward some operational principles of sustainable development. *Ecological Economics*, 2(1), 1-6. Retrieved from http://www.academia.edu/download/32257912/herman_daly_.pdf
- Danks, N.P. and Ray, S. (2018), “Predictions from Partial Least Squares Models”, *Applying Partial Least Squares in Tourism and Hospitality Research*, Emerald Publishing Limited, pp. 35–52, doi: 10.1108/978-1-78756-699-620181003.
- Davari, D., Jang, S.C. and Shawn, S.J. (2021), “Visit intention of non-visitors: A step toward advancing a people-centered image”, *Journal of Destination Marketing and Management*, Elsevier Ltd, Vol. 22 No. August, p. 100662, doi: 10.1016/j.jdmm.2021.100662.
- Dawson, J.F. (2014), “Moderation in Management Research: What, Why, When, and How”, *Journal of Business and Psychology*, Vol. 29 No. 1, pp. 1–19, doi: 10.1007/s10869-013-9308-7.
- De Lucia, C., Pazienza, P., Balena, P., & Caporale, D. (2020). Exploring local knowledge and socio-economic factors for touristic attractiveness and sustainability. *International Journal of Tourism Research*, 22(1), 81–99. <https://doi.org/10.1002/jtr.2320>
- Demming, C.L., Jahn, S. and Boztug, Y. (2017), “Conducting Mediation Analysis in Marketing Research”, *Marketing ZFP*, Vol. 39 No. 3, pp. 76–98, doi: 10.15358/0344-1369-2017-3-76.
- Deng, J., King, B. and Bauer, T. (2002), “Evaluating natural attractions for tourism”, *Annals of Tourism Research*, Vol. 29 No. 2, pp. 422–438, doi: 10.1016/S0160-7383(01)00068-8.
- Dey, B., Mathew, J. and Chee-Hua, C. (2020), “Influence of destination attractiveness factors and travel motivations on rural homestay choice: the moderating role of need for uniqueness”, *International Journal of Culture, Tourism and Hospitality Research*, Vol. 14 No. 4, pp. 639–666, doi: 10.1108/IJCTHR-08-2019-0138.
- Diamantopoulos, A., Sarstedt, M., Fuchs, C., Wilczynski, P. and Kaiser, S. (2012), “Guidelines

- for choosing between multi-item and single-item scales for construct measurement: a predictive validity perspective”, *Journal of the Academy of Marketing Science*, Vol. 40 No. 3, pp. 434–449, doi: 10.1007/s11747-011-0300-3.
- Dijkstra, T.K. and Henseler, J. (2015), “Consistent Partial Least Squares Path Modeling”, *MIS Quarterly*, Vol. 39 No. 2, pp. 297–316, doi: 10.25300/MISQ/2015/39.2.02.
- Djafarova, E. and Rushworth, C. (2017), “Exploring the credibility of online celebrities’ Instagram profiles in influencing the purchase decisions of young female users”, *Computers in Human Behavior*, Elsevier, Vol. 68, pp. 1–7, doi: 10.1016/j.chb.2016.11.009.
- Dong, X. and Lian, Y. (2021), “A review of social media-based public opinion analyses: Challenges and recommendations”, *Technology in Society*, Vol. 67, p. 101724, doi: 10.1016/j.techsoc.2021.101724.
- Drolet, A.L. and Morrison, D.G. (2001), “Do We Really Need Multiple-Item Measures in Service Research?”, *Journal of Service Research*, Vol. 3 No. 3, pp. 196–204, doi: 10.1177/109467050133001.
- Dunlap, R.E., Gale, R.P. and Rutherford, B.M. (1973), “Concern for Environmental Rights Among College Students*”, *American Journal of Economics and Sociology*, Vol. 32 No. 1, pp. 45–60, doi: 10.1111/j.1536-7150.1973.tb02179.x.
- Dwyer, L. (2005), “Relevance of triple bottom line reporting to achievement of sustainable tourism: A scoping study.”, *Tourism Review International*, Vol. 9 No. 1, pp. 79–938, doi: 10.3727/154427205774791726.
- Echtner, C.M. and Ritchie, J.R.B. (1993), “The Measurement of Destination Image: An Empirical Assessment”, *Journal of Travel Research*, Vol. 31 No. 4, pp. 3–13, doi: 10.1177/004728759303100402.
- Elbedweihi, A.M., Jayawardhena, C., Elsharnouby, M.H. and Elsharnouby, T.H. (2016), “Customer relationship building: The role of brand attractiveness and consumer-brand identification”, *Journal of Business Research*, Elsevier Inc., Vol. 69 No. 8, pp. 2901–2910, doi: 10.1016/j.jbusres.2015.12.059.
- Elkington, J. (1997). *Cannibals with forks: The triple bottom line of the 21st century.*
- Fakeye, P.C. and Crompton, J.L. (1991), “Image Differences between Prospective, First-Time,

- and Repeat Visitors to the Lower Rio Grande Valley”, *Journal of Travel Research*, Vol. 30 No. 2, pp. 10–16, doi: 10.1177/004728759103000202.
- Farivar, S., Wang, F. and Turel, O. (2022), “Followers’ problematic engagement with influencers on social media: An attachment theory perspective”, *Computers in Human Behavior*, Elsevier Ltd, Vol. 133 No. November 2021, p. 107288, doi: 10.1016/j.chb.2022.107288.
- Farivar, S., Wang, F. and Yuan, Y. (2021), “Opinion leadership vs. para-social relationship: Key factors in influencer marketing”, *Journal of Retailing and Consumer Services*, Vol. 59, p. 102371, doi: 10.1016/j.jretconser.2020.102371.
- Faul, F., Erdfelder, E., Buchner, A. and Lang, A.-G. (2009), “Statistical power analyses using G*Power 3.1: Tests for correlation and regression analyses”, *Behavior Research Methods*, Vol. 41 No. 4, pp. 1149–1160, doi: 10.3758/BRM.41.4.1149.
- Formica, S. and Uysal, M. (2006a), “Destination Attractiveness Based on Supply and Demand Evaluations: An Analytical Framework”, *Journal of Travel Research*, Vol. 44 No. 4, pp. 418–430, doi: 10.1177/0047287506286714.
- Formica, S. and Uysal, M. (2006b), “Destination attractiveness based on supply and demand evaluations: An analytical framework”, *Journal of Travel Research*, Vol. 44 No. 4, pp. 418–430, doi: 10.1177/0047287506286714.
- Fornell, C. and Larcker, D.F. (1981), “Evaluating Structural Equation Models with Unobservable Variables and Measurement Error”, *Journal of Marketing Research*, Vol. 18 No. 1, pp. 39–50, doi: 10.1177/002224378101800104.
- Foroudi, P., Akarsu, T.N., Ageeva, E., Foroudi, M.M., Dennis, C. and Melewar, T.C. (2018), “PROMISING THE DREAM: Changing destination image of London through the effect of website place”, *Journal of Business Research*, Vol. 83 No. October 2017, pp. 97–110, doi: 10.1016/j.jbusres.2017.10.003.
- Fotis, J., Buhalis, D. and Rossides, N. (2012), “Social Media Use and Impact during the Holiday Travel Planning Process”, *Information and Communication Technologies in Tourism 2012*, Springer-Verlag, pp. 13–24, doi: 10.1007/978-3-7091-1142-0_2.
- Franke, G. and Sarstedt, M. (2019), “Heuristics versus statistics in discriminant validity testing: a comparison of four procedures”, *Internet Research*, Vol. 29 No. 3, pp. 430–447, doi:

10.1108/IntR-12-2017-0515.

- Freberg, K., Graham, K., McGaughey, K. and Freberg, L.A. (2011), “Who are the social media influencers? A study of public perceptions of personality”, *Public Relations Review*, Elsevier, Vol. 37 No. 1, pp. 90–92, doi: 10.1016/j.pubrev.2010.11.001.
- Frey, N. and George, R. (2010), “Responsible tourism management: The missing link between business owners’ attitudes and behaviour in the Cape Town tourism industry”, *Tourism Management*, Vol. 31 No. 5, pp. 621–628, doi: 10.1016/j.tourman.2009.06.017.
- Fuller, C.M., Simmering, M.J., Atinc, G., Atinc, Y. and Babin, B.J. (2016), “Common methods variance detection in business research”, *Journal of Business Research*, Vol. 69 No. 8, pp. 3192–3198, doi: 10.1016/j.jbusres.2015.12.008.
- Funk, D.C., Ridinger, L.L. and Moorman, A.M. (2004), “Exploring Origins of Involvement: Understanding the Relationship Between Consumer Motives and Involvement with Professional Sport Teams”, *Leisure Sciences*, Vol. 26 No. 1, pp. 35–61, doi: 10.1080/01490400490272440.
- Gallarza, M.G., Saura, I.G. and García, H.C. (2002), “Destination image: Towards a Conceptual Framework”, *Annals of Tourism Research*, Vol. 29 No. 1, pp. 56–78, doi: 10.1016/S0160-7383(01)00031-7.
- Gao, J., Huang, Z. (Joy) and Zhang, C. (2017), “Tourists’ perceptions of responsibility: an application of norm-activation theory”, *Journal of Sustainable Tourism*, Vol. 25 No. 2, pp. 276–291, doi: 10.1080/09669582.2016.1202954.
- Gao, W., Liu, Z. and Li, J. (2017), “How does social presence influence SNS addiction? A belongingness theory perspective”, *Computers in Human Behavior*, Vol. 77, pp. 347–355, doi: 10.1016/j.chb.2017.09.002.
- Gartnerand, W.C. and Hunt, J.D. (1987), “An Analysis of State Image Change Over a Twelve-Year Period (1971-1983)”, *Journal of Travel Research*, Vol. 26 No. 2, pp. 15–19, doi: 10.1177/004728758702600204.
- Gelbman, A. and Timothy, D.J. (2011), “Border complexity, tourism and international exclaves A case study”, *Annals of Tourism Research*, Elsevier Ltd, Vol. 38 No. 1, pp. 110–131, doi: 10.1016/j.annals.2010.06.002.
- Gholamhosseinzadeh, M.S., Chapuis, J.-M. and Lehu, J.-M. (2021), “Tourism netnography:

- how travel bloggers influence destination image”, *Tourism Recreation Research*, Taylor & Francis, pp. 1–17, doi: 10.1080/02508281.2021.1911274.
- Goffi, G., Cucculelli, M. and Masiero, L. (2019), “Fostering tourism destination competitiveness in developing countries: The role of sustainability”, *Journal of Cleaner Production*, Vol. 209, pp. 101–115, doi: 10.1016/j.jclepro.2018.10.208.
- Gold, A.H., Malhotra, A. and Segars, A.H. (2001), “Knowledge Management: An Organizational Capabilities Perspective”, *Journal of Management Information Systems*, Vol. 18 No. 1, pp. 185–214, doi: 10.1080/07421222.2001.11045669.
- Gong, J., Detchkhajornjaroensri, P. and Knight, D.W. (2019), “Responsible tourism in Bangkok, Thailand: Resident perceptions of Chinese tourist behaviour”, *International Journal of Tourism Research*, Vol. 21 No. 2, pp. 221–233, doi: 10.1002/jtr.2256.
- Goodwin, H. (2016), *Responsible Tourism*, 2nd ed., Goodfellow Publishers, doi: 10.23912/978-1-910158-84-5-3101.
- Graci, S., & Dodds, R. (2015), Certification and labelling. In C.M. Hall, S. Gossling & D. Scott *The Routledge handbook of tourism and sustainability* (200-208). Routledge.
- Greiner, R. (2010). Improving the net benefits from tourism for people living in remote northern Australia. *Sustainability*, 2(7), 2197–2218.
- Gretzel, U., Yoo, K.Y. and Purifoy, M. (2007), *Online Travel Reviews Study: Role & Impact of Online Travel Reviews*.
- Grossmann, K., Connolly, J.J., Dereniowska, M., Mattioli, G., Nitschke, L., Thomas, N. and Varo, A. (2022), “From sustainable development to social-ecological justice: Addressing taboos and naturalizations in order to shift perspective”, *Environment and Planning E: Nature and Space*, Vol. 5 No. 3, pp. 1405–1427, doi: 10.1177/25148486211029427.
- Groves, R.M. and Peytcheva, E. (2008), “The Impact of Nonresponse Rates on Nonresponse Bias: A Meta-Analysis”, *Public Opinion Quarterly*, Vol. 72 No. 2, pp. 167–189, doi: 10.1093/poq/nfn011.
- Guarana, C.L. and Hernandez, M. (2016), “Identified ambivalence: When cognitive conflicts can help individuals overcome cognitive traps.”, *Journal of Applied Psychology*, Vol. 101 No. 7, pp. 1013–1029, doi: 10.1037/apl0000105.

- Gummerus, J., Liljander, V., Weman, E. and Pihlström, M. (2012), “Customer engagement in a Facebook brand community”, *Management Research Review*, Vol. 35 No. 9, pp. 857–877, doi: 10.1108/01409171211256578.
- Gunn, C.A. (1988), *Vacationscape: Designing Tourist Regions*, Van Nostrand Reinhold, New York.
- Hair, J.F., Black, W.C., Babin, B. and Anderson, R. (2018), *Multivariate Data Analysis*, Cengage, London, UK.
- Hair, J.F., Black, W.C., Babin, B.J., Anderson, R.E. and Tatham, R.L. (2010), *Multivariate Data Analysis*, 7th ed., Prentice Hall, Upper Saddle River.
- Hair, J.F., Hult, G.T.M., Ringle, C.M. and Sarstedt, M. (2017), *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*, Thousand Oaks, CA: Sage.
- Hair, J.F., Hult, G.T.M., Ringle, C.M. and Sarstedt, M. (2022), *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*, 3rd ed., Sage Publications, Thousand Oaks, CA.
- Hair, J.F., Hult, G.T.M., Ringle, C.M., Sarstedt, M., Danks, N.P. and Ray, S. (2021), *Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R*, Springer International Publishing, Cham, doi: 10.1007/978-3-030-80519-7.
- Hair, J.F., Hult, G.T.M., Ringle, C.M., Sarstedt, M. and Thiele, K.O. (2017), “Mirror, mirror on the wall: a comparative evaluation of composite-based structural equation modeling methods”, *Journal of the Academy of Marketing Science*, Vol. 45 No. 5, pp. 616–632, doi: 10.1007/s11747-017-0517-x.
- Hair, J.F., Matthews, L.M., Matthews, R.L. and Sarstedt, M. (2017), “PLS-SEM or CB-SEM: updated guidelines on which method to use”, *International Journal of Multivariate Data Analysis*, Vol. 1 No. 2, pp. 107–123, doi: 10.1504/IJMDA.2017.087624.
- Hair, J.F., Ringle, C.M. and Sarstedt, M. (2011), “PLS-SEM: Indeed a Silver Bullet”, *Journal of Marketing Theory and Practice*, Vol. 19 No. 2, pp. 139–152, doi: 10.2753/MTP1069-6679190202.
- Hair, J.F., Ringle, C.M. and Sarstedt, M. (2012), “Partial Least Squares: The Better Approach to Structural Equation Modeling?”, *Long Range Planning*, Vol. 45 No. 5–6, pp. 312–319, doi: 10.1016/j.lrp.2012.09.011.

- Hair, J.F., Risher, J.J., Sarstedt, M. and Ringle, C.M. (2018), “The Results of PLS-SEM Article information”, *European Business Review*, Vol. 31 No. 1, pp. 2–24.
- Hair, J.F., Risher, J.J., Sarstedt, M. and Ringle, C.M. (2019), “When to use and how to report the results of PLS-SEM”, *European Business Review*, Vol. 31 No. 1, pp. 2–24, doi: 10.1108/EBR-11-2018-0203.
- Hair, J.F. and Sarstedt, M. (2019), “Factors versus Composites: Guidelines for Choosing the Right Structural Equation Modeling Method”, *Project Management Journal*, Vol. 50 No. 6, pp. 619–624, doi: 10.1177/8756972819882132.
- Hair, J.F., Sarstedt, M., Hopkins, L. and Kuppelwieser, V.G. (2014), “Partial least squares structural equation modeling (PLS-SEM)”, *European Business Review*, Vol. 26 No. 2, pp. 106–121, doi: 10.1108/EBR-10-2013-0128.
- Hajli, N., Wang, Y. and Tajvidi, M. (2018), “Travel envy on social networking sites”, *Annals of Tourism Research*, Vol. 73 No. May, pp. 184–189, doi: 10.1016/j.annals.2018.05.006.
- Hall, D. and Brown, F. (2006), “Tourism and welfare: introduction and context.”, *Tourism and Welfare: Ethics, Responsibility and Sustained Well-Being*, CABI, UK, pp. 1–24, doi: 10.1079/9781845930660.0001.
- Hall, C. M., Gossling, S., & Scott, D. (2015), *The Routledge handbook of tourism and sustainability*. Routledge.
- Han, J. and Chen, H. (2022), “Millennial social media users’ intention to travel: the moderating role of social media influencer following behavior”, *International Hospitality Review*, Vol. 36 No. 2, pp. 340–357, doi: 10.1108/IHR-11-2020-0069.
- Hanafiah, M.H., Azman, I., Jamaluddin, M.R. and Aminuddin, N. (2016), “Responsible Tourism Practices and Quality of Life: Perspective of Langkawi Island communities”, *Procedia - Social and Behavioral Sciences*, Vol. 222, pp. 406–413, doi: 10.1016/j.sbspro.2016.05.194.
- Hanna, S. and Rowley, J. (2011), “Towards a strategic place brand-management model”, *Journal of Marketing Management*, Vol. 27 No. 5–6, pp. 458–476, doi: 10.1080/02672571003683797.
- Harland, P., Staats, H. and Wilke, H.A.M. (1999), “Explaining Proenvironmental Intention and Behavior by Personal Norms and the Theory of Planned Behavior1”, *Journal of Applied*

- Social Psychology*, Vol. 29 No. 12, pp. 2505–2528, doi: 10.1111/j.1559-1816.1999.tb00123.x.
- Harrigan, P., Evers, U., Miles, M. and Daly, T. (2017), “Customer engagement with tourism social media brands”, *Tourism Management*, Vol. 59, pp. 597–609, doi: 10.1016/j.tourman.2016.09.015.
- Hayes, A.F. (2013), *Introduction to Mediation, Moderation, and Conditional Process Analysis: A Regression-Based Approach*, New York: Guilford Press.
- Hayes, A.F. (2015), “An Index and Test of Linear Moderated Mediation”, *Multivariate Behavioral Research*, Vol. 50 No. 1, pp. 1–22, doi: 10.1080/00273171.2014.962683.
- Hays, S., Page, S.J. and Buhalis, D. (2013), “Social media as a destination marketing tool: its use by national tourism organisations”, *Current Issues in Tourism*, Vol. 16 No. 3, pp. 211–239, doi: 10.1080/13683500.2012.662215.
- Heath, Y. and Gifford, R. (2002), “Extending the Theory of Planned Behavior: Predicting the Use of Public Transportation1”, *Journal of Applied Social Psychology*, Vol. 32 No. 10, pp. 2154–2189, doi: 10.1111/j.1559-1816.2002.tb02068.x.
- Heinen, J. T. (1994), Emerging, diverging and converging paradigms on sustainable development. *The International Journal of Sustainable Development & World Ecology*, 1(1), 22-33.
- Henseler, J., Dijkstra, T.K., Sarstedt, M., Ringle, C.M., Diamantopoulos, A., Straub, D.W., Ketchen, D.J., *et al.* (2014), “Common Beliefs and Reality About PLS”, *Organizational Research Methods*, Vol. 17 No. 2, pp. 182–209, doi: 10.1177/1094428114526928.
- Henseler, J. and Fassott, G. (2010), “Testing moderating effects in PLS path models: an illustration of available procedures”, in Esposito Vinzi, V., Chin, W.W., Henseler, J. and Wang, H. (Eds.), *Handbook of Partial Least Squares: Concepts, Methods and Applications (Springer Handbooks of Computational Statistics Series)*, Vol. 2, Springer, Berlin, Heidelberg, pp. 713–735, doi: 10.1007/978-3-540-32827-8.
- Henseler, J., Hubona, G. and Ray, P.A. (2016), “Using PLS path modeling in new technology research: updated guidelines”, *Industrial Management & Data Systems*, Vol. 116 No. 1, pp. 2–20, doi: 10.1108/IMDS-09-2015-0382.
- Henseler, J., Ringle, C.M. and Sarstedt, M. (2015), “A new criterion for assessing discriminant

- validity in variance-based structural equation modeling”, *Journal of the Academy of Marketing Science*, Vol. 43 No. 1, pp. 115–135, doi: 10.1007/s11747-014-0403-8.
- Henseler, J., Ringle, C.M. and Sarstedt, M. (2016), “Testing measurement invariance of composites using partial least squares”, *International Marketing Review*, Vol. 33 No. 3, pp. 405–431, doi: 10.1108/IMR-09-2014-0304.
- Henseler, J., Ringle, C.M. and Sinkovics, R.R. (2009), “The use of partial least squares path modeling in international marketing”, pp. 277–319, doi: 10.1108/S1474-7979(2009)0000020014.
- Hernández-Méndez, J., Muñoz-Leiva, F. and Sánchez-Fernández, J. (2015), “The influence of e-word-of-mouth on travel decision-making: consumer profiles”, *Current Issues in Tourism*, Vol. 18 No. 11, pp. 1001–1021, doi: 10.1080/13683500.2013.802764.
- Hines, J.M., Hungerford, H.R. and Tomera, A.N. (1987), “Analysis and Synthesis of Research on Responsible Environmental Behavior: A Meta-Analysis”, *The Journal of Environmental Education*, Vol. 18 No. 2, pp. 1–8, doi: 10.1080/00958964.1987.9943482.
- Hoffman, F.M., Koven, C.D., Keppel-Aleks, G., Lawrence, D.M., Riley, W.J., Randerson, J.T., Ahlström, A., et al. (2017), *2016 International Land Model Benchmarking (ILAMB) Workshop Report*, doi: 10.2172/1330803.
- Hollebeek, L. (2011), “Exploring customer brand engagement: definition and themes”, *Journal of Strategic Marketing*, Vol. 19 No. 7, pp. 555–573, doi: 10.1080/0965254X.2011.599493.
- Hou, J.-S., Lin, C.-H. and Morais, D.B. (2005), “Antecedents of Attachment to a Cultural Tourism Destination: The Case of Hakka and Non-Hakka Taiwanese Visitors to Pei-Pu, Taiwan”, *Journal of Travel Research*, Vol. 44 No. 2, pp. 221–233, doi: 10.1177/0047287505278988.
- Hsu, T.K., Tsai, Y.F. and Wu, H.H. (2009), “The preference analysis for tourist choice of destination: A case study of Taiwan”, *Tourism Management*, Vol. 30 No. 2, pp. 288–297, doi: 10.1016/j.tourman.2008.07.011.
- Hu, H.-H. (Sunny) and Sung, Y.-K. (2022), “Critical Influences on Responsible Tourism Behavior and the Mediating Role of Ambivalent Emotions”, *Sustainability*, Vol. 14 No. 2, p. 886, doi: 10.3390/su14020886.

- Hu, L., Min, Q., Han, S. and Liu, Z. (2020), “Understanding followers’ stickiness to digital influencers: The effect of psychological responses”, *International Journal of Information Management*, Vol. 54, p. 102169, doi: 10.1016/j.ijinfomgt.2020.102169.
- Hu, W. and Wall, G. (2005), “Environmental Management, Environmental Image and the Competitive Tourist Attraction”, *Journal of Sustainable Tourism*, Vol. 13 No. 6, pp. 617–635, doi: 10.1080/09669580508668584.
- Hu, Y. and Hong, Y. (2017), “Modeling Twitter Engagement in Real-World Events”, *In Proceedings of the 50th Hawaii International Conference on System Sciences*, pp. 960–969, doi: 10.24251/HICSS.2017.113.
- Hudson, S. and Thal, K. (2013), “The impact of social media on the consumer decision process: Implications for tourism marketing”, *Journal of Travel & Tourism Marketing*, Taylor & Francis, Vol. 30 No. 1–2, pp. 156–160.
- Hult, G.T.M., Ketchen, D.J., Griffith, D.A., Finnegan, C.A., Gonzalez-Padron, T., Harmancioglu, N., Huang, Y., *et al.* (2008), “Data equivalence in cross-cultural international business research: assessment and guidelines”, *Journal of International Business Studies*, Vol. 39 No. 6, pp. 1027–1044, doi: 10.1057/palgrave.jibs.8400396.
- Hungerford, H.R. and Volk, T.L. (1990), “Changing Learner Behavior Through Environmental Education”, *The Journal of Environmental Education*, Vol. 21 No. 3, pp. 8–21, doi: 10.1080/00958964.1990.10753743.
- Hunt, J.D. (1975), “Image as a Factor in Tourism Development”, *Journal of Travel Research*, Vol. 13 No. 3, pp. 1–7, doi: 10.1177/004728757501300301.
- Hwang, K. and Zhang, Q. (2018), “Influence of parasocial relationship between digital celebrities and their followers on followers’ purchase and electronic word-of-mouth intentions, and persuasion knowledge”, *Computers in Human Behavior*, Vol. 87, pp. 155–173, doi: 10.1016/j.chb.2018.05.029.
- Iacobucci, D. (2010), “Structural equations modeling: Fit Indices, sample size, and advanced topics”, *Journal of Consumer Psychology*, Vol. 20 No. 1, pp. 90–98, doi: 10.1016/j.jcps.2009.09.003.
- James, L.R. and Brett, J.M. (1984), “Mediators, Moderators, and Tests for Mediation.”, *Journal of Applied Psychology*, Vol. 69 No. 2, pp. 307–321, doi: 10.1037/0021-9010.69.2.307.

- Jang, S.. and Feng, R. (2007), “Temporal destination revisit intention: The effects of novelty seeking and satisfaction”, *Tourism Management*, Vol. 28 No. 2, pp. 580–590, doi: 10.1016/j.tourman.2006.04.024.
- Jang, S. (Shawn) and Namkung, Y. (2009), “Perceived quality, emotions, and behavioral intentions: Application of an extended Mehrabian–Russell model to restaurants”, *Journal of Business Research*, Vol. 62 No. 4, pp. 451–460, doi: 10.1016/j.jbusres.2008.01.038.
- Jani, D. and Han, H. (2015), “Influence of environmental stimuli on hotel customer emotional loyalty response: Testing the moderating effect of the big five personality factors”, *International Journal of Hospitality Management*, Vol. 44, pp. 48–57, doi: 10.1016/j.ijhm.2014.10.006.
- Jansen-Verbeke, M. (1986), “Inner-city tourism: Resources, tourists and promoters”, *Annals of Tourism Research*, Vol. 13 No. 1, pp. 79–100, doi: 10.1016/0160-7383(86)90058-7.
- Jaya, I.P.G.I.T. and Prianthara, I.B.T. (2020), “Role of Social Media Influencers in Tourism Destination Image: How Does Digital Marketing Affect Purchase Intention?”, *Proceedings of the 3rd International Conference on Vocational Higher Education (ICVHE 2018)*, Vol. 426, Atlantis Press, Paris, France, pp. 9–20, doi: 10.2991/assehr.k.200331.114.
- Jeng, J. and Fesenmaier, D.R. (2002), “Conceptualizing the Travel Decision-Making Hierarchy: A Review of Recent Developments”, *Tourism Analysis*, Vol. 7 No. 1, pp. 15–32, doi: 10.3727/108354202108749925.
- Jeon, M.M. and Jeong, M. (2017), “Customers’ perceived website service quality and its effects on e-loyalty”, *International Journal of Contemporary Hospitality Management*, Vol. 29 No. 1, pp. 438–457, doi: 10.1108/IJCHM-02-2015-0054.
- Jiang, X., Qin, J., Gao, J. and Gossage, M.G. (2022), “The mediation of perceived risk’s impact on destination image and travel intention: An empirical study of Chengdu, China during COVID-19”, *PLoS ONE*, Vol. 17 No. 1 January, pp. 1–23, doi: 10.1371/journal.pone.0261851.
- Jiménez-Castillo, D. and Sánchez-Fernández, R. (2019a), “The role of digital influencers in brand recommendation: Examining their impact on engagement, expected value and purchase intention”, *International Journal of Information Management*, Vol. 49, pp. 366–

376, doi: 10.1016/j.ijinfomgt.2019.07.009.

Jiménez-Castillo, D. and Sánchez-Fernández, R. (2019b), “The role of digital influencers in brand recommendation: Examining their impact on engagement, expected value and purchase intention”, *International Journal of Information Management*, Vol. 49 No. February, pp. 366–376, doi: 10.1016/j.ijinfomgt.2019.07.009.

Jin, W., Sun, Y., Wang, N. and Zhang, X. (2017), “Why users purchase virtual products in MMORPG? An integrative perspective of social presence and user engagement”, *Internet Research*, Vol. 27 No. 2, pp. 408–427, doi: 10.1108/IntR-04-2016-0091.

Johnson, N., Turnbull, B. and Reisslein, M. (2022), “Social media influence, trust, and conflict: An interview based study of leadership perceptions”, *Technology in Society*, Vol. 68, p. 101836, doi: 10.1016/j.techsoc.2021.101836.

Joo, Y., Seok, H. and Nam, Y. (2020), “The moderating effect of social media use on sustainable rural tourism: A theory of planned behavior model”, *Sustainability (Switzerland)*, Vol. 12 No. 10, doi: 10.3390/su12104095.

Kang, M. and Schuett, M.A. (2013), “Determinants of Sharing Travel Experiences in Social Media”, *Journal of Travel and Tourism Marketing*, Taylor & Francis, Vol. 30 No. 1–2, pp. 93–107, doi: 10.1080/10548408.2013.751237.

Kapitan, S. and Silvera, D.H. (2016), “From digital media influencers to celebrity endorsers: attributions drive endorser effectiveness”, *Marketing Letters*, Springer, Vol. 27 No. 3, pp. 553–567.

Kaplan, A.M. and Haenlein, M. (2010), “Users of the world, unite! The challenges and opportunities of Social Media”, *Business Horizons*, Vol. 53 No. 1, pp. 59–68, doi: 10.1016/j.bushor.2009.09.003.

Kavaratzis, M. (2012), “From ‘necessary evil’ to necessity: stakeholders’ involvement in place branding”, *Journal of Place Management and Development*, Vol. 5 No. 1, pp. 7–19, doi: 10.1108/17538331211209013.

Kay, S., Mulcahy, R. and Parkinson, J. (2020), “When less is more: the impact of macro and micro social media influencers’ disclosure”, *Journal of Marketing Management*, Vol. 36 No. 3–4, pp. 248–278, doi: 10.1080/0267257X.2020.1718740.

Kaya, T. (2020), “The changes in the effects of social media use of Cypriots due to COVID-19

- pandemic”, *Technology in Society*, Vol. 63, p. 101380, doi: 10.1016/j.techsoc.2020.101380.
- Kennelly, M. (2017), “‘We’ve never measured it, but it brings in a lot of business’: Participatory sport events and tourism”, *International Journal of Contemporary Hospitality Management*, Vol. 29 No. 3, pp. 883–899, doi: 10.1108/IJCHM-10-2015-0541.
- Kerstetter, D.L., Hou, J.-S. and Lin, C.-H. (2004), “Profiling Taiwanese ecotourists using a behavioral approach”, *Tourism Management*, Vol. 25 No. 4, pp. 491–498, doi: 10.1016/S0261-5177(03)00119-5.
- Khadaroo, J. and Seetanah, B. (2007), “Transport infrastructure and tourism development”, *Annals of Tourism Research*, Vol. 34 No. 4, pp. 1021–1032, doi: 10.1016/j.annals.2007.05.010.
- Khamis, S., Ang, L. and Welling, R. (2017), “Self-branding, ‘micro-celebrity’ and the rise of Social Media Influencers”, *Celebrity Studies*, Routledge, Vol. 8 No. 2, pp. 191–208, doi: 10.1080/19392397.2016.1218292.
- Ki, C.W. ‘Chloe’ and Kim, Y.K. (2019), “The mechanism by which social media influencers persuade consumers: The role of consumers’ desire to mimic”, *Psychology and Marketing*, Vol. 36 No. 10, pp. 905–922, doi: 10.1002/mar.21244.
- Kim, D. and Perdue, R.R. (2011), “The influence of image on destination attractiveness”, *Journal of Travel and Tourism Marketing*, Vol. 28 No. 3, pp. 225–239, doi: 10.1080/10548408.2011.562850.
- Kim, G., Jodice, L.W., Duffy, L.N. and Norman, W.C. (2020), “Tourists’ Attitudes Toward the Benefits of Mariculture: A Case of Decision-making in Marine Tourism in Southeast USA”, *Tourism in Marine Environments*, Vol. 15 No. 1, pp. 29–45, doi: 10.3727/154427320X15781713928749.
- Kim, H.B. (1998), “Perceived attractiveness of Korean destinations”, *Annals of Tourism Research*, Vol. 25 No. 2, pp. 340–361, doi: 10.1016/s0160-7383(98)00007-3.
- Kim, J. (Jamie) and Fesenmaier, D.R. (2015), “Measuring Emotions in Real Time: Implications for Tourism Experience Design”, *Journal of Travel Research*, Vol. 54 No. 4, pp. 419–429, doi: 10.1177/0047287514550100.
- Kim, J.H., Ritchie, J.R.B. and McCormick, B. (2012), “Development of a scale to measure

- memorable tourism experiences”, *Journal of Travel Research*, Vol. 51 No. 1, pp. 12–25, doi: 10.1177/0047287510385467.
- Kim, K., Hallab, Z. and Kim, J.N. (2012), “The Moderating Effect of Travel Experience in a Destination on the Relationship Between the Destination Image and the Intention to Revisit”, *Journal of Hospitality Marketing & Management*, Vol. 21 No. 5, pp. 486–505, doi: 10.1080/19368623.2012.626745.
- Klein, M.L., Humphrey, S.R. and Percival, H.F. (1995), “Effects of Ecotourism on Distribution of Waterbirds in a Wildlife Refuge”, *Conservation Biology*, Vol. 9 No. 6, pp. 1454–1465, doi: 10.1046/j.1523-1739.1995.09061454.x.
- Klufová, R. (2016), “Destination attractiveness of the South Bohemian region from the viewpoint of spatial data analysis”, *DETUROPE - The Central European Journal of Tourism and Regional Development*, DETUROPE - The Central European Journal of Tourism and Regional Development, Vol. 8 No. 1, pp. 92–111, doi: 10.32725/det.2016.007.
- Knowles, N.L.B. (2019), “Targeting sustainable outcomes with adventure tourism: A political ecology approach”, *Annals of Tourism Research*, Elsevier, Vol. 79 No. October, p. 102809, doi: 10.1016/j.annals.2019.102809.
- Kock, N. (2015), “Common Method Bias in PLS-SEM”, *International Journal of E-Collaboration*, Vol. 11 No. 4, pp. 1–10, doi: 10.4018/ijec.2015100101.
- Kock, N. and Hadaya, P. (2018), “Minimum sample size estimation in PLS-SEM: The inverse square root and gamma-exponential methods”, *Information Systems Journal*, Vol. 28 No. 1, pp. 227–261, doi: 10.1111/isj.12131.
- Kollmuss, A. and Agyeman, J. (2002), “Mind the Gap: Why do people act environmentally and what are the barriers to pro-environmental behavior?”, *Environmental Education Research*, Vol. 8 No. 3, pp. 239–260, doi: 10.1080/13504620220145401.
- Kothari, C.R. (2004), *Research Methodology: Methods and Techniques*, New Age International.
- Kozak, M. and Rimmington, M. (2000), “Tourist Satisfaction with Mallorca, Spain, as an Off-Season Holiday Destination”, *Journal of Travel Research*, Vol. 38 No. 3, pp. 260–269, doi: 10.1177/004728750003800308.

- Krešić, D. and Prebežac, D. (2011), “Index of destination attractiveness as a tool for destination attractiveness assessment”, *Tourism*, Vol. 59 No. 4, pp. 497–517.
- Kumar, A., Prakash, G. and Kumar, G. (2021), “Does environmentally responsible purchase intention matter for consumers? A predictive sustainable model developed through an empirical study”, *Journal of Retailing and Consumer Services*, Vol. 58, p. 102270, doi: 10.1016/j.jretconser.2020.102270.
- Leask, A. (2010), “Progress in visitor attraction research: Towards more effective management”, *Tourism Management*, Vol. 31 No. 2, pp. 155–166, doi: 10.1016/j.tourman.2009.09.004.
- Lee, C.-F., Huang, H.-I. and Yeh, H.-R. (2010), “Developing an evaluation model for destination attractiveness: sustainable forest recreation tourism in Taiwan”, *Journal of Sustainable Tourism*, Vol. 18 No. 6, pp. 811–828, doi: 10.1080/09669581003690478.
- Lee, C.C. (2001a), “Predicting Tourist Attachment to Destinations”, *Annals of Tourism Research*, Vol. 28 No. 1, pp. 229–232, doi: 10.1016/S0160-7383(00)00020-7.
- Lee, J.A. and Eastin, M.S. (2021), “Perceived authenticity of social media influencers: scale development and validation”, *Journal of Research in Interactive Marketing*, Vol. 15 No. 4, pp. 822–841, doi: 10.1108/JRIM-12-2020-0253.
- Lee, J.E. and Watkins, B. (2016), “YouTube vloggers’ influence on consumer luxury brand perceptions and intentions”, *Journal of Business Research*, Vol. 69 No. 12, pp. 5753–5760, doi: 10.1016/j.jbusres.2016.04.171.
- Lee, K.F. (2001b), “Sustainable tourism destinations: the importance of cleaner production”, *Journal of Cleaner Production*, Vol. 9 No. 4, pp. 313–323, doi: 10.1016/S0959-6526(00)00071-8.
- Lee, R., Lockshin, L., Cohen, J. and Corsi, A. (2019), “A latent growth model of destination image’s halo effect”, *Annals of Tourism Research*, Vol. 79, p. 102767, doi: 10.1016/j.annals.2019.102767.
- Lee, S.W. and Xue, K. (2020), “A model of destination loyalty: integrating destination image and sustainable tourism”, *Asia Pacific Journal of Tourism Research*, Vol. 25 No. 4, pp. 393–408, doi: 10.1080/10941665.2020.1713185.
- Lee, T.H., Jan, F.-H. and Yang, C.-C. (2013), “Conceptualizing and measuring environmentally

- responsible behaviors from the perspective of community-based tourists”, *Tourism Management*, Vol. 36, pp. 454–468, doi: 10.1016/j.tourman.2012.09.012.
- Lehman, P.K. and Geller, E.S. (2004), “Behavior Analysis and Environmental Protection: Accomplishments and Potential for More”, *Behavior and Social Issues*, Vol. 13 No. 1, pp. 13–33, doi: 10.5210/bsi.v13i1.33.
- Leković, K., Tomić, S., Marić, D. and Ćurčić, N. V. (2020), “Cognitive component of the image of a rural tourism destination as a sustainable development potential”, *Sustainability (Switzerland)*, Vol. 12 No. 22, pp. 1–12, doi: 10.3390/su12229413.
- Lélé, S. M. (1991). Sustainable development: a critical review. *World Development*, 19(6), 607-621.
- Leung, D., Law, R., van Hoof, H. and Buhalis, D. (2013), “Social Media in Tourism and Hospitality: A Literature Review”, <https://doi.org/10.1080/10548408.2013.750919>, Taylor & Francis Group , Vol. 30 No. 1–2, pp. 3–22, doi: 10.1080/10548408.2013.750919.
- Li, T., Liao, C., Law, R. and Zhang, M. (2023), “An Integrated Model of Destination Attractiveness and Tourists’ Environmentally Responsible Behavior: The Mediating Effect of Place Attachment”, *Behavioral Sciences*, Vol. 13 No. 3, p. 264, doi: 10.3390/bs13030264.
- Li, X. and Feng, J. (2021), “Empowerment or disempowerment: Exploring stakeholder engagement in nation branding through a mixed method approach to social network analysis”, *Public Relations Review*, Vol. 47 No. 3, p. 102024, doi: 10.1016/j.pubrev.2021.102024.
- Li, X. and Feng, J. (2022), “Influenced or to be influenced: Engaging social media influencers in nation branding through the lens of authenticity”, *Global Media and China*, Vol. 7 No. 2, pp. 219–240, doi: 10.1177/20594364221094668.
- Li, X., Pan, B., Zhang, L. and Smith, W.W. (2009), “The Effect of Online Information Search on Image Development”, *Journal of Travel Research*, Vol. 48 No. 1, pp. 45–57, doi: 10.1177/0047287508328659.
- Li, X. and Volgelson, H. (2006), “Comparing methods of measuring image change: a case study of a small-scale community festival.”, *Tourism Analysis*, Vol. 10 No. 4, pp. 349–

360, doi: 10.3727/108354206776162769.

- Liao, S.-H., Widowati, R. and Hsieh, Y.-C. (2021), “Investigating online social media users’ behaviors for social commerce recommendations”, *Technology in Society*, Vol. 66, p. 101655, doi: 10.1016/j.techsoc.2021.101655.
- Lim, X.J., Mohd Radzol, A.R. bt, Cheah, J.-H. (Jacky) and Wong, M.W. (2017), “The Impact of Social Media Influencers on Purchase Intention and the Mediation Effect of Customer Attitude”, *Asian Journal of Business Research*, Vol. 7 No. 2, pp. 19–36, doi: 10.14707/ajbr.170035.
- Lim, Y., Chung, Y. and Weaver, P.A. (2012), “The impact of social media on destination branding: Consumer-generated videos versus destination marketer-generated videos”, *Journal of Vacation Marketing*, Vol. 18 No. 3, pp. 197–206, doi: 10.1177/1356766712449366.
- Litvin, S.W., Goldsmith, R.E. and Pan, B. (2008), “Electronic word-of-mouth in hospitality and tourism management”, *Tourism Management*, Vol. 29 No. 3, pp. 458–468, doi: 10.1016/j.tourman.2007.05.011.
- Liu, Y. (2003), “Developing a scale to measure the interactivity of websites”, *Journal of Advertising Research*, Vol. 43 No. 2, pp. 207–216, doi: 10.2501/JAR-43-2-207-216.
- Llodrà-Riera, I., Martínez-Ruiz, M.P., Jiménez-Zarco, A.I. and Izquierdo-Yusta, A. (2015), “A multidimensional analysis of the information sources construct and its relevance for destination image formation”, *Tourism Management*, Vol. 48, pp. 319–328, doi: 10.1016/j.tourman.2014.11.012.
- Lou, C. and Yuan, S. (2019), “Influencer Marketing: How Message Value and Credibility Affect Consumer Trust of Branded Content on Social Media”, *Journal of Interactive Advertising*, Routledge, Vol. 19 No. 1, pp. 58–73, doi: 10.1080/15252019.2018.1533501.
- Lucia, C., Paziienza, P., Balena, P. and Caporale, D. (2020), “Exploring local knowledge and socio-economic factors for touristic attractiveness and sustainability”, *International Journal of Tourism Research*, Vol. 22 No. 1, pp. 81–99, doi: 10.1002/jtr.2320.
- Magno, F. and Cassia, F. (2018), “The impact of social media influencers in tourism”, *Anatolia*, Taylor & Francis, doi: 10.1080/13032917.2018.1476981.
- Mair, J. (2011), “Exploring air travellers’ voluntary carbon-offsetting behaviour”, *Journal of*

- Sustainable Tourism*, Vol. 19 No. 2, pp. 215–230, doi: 10.1080/09669582.2010.517317.
- Marcoulides, G.A. and Chin, W.W. (2013), “You Write, but Others Read: Common Methodological Misunderstandings in PLS and Related Methods”, *New Perspectives in Partial Least Squares and Related Methods*, Springer, New York, pp. 31–64, doi: 10.1007/978-1-4614-8283-3_2.
- Mariani, M.M., Mura, M. and Di Felice, M. (2018), “The determinants of Facebook social engagement for national tourism organizations’ Facebook pages: A quantitative approach”, *Journal of Destination Marketing & Management*, Vol. 8, pp. 312–325, doi: 10.1016/j.jdmm.2017.06.003.
- Marin-Pantelescu, A., Tăchiciu, L., Căpușneanu, S. and Topor, D.I. (2019), “Role of tour operators and travel agencies in promoting sustainable tourism”, *Amfiteatru Economic*, Vol. 21 No. 52, pp. 500–516, doi: 10.24818/EA/2019/52/654.
- Marín, L. and de Maya, S.R. (2013), “The role of affiliation, attractiveness and personal connection in consumer-company identification”, *European Journal of Marketing*, Vol. 47 No. 3, pp. 655–673, doi: 10.1108/03090561311297526.
- Marine-Roig, E. and Ferrer-Rosell, B. (2018), “Measuring the gap between projected and perceived destination images of Catalonia using compositional analysis”, *Tourism Management*, Vol. 68 No. October, pp. 236–249, doi: 10.1016/j.tourman.2018.03.020.
- Markwell, K.W. (1997), “Dimensions of photography in a nature-based tour”, *Annals of Tourism Research*, Vol. 24 No. 1, pp. 131–155, doi: 10.1016/S0160-7383(96)00053-9.
- Martínez-López, F.J., Anaya-Sánchez, R., Molinillo, S., Aguilar-Illescas, R. and Esteban-Millat, I. (2017), “Consumer engagement in an online brand community”, *Electronic Commerce Research and Applications*, Vol. 23, pp. 24–37, doi: 10.1016/j.elerap.2017.04.002.
- Mathew, P. and Kumar, R. (2014), “Responsible tourism: A strategy for grass root level empowerment.”, *Innovative Issues and Approaches in Social Sciences*, Vol. 7 No. 1, pp. 53–70, doi: 10.12959/issn.1855-0541.IIASS-2014-no1-art04.
- Mathieson, A., & Wall, G. (1982). *Tourism: Economic, physical, and social impacts*. London, New York: Longman.

- Mayo, E. and Jarvis, L.P. (1981), *The Psychology of Leisure Travel: Effective Marketing and Selling of Travel Service*, MA: CBI, Boston.
- McKercher, B. (1993). Some fundamental truths about tourism: Understanding tourism's social and environmental impacts. *Journal of Sustainable Tourism*, 1(1), 6-16.
- McMillan, S.J. and Hwang, J.-S. (2002), “Measures of Perceived Interactivity: An Exploration of the Role of Direction of Communication, User Control, and Time in Shaping Perceptions of Interactivity”, *Journal of Advertising*, Vol. 31 No. 3, pp. 29–42, doi: 10.1080/00913367.2002.10673674.
- Medina-Muñoz, D.R. and Medina-Muñoz, R.D. (2014), “The attractiveness of wellness destinations: An importance-performance-satisfaction approach”, *International Journal of Tourism Research*, Vol. 16 No. 6, pp. 521–533, doi: 10.1002/jtr.1944.
- Mehmood, S., Liang, C. and Gu, D. (2018), “Heritage Image and Attitudes toward a Heritage Site: Do They Really Mediate the Relationship between User-Generated Content and Travel Intentions toward a Heritage Site?”, *Sustainability*, Vol. 10 No. 12, p. 4403, doi: 10.3390/su10124403.
- Mehrabian, A. and Russell, J.A. (1974), *An Approach to Environmental Psychology*, MA: MIT Press, Cambridge.
- Meitner, M.J. (2004), “Scenic beauty of river views in the Grand Canyon: relating perceptual judgments to locations”, *Landscape and Urban Planning*, Vol. 68 No. 1, pp. 3–13, doi: 10.1016/S0169-2046(03)00115-4.
- Memon, M.A., Ting, H., Cheah, J.-H., Thurasamy, R., Chuah, F. and Cham, T.H. (2020), “Sample Size for Survey Research: Review and Recommendations”, *Journal of Applied Structural Equation Modeling*, Vol. 4 No. 2, pp. 1–20, doi: 10.47263/JASEM.4(2)01.
- Mihalic, T. (2016), “Sustainable-responsible tourism discourse – Towards ‘responsustable’ tourism”, *Journal of Cleaner Production*, Vol. 111, pp. 461–470, doi: 10.1016/j.jclepro.2014.12.062.
- Mihalic, T., Mohamadi, S., Abbasi, A. and Dávid, L.D. (2021), “Mapping a sustainable and responsible tourism paradigm: A bibliometric and citation network analysis”, *Sustainability (Switzerland)*, Vol. 13 No. 2, pp. 1–22, doi: 10.3390/su13020853.
- Mikulić, J., Krešić, D., Prebežac, D., Miličević, K. and Šerić, M. (2016), “Identifying drivers

- of destination attractiveness in a competitive environment: A comparison of approaches”, *Journal of Destination Marketing and Management*, Vol. 5 No. 2, pp. 154–163, doi: 10.1016/j.jdmm.2015.12.003.
- Minazzi, R. and Mauri, A.G. (2015), “Mobile Technologies Effects on Travel Behaviours and Experiences: A Preliminary Analysis”, in Tussyadiah, I. and Inversini, A. (Eds.), *Information and Communication Technologies in Tourism 2015*, Springer International Publishing, Switzerland, pp. 507–521, doi: 10.1007/978-3-319-14343-9_37.
- Ministry of tourism (2022). A Tourism Vision for Ladakh 2050. InvestIndia.gov
- Mobley, C., Vagias, W.M. and DeWard, S.L. (2010), “Exploring Additional Determinants of Environmentally Responsible Behavior: The Influence of Environmental Literature and Environmental Attitudes”, *Environment and Behavior*, Vol. 42 No. 4, pp. 420–447, doi: 10.1177/0013916508325002.
- Moeller, T., Dolnicar, S. and Leisch, F. (2011), “The sustainability–profitability trade-off in tourism: can it be overcome?”, *Journal of Sustainable Tourism*, Vol. 19 No. 2, pp. 155–169, doi: 10.1080/09669582.2010.518762.
- Mohaidin, Z., WEI, K.T. and Murshid, M. (2010), *Factors Influencing the Tourists’ Intention to Select Sustainable Tourism Destination: A Case Study of Penang, Malaysia Zurina, The Electronic Library*, Vol. 34.
- Mohamadi, S., Abbasi, A., Ranaei Kordshouli, H.A. and Askarifar, K. (2022), “Conceptualizing sustainable–responsible tourism indicators: an interpretive structural modeling approach”, *Environment, Development and Sustainability*, Springer Netherlands, Vol. 24 No. 1, pp. 399–425, doi: 10.1007/s10668-021-01442-9.
- Mohammed, A. and Ferraris, A. (2021), “Factors influencing user participation in social media: Evidence from twitter usage during COVID-19 pandemic in Saudi Arabia”, *Technology in Society*, Vol. 66, p. 101651, doi: 10.1016/j.techsoc.2021.101651.
- Molenaar, P.C.M. and Campbell, C.G. (2009), “The New Person-Specific Paradigm in Psychology”, *Current Directions in Psychological Science*, Vol. 18 No. 2, pp. 112–117, doi: 10.1111/j.1467-8721.2009.01619.x.
- Molinillo, S., Anaya-Sánchez, R., Morrison, A.M. and Coca-Stefaniak, J.A. (2019), “Smart city communication via social media: Analysing residents’ and visitors’ engagement”,

- Cities*, Pergamon, Vol. 94, pp. 247–255, doi: 10.1016/j.cities.2019.06.003.
- Moore, K. and Smallmann, C. (2010), “Process studies of tourists’ decision-making”, *Annals of Tourism Research*, Vol. 37 No. 2, pp. 397–422.
- Morais, D.B. and Lin, C.-H. (2010), “Why Do First-Time and Repeat Visitors Patronize a Destination?”, *Journal of Travel & Tourism Marketing*, Vol. 27 No. 2, pp. 193–210, doi: 10.1080/10548401003590443.
- Morhart, F., Malär, L., Guèvremont, A., Girardin, F. and Grohmann, B. (2015), “Brand authenticity: An integrative framework and measurement scale”, *Journal of Consumer Psychology*, Vol. 25 No. 2, pp. 200–218, doi: 10.1016/j.jcps.2014.11.006.
- Morrison, A.M. (2023), *Marketing and Managing Tourism Destinations*, Taylor & Francis.
- Moutinho, L., Ballantyne, R. and In, S.R.-S. management. (2011), “Consumer behaviour in tourism”, *Strategic Management in Tourism*, Vol. 2(2), pp. 83–126.
- Mukherjee, K. and Banerjee, N. (2019), “Social networking sites and customers’ attitude towards advertisements”, *Journal of Research in Interactive Marketing*, Vol. 13 No. 4, pp. 477–491, doi: 10.1108/JRIM-06-2018-0081.
- Muller, D., Judd, C.M. and Yzerbyt, V.Y. (2005), “When Moderation is Mediated and Mediation is Moderated.”, *Journal of Personality and Social Psychology*, Vol. 89 No. 6, pp. 852–863, doi: 10.1037/0022-3514.89.6.852.
- Murphy, L., Benckendorff, P. and Moscardo, G. (2007), “Destination Brand Personality: Visitor Perceptions of a Regional Tourism Destination”, *Tourism Analysis*, Vol. 12 No. 5, pp. 419–432, doi: 10.3727/108354207783227948.
- Murphy, P., Pritchard, M.P. and Smith, B. (2000), “The destination product and its impact on traveller perceptions”, *Tourism Management*, Vol. 21 No. 1, pp. 43–52, doi: 10.1016/S0261-5177(99)00080-1.
- Nam, J., Hamlin, R., Gam, H.J., Kang, J.H., Kim, J., Kumphai, P., Starr, C., *et al.* (2007), “The fashion-conscious behaviours of mature female consumers”, *International Journal of Consumer Studies*, Vol. 31 No. 1, pp. 102–108, doi: 10.1111/j.1470-6431.2006.00497.x.
- Nasir, M.N.M., Mohamad, M., Ghani, N.I.A. and Afthanorhan, A. (2020), “Testing mediation roles of place attachment and tourist satisfaction on destination attractiveness and

- destination loyalty relationship using phantom approach”, *Management Science Letters*, Vol. 10 No. 2, pp. 443–454, doi: 10.5267/j.msl.2019.8.026.
- Ngai, E.W.T., Tao, S.S.C. and Moon, K.K.L. (2015), “Social media research: Theories, constructs, and conceptual frameworks”, *International Journal of Information Management*, Vol. 35 No. 1, pp. 33–44, doi: 10.1016/j.ijinfomgt.2014.09.004.
- Nichols, C.M. and Snepenger, D.J. (1988), “Family Decision Making And Tourism Behavior And Attitudes”, *Journal of Travel Research*, Vol. 26 No. 4, pp. 2–6, doi: 10.1177/004728758802600401.
- NITI Aayog (2018). Sustainable Tourism in the Indian Himalayan Region. Report of Working Group II. New Delhi
- Nitzl, C., Roldan, J.L. and Cepeda, G. (2016), “Mediation analysis in partial least squares path modeling”, *Industrial Management & Data Systems*, Vol. 116 No. 9, pp. 1849–1864, doi: 10.1108/IMDS-07-2015-0302.
- Nunnally, J.C. (1978), *Psychometric Theory (2nd Ed.)*, New York: McGraw-Hill.
- Nunnally, J.C. and Bernstein, I.H. (1994), *Psychometric Theory (3rd Ed.)*, New York: McGraw-Hill.
- Ogara, S.O., Koh, C.E. and Prybutok, V.R. (2014), “Investigating factors affecting social presence and user satisfaction with Mobile Instant Messaging”, *Computers in Human Behavior*, Vol. 36, pp. 453–459, doi: 10.1016/j.chb.2014.03.064.
- Oh, C., Roumani, Y., Nwankpa, J.K. and Hu, H.-F. (2017), “Beyond likes and tweets: Consumer engagement behavior and movie box office in social media”, *Information & Management*, Vol. 54 No. 1, pp. 25–37, doi: 10.1016/j.im.2016.03.004.
- Oh, H., Fiore, A.M. and Jeoung, M. (2007), “Measuring experience economy concepts: Tourism applications”, *Journal of Travel Research*, Vol. 46 No. 2, pp. 119–132, doi: 10.1177/0047287507304039.
- Pan, B., MacLaurin, T. and Crotts, J.C. (2007), “Travel Blogs and the Implications for Destination Marketing”, *Journal of Travel Research*, Vol. 46 No. 1, pp. 35–45, doi: 10.1177/0047287507302378.
- Pansari, A. and Kumar, V. (2017), “Customer engagement: the construct, antecedents, and

- consequences”, *Journal of the Academy of Marketing Science*, Vol. 45 No. 3, pp. 294–311, doi: 10.1007/s11747-016-0485-6.
- Panwanitdumrong, K. and Chen, C.-L. (2021), “Investigating factors influencing tourists’ environmentally responsible behavior with extended theory of planned behavior for coastal tourism in Thailand”, *Marine Pollution Bulletin*, Vol. 169, p. 112507, doi: 10.1016/j.marpolbul.2021.112507.
- Park, S.H., Hsieh, C.-M. and McNally, R. (2010), “Motivations and Marketing Drivers of Taiwanese Island Tourists: Comparing Across Penghu, Taiwan and Phuket, Thailand”, *Asia Pacific Journal of Tourism Research*, Vol. 15 No. 3, pp. 305–317, doi: 10.1080/10941665.2010.503622.
- Pearce, P.L. (1982), “Perceived changes in holiday destinations”, *Annals of Tourism Research*, Vol. 9 No. 2, pp. 145–164, doi: 10.1016/0160-7383(82)90044-5.
- Podsakoff, P.M., MacKenzie, S.B., Lee, J.-Y. and Podsakoff, N.P. (2003), “Common method biases in behavioral research: A critical review of the literature and recommended remedies.”, *Journal of Applied Psychology*, Vol. 88 No. 5, pp. 879–903, doi: 10.1037/0021-9010.88.5.879.
- Pompurová, K. and Šimočková, I. (2014), “Destination attractiveness of Slovakia: perspectives of demand from major tourism source markets”, *E+M Ekonomie a Management*, Vol. 17 No. 3, pp. 62–73, doi: 10.15240/tul/001/2014-3-006.
- Pompurová, K. and Šimočková, I. (2015), “Destination attractiveness of Slovakia: Perspectives of demand from major tourism source markets”, *E a M: Ekonomie a Management*, Vol. 17 No. 3, pp. 62–73, doi: 10.15240/tul/001/2014-3-006.
- Pop, R.A., Săplăcan, Z., Dabija, D.C. and Alt, M.A. (2021), “The impact of social media influencers on travel decisions: the role of trust in consumer decision journey”, *Current Issues in Tourism*, Taylor & Francis, Vol. 25 No. 5, pp. 823–843, doi: 10.1080/13683500.2021.1895729.
- Prayag, G. (2008), “Image, Satisfaction and Loyalty—The Case of Cape Town”, *Anatolia*, Vol. 19 No. 2, pp. 205–224.
- Preacher, K.J. and Hayes, A.F. (2004), “SPSS and SAS procedures for estimating indirect effects in simple mediation models”, *Behavior Research Methods, Instruments, &*

Computers, Vol. 36 No. 4, pp. 717–731, doi: 10.3758/BF03206553.

- Prebensen, N.K., Woo, E., Chen, J.S. and Uysal, M. (2013), “Motivation and Involvement as Antecedents of the Perceived Value of the Destination Experience”, *Journal of Travel Research*, Vol. 52 No. 2, pp. 253–264, doi: 10.1177/0047287512461181.
- Pulido-Fernández, J.I. and López-Sánchez, Y. (2016), “Are tourists really willing to pay more for sustainable destinations?”, *Sustainability (Switzerland)*, Vol. 8 No. 12, p. 1240, doi: 10.3390/su8121240.
- Purnamawati, I.G.A., Jie, F. and Hatane, S.E. (2022), “Cultural Change Shapes the Sustainable Development of Religious Ecotourism Villages in Bali, Indonesia”, *Sustainability*, Vol. 14 No. 12, p. 7368, doi: 10.3390/su14127368.
- Raymond, C.M., Brown, G. and Weber, D. (2010), “The measurement of place attachment: Personal, community, and environmental connections”, *Journal of Environmental Psychology*, Vol. 30 No. 4, pp. 422–434, doi: 10.1016/j.jenvp.2010.08.002.
- Reitsamer, B.F., Brunner-Sperdin, A. and Stokburger-Sauer, N.E. (2016), “Destination attractiveness and destination attachment: The mediating role of tourists’ attitude”, *Tourism Management Perspectives*, Vol. 19, pp. 93–101, doi: 10.1016/j.tmp.2016.05.003.
- Rigdon, E.E. (2012), “Rethinking Partial Least Squares Path Modeling: In Praise of Simple Methods”, *Long Range Planning*, Vol. 45 No. 5–6, pp. 341–358, doi: 10.1016/j.lrp.2012.09.010.
- Rigdon, E.E. (2014), “Rethinking Partial Least Squares Path Modeling: Breaking Chains and Forging Ahead”, *Long Range Planning*, Vol. 47 No. 3, pp. 161–167, doi: 10.1016/j.lrp.2014.02.003.
- Rigdon, E.E. (2016), “Choosing PLS path modeling as analytical method in European management research: A realist perspective”, *European Management Journal*, Vol. 34 No. 6, pp. 598–605, doi: 10.1016/j.emj.2016.05.006.
- Rihova, I., Buhalis, D., Gouthro, M.B. and Moital, M. (2018), “Customer-to-customer co-creation practices in tourism: Lessons from Customer-Dominant logic”, *Tourism Management*, Vol. 67, pp. 362–375, doi: 10.1016/j.tourman.2018.02.010.
- Ringle, C.M. and Sarstedt, M. (2016), “Gain more insight from your PLS-SEM results the importance-performance map analysis”, *Industrial Management and Data Systems*, Vol.

116 No. 9, pp. 1865–1886, doi: 10.1108/IMDS-10-2015-0449.

Ringle, C.M., Sarstedt, M., Mitchell, R. and Gudergan, S.P. (2020), “Partial least squares structural equation modeling in HRM research”, *International Journal of Human Resource Management*, Vol. 31 No. 12, pp. 1617–1643, doi: 10.1080/09585192.2017.1416655.

Ringle, C. M., Wende, S., and Becker, J.-M. 2022. "SmartPLS 4." Oststeinbek: SmartPLS GmbH, <http://www.smartpls.com>.

Romão, J., Neuts, B., Nijkamp, P. and Shikida, A. (2014), “Determinants of trip choice, satisfaction and loyalty in an eco-tourism destination: a modelling study on the Shiretoko Peninsula, Japan”, *Ecological Economics*, Vol. 107, pp. 195–205, doi: 10.1016/j.ecolecon.2014.07.019.

Roni, S.M., Djajadikerta, H. and Ahmad, M.A.N. (2015), “PLS-SEM Approach to Second-order Factor of Deviant Behaviour: Constructing Perceived Behavioural Control”, *Procedia Economics and Finance*, Vol. 28, pp. 249–253, doi: 10.1016/S2212-5671(15)01107-7.

Ryan, C. (2020), “Refereeing articles including SEM – what should referees look for?”, *Tourism Critiques: Practice and Theory*, Vol. 1 No. 1, pp. 47–61, doi: 10.1108/TRC-03-2020-0002.

Ryan, C. and Cave, J. (2005), “Structuring Destination Image: A Qualitative Approach”, *Journal of Travel Research*, Vol. 44 No. 2, pp. 143–150, doi: 10.1177/0047287505278991.

Saari, U.A., Damberg, S., Frömbling, L. and Ringle, C.M. (2021), “Sustainable consumption behavior of Europeans: The influence of environmental knowledge and risk perception on environmental concern and behavioral intention”, *Ecological Economics*, Vol. 189 No. August, doi: 10.1016/j.ecolecon.2021.107155.

Saji, M. P., & Narayanasamy, N. (2009). Tourism product development in ecologically and culturally fragile areas: Observations from Kerala in India. Retrieved 15, June 2020 from [http://fems.kln.ac.lk/ICBI2012/images/ICBM/dccs/Micro soft% 20Word% 20-% 20TRM 004. Pdf](http://fems.kln.ac.lk/ICBI2012/images/ICBM/dccs/Microsoft%20Word%20-%20TRM004.Pdf)

San Martín, H. and Rodríguez del Bosque, I.A. (2008), “Exploring the cognitive–affective

- nature of destination image and the role of psychological factors in its formation”, *Tourism Management*, Vol. 29 No. 2, pp. 263–277, doi: 10.1016/j.tourman.2007.03.012.
- Sarstedt, M., Hair, J.F., Pick, M., Liengard, B.D., Radomir, L. and Ringle, C.M. (2022), “Progress in partial least squares structural equation modeling use in marketing research in the last decade”, *Psychology and Marketing*, Vol. 39 No. 5, pp. 1035–1064, doi: 10.1002/mar.21640.
- Sarstedt, M., Henseler, J. and Ringle, C.M. (2011), “Multigroup Analysis in Partial Least Squares (PLS) Path Modeling: Alternative Methods and Empirical Results”, *Measurement and Research Methods in International Marketing (Advances in International Marketing)*, Vol. 22, Emerald Group Publishing Limited, Bingley, pp. 195–218, doi: 10.1108/S1474-7979(2011)0000022012.
- Sarstedt, M., Ringle, C.M., Smith, D., Reams, R. and Hair, J.F. (2014), “Partial least squares structural equation modeling (PLS-SEM): A useful tool for family business researchers”, *Journal of Family Business Strategy*, Elsevier Ltd, Vol. 5 No. 1, pp. 105–115, doi: 10.1016/j.jfbs.2014.01.002.
- Scannell, L. and Gifford, R. (2010), “The relations between natural and civic place attachment and pro-environmental behavior”, *Journal of Environmental Psychology*, Vol. 30 No. 3, pp. 289–297, doi: 10.1016/j.jenvp.2010.01.010.
- Scheyvens, R. and Momsen, J. (2008), “Tourism in Small Island States: From Vulnerability to Strengths”, *Journal of Sustainable Tourism*, Vol. 16 No. 5, pp. 491–510, doi: 10.1080/09669580802159586.
- Schultz, P.W., Oskamp, S. and Mainieri, T. (1995), “Who recycles and when? A review of personal and situational factors”, *Journal of Environmental Psychology*, Vol. 15 No. 2, pp. 105–121, doi: 10.1016/0272-4944(95)90019-5.
- Schwartz, S.H. (1973), “Normative explanations of helping behavior: A critique, proposal, and empirical test”, *Journal of Experimental Social Psychology*, Vol. 9 No. 4, pp. 349–364, doi: 10.1016/0022-1031(73)90071-1.
- Sekaran, U. (2003), *Research Methods for Business: A Skill-Building Approach*, 4th ed., John Wiley & Sons, New York.
- Sekaran, U., & Bougie, J. (2009). *Research methods for business: A skill building approach*

(5th ed.). Wiley.

- Selby, M. and Morgan, N.J. (1996), “Reconstruing place image: A case study of its role in destination market research”, *Tourism Management*, Vol. 17 No. 4, pp. 287–294, doi: 10.1016/0261-5177(96)00020-9.
- Senders, A., Govers, R. and Neuts, B. (2013), “Social Media Affecting Tour Operators’ Customer Loyalty”, *Journal of Travel and Tourism Marketing*, Vol. 30 No. 1–2, pp. 41–57, doi: 10.1080/10548408.2013.750993.
- Seol, S., Lee, H., Yu, J. and Zo, H. (2016), “Continuance usage of corporate SNS pages: A communicative ecology perspective”, *Information & Management*, Vol. 53 No. 6, pp. 740–751, doi: 10.1016/j.im.2016.02.010.
- Seyidov, J. and Adomaitienė, R. (2016), “Factors Influencing Local Tourists’ Decision-making on Choosing a Destination: a Case of Azerbaijan”, *Ekonomika*, Vol. 95 No. 3, pp. 112–127, doi: 10.15388/ekon.2016.3.10332.
- Shareef, M.A., Kapoor, K.K., Mukerji, B., Dwivedi, R. and Dwivedi, Y.K. (2020), “Group behavior in social media: Antecedents of initial trust formation”, *Computers in Human Behavior*, Elsevier Ltd, Vol. 105, p. 106225, doi: 10.1016/j.chb.2019.106225.
- Shareef, M.A., Mukerji, B., Alryalat, M.A.A., Wright, A. and Dwivedi, Y.K. (2018), “Advertisements on Facebook: Identifying the persuasive elements in the development of positive attitudes in consumers”, *Journal of Retailing and Consumer Services*, Vol. 43, pp. 258–268, doi: 10.1016/j.jretconser.2018.04.006.
- Shmueli, G., Ray, S., Velasquez Estrada, J.M. and Chatla, S.B. (2016), “The elephant in the room: Predictive performance of PLS models”, *Journal of Business Research*, Elsevier B.V., Vol. 69 No. 10, pp. 4552–4564, doi: 10.1016/j.jbusres.2016.03.049.
- Shmueli, G., Sarstedt, M., Hair, J.F., Cheah, J.H., Ting, H., Vaithilingam, S. and Ringle, C.M. (2019), “Predictive model assessment in PLS-SEM: guidelines for using PLSpredict”, *European Journal of Marketing*, Vol. 53 No. 11, pp. 2322–2347, doi: 10.1108/EJM-02-2019-0189.
- Shrivastava, M. and Kumar, S. (2021), “A pragmatic and intelligent model for sarcasm detection in social media text”, *Technology in Society*, Vol. 64, p. 101489, doi: 10.1016/j.techsoc.2020.101489.

- Shtern, J., Hill, S. and Chan, D.. (2019), “Shtern, J., Hill, S., & Chan, D.C. (2019). Social Media Influence: Performative Authenticity and the Relational Work of Audience Commodification in the Philippines”, *International Journal of Communication*, Vol. 13, pp. 1939–1958.
- Sid, M. (2020), “Travel Influencers Handbook: The Ultimate Guide to Influencer Success”, *Afluencer*, available at: <https://afluencer.com/ultimate-travel-influencer-guide/> (accessed 15 December 2022).
- Simmering, M.J., Fuller, C.M., Richardson, H.A., Ocal, Y. and Atinc, G.M. (2015), “Marker Variable Choice, Reporting, and Interpretation in the Detection of Common Method Variance: A Review and Demonstration”, *Organizational Research Methods*, Vol. 18 No. 3, pp. 473–511, doi: 10.1177/1094428114560023.
- Sivek, D.J. and Hungerford, H. (1990), “Predictors of Responsible Behavior in Members of Three Wisconsin Conservation Organizations”, *The Journal of Environmental Education*, Vol. 21 No. 2, pp. 35–40, doi: 10.1080/00958964.1990.9941929.
- Smith-Sebasto, N.J. and D’Costa, A. (1995), “Designing a Likert-Type Scale to Predict Environmentally Responsible Behavior in Undergraduate Students: A Multistep Process”, *The Journal of Environmental Education*, Vol. 27 No. 1, pp. 14–20, doi: 10.1080/00958964.1995.9941967.
- Smith, W.W., Li, X. (Robert), Pan, B., Witte, M. and Doherty, S.T. (2015), “Tracking destination image across the trip experience with smartphone technology”, *Tourism Management*, Elsevier Ltd, Vol. 48, pp. 113–122, doi: 10.1016/j.tourman.2014.04.010.
- Snepenger, D.J. (1987), “Segmenting the Vacation Market by Novelty-Seeking Role”, *Journal of Travel Research*, Vol. 26 No. 2, pp. 8–14, doi: 10.1177/004728758702600203.
- So, K.K.F., King, C., Hudson, S. and Meng, F. (2017), “The missing link in building customer brand identification: The role of brand attractiveness”, *Tourism Management*, Elsevier Ltd, Vol. 59, pp. 640–651, doi: 10.1016/j.tourman.2016.09.013.
- Sofield, T.H.B. (2006), “Border Tourism and Border Communities: An Overview”, *Tourism Geographies*, Vol. 8 No. 2, pp. 102–121, doi: 10.1080/14616680600585489.
- Sokolova, K. and Kefi, H. (2020), “Instagram and YouTube bloggers promote it, why should I buy? How credibility and parasocial interaction influence purchase intentions”, *Journal*

- of Retailing and Consumer Services*, Vol. 53, p. 101742, doi: 10.1016/j.jretconser.2019.01.011.
- Song, S.Y. and Kim, Y.-K. (2018), “Theory of Virtue Ethics: Do Consumers’ Good Traits Predict Their Socially Responsible Consumption?”, *Journal of Business Ethics*, Vol. 152 No. 4, pp. 1159–1175, doi: 10.1007/s10551-016-3331-3.
- Sood, V.K. (2000), “Dynamics of Tourism Development and Aspects of Sustainability: A Case Study of Ladakh”, *Tourism Recreation Research*, Vol. 25 No. 3, pp. 115–127, doi: 10.1080/02508281.2000.11014930.
- Sotiriadis, M.D. (2017), “Sharing tourism experiences in social media: A literature review and a set of suggested business strategies”, *International Journal of Contemporary Hospitality Management*, Vol. 29 No. 1, pp. 179–225, doi: 10.1108/IJCHM-05-2016-0300.
- Stanford, D. (2008), “‘Exceptional Visitors’: Dimensions of Tourist Responsibility in the Context of New Zealand”, *Journal of Sustainable Tourism*, Vol. 16 No. 3, pp. 258–275, doi: 10.1080/09669580802154082.
- Steg, L. and Vlek, C. (2009), “Encouraging pro-environmental behaviour: An integrative review and research agenda”, *Journal of Environmental Psychology*, Vol. 29 No. 3, pp. 309–317, doi: 10.1016/j.jenvp.2008.10.004.
- Stepchenkova, S. and Mills, J.E. (2010), “Destination Image: A Meta-Analysis of 2000–2007 Research”, *Journal of Hospitality Marketing & Management*, Vol. 19 No. 6, pp. 575–609, doi: 10.1080/19368623.2010.493071.
- Stewart, W.P. (1998), “Leisure as Multiphase Experiences: Challenging Traditions”, *Journal of Leisure Research*, Vol. 30 No. 4, pp. 391–400, doi: 10.1080/00222216.1998.11949840.
- Stoldt, R., Wellman, M., Ekdale, B. and Tully, M. (2019), “Professionalizing and Profiting: The Rise of Intermediaries in the Social Media Influencer Industry”, *Social Media + Society*, Vol. 5 No. 1, doi: 10.1177/2056305119832587.
- Stone, M. (1974), “Cross-Validatory Choice and Assessment of Statistical Predictions”, *Journal of the Royal Statistical Society: Series B (Methodological)*, Vol. 36 No. 2, pp. 111–133, doi: 10.1111/j.2517-6161.1974.tb00994.x.
- Stylidis, D., Woosnam, K.M. and Kim, S. (2022), “Perceptions of attractions, residents as ‘more knowledgeable others’ and destination image: Evidence from two destinations”,

International Journal of Tourism Research, Vol. 24 No. 3, pp. 472–486, doi: 10.1002/jtr.2515.

Su, D.N., Nguyen, N.A.N., Nguyen, Q.N.T. and Tran, T.P. (2020), “The link between travel motivation and satisfaction towards a heritage destination: The role of visitor engagement, visitor experience and heritage destination image”, *Tourism Management Perspectives*, Elsevier, Vol. 34 No. June 2019, p. 100634, doi: 10.1016/j.tmp.2020.100634.

Su, L., Swanson, S.R., Hsu, M. and Chen, X. (2017), “How does perceived corporate social responsibility contribute to green consumer behavior of Chinese tourists”, *International Journal of Contemporary Hospitality Management*, Vol. 29 No. 12, pp. 3157–3176, doi: 10.1108/IJCHM-10-2015-0580.

Sultan, M.T., Sharmin, F., Badulescu, A., Gavrilut, D. and Xue, K. (2021), “Social Media-Based Content towards Image Formation: A New Approach to the Selection of Sustainable Destinations”, *Sustainability*, Vol. 13 No. 8, p. 4241, doi: 10.3390/su13084241.

Tafesse, W. and Wood, B.P. (2021), “Followers’ engagement with instagram influencers: The role of influencers’ content and engagement strategy”, *Journal of Retailing and Consumer Services*, Vol. 58, p. 102303, doi: 10.1016/j.jretconser.2020.102303.

Talwar, S., Kaur, P., Nunkoo, R. and Dhir, A. (2022), “Digitalization and sustainability: virtual reality tourism in a post pandemic world”, *Journal of Sustainable Tourism*, Routledge, doi: 10.1080/09669582.2022.2029870.

Thach, S. V. and Axinn, C.N. (1994), “Patron Assessments of Amusement Park Attributes”, *Journal of Travel Research*, Vol. 32 No. 3, pp. 51–60, doi: 10.1177/004728759403200308.

Thevenot, G. (2007), “Blogging as a Social Media”, *Tourism and Hospitality Research*, Vol. 7 No. 3–4, pp. 287–289, doi: 10.1057/palgrave.thr.6050062.

Thi Tam, B. (2012), “Application of Contextual Approach for Measuring Tourism Destination Attractiveness”, *Journal of Science*, Vol. 70 No. 1, pp. 217–226.

Thi Thanh Nguyen, N., Huu Tran, T., Thi Thuy Phan, L. and Thi Thanh Le, X. (2023), “How Responsible Tourism Behavioral Intentions Influence Tour Choices: Effects of Economic, Socio-Cultural, and Environmental Responsibility”, *International Journal of Hospitality and Tourism Administration*, Routledge, Vol. 00 No. 00, pp. 1–29, doi:

10.1080/15256480.2023.2219252.

- Thorson, K.S. and Rodgers, S. (2006), “Relationships Between Blogs as EWOM and Interactivity, Perceived Interactivity, and Parasocial Interaction”, *Journal of Interactive Advertising*, Vol. 6 No. 2, pp. 5–44, doi: 10.1080/15252019.2006.10722117.
- TSG. (2012). Charter for Sustainable and Responsible Tourism. Brussels: European Commission.
- Tshipala, N., Coetzee, W.J. and Potgieter, M. (2019), “Sustainable indicators for adventure tourism destinations: A case of Waterval Boven”, *African Journal of Science, Technology, Innovation and Development*, Taylor & Francis, Vol. 11 No. 5, pp. 589–595, doi: 10.1080/20421338.2018.1552546.
- Tsiakali, K. (2018), “User-generated-content versus marketing-generated-content: personality and content influence on traveler’s behavior”, *Journal of Hospitality Marketing and Management*, Routledge, Vol. 27 No. 8, pp. 946–972, doi: 10.1080/19368623.2018.1477643.
- Tuclea, C.E., Vrânceanu, D.M. and Năstase, C.E. (2020), “The role of social media in health safety evaluation of a tourism destination throughout the travel planning process”, *Sustainability (Switzerland)*, Vol. 12 No. 16, doi: 10.3390/su12166661.
- Tung, V.W.S. and Ritchie, J.R.B. (2011), “Exploring the essence of memorable tourism experiences”, *Annals of Tourism Research*, Vol. 38 No. 4, pp. 1367–1386, doi: 10.1016/j.annals.2011.03.009.
- Tussyadiah, I.P. and Fesenmaier, D.R. (2009), “Mediating Tourist Experiences. Access to Places via Shared Videos”, *Annals of Tourism Research*, Elsevier, Vol. 36 No. 1, pp. 24–40, doi: 10.1016/j.annals.2008.10.001.
- Tutgun-Ünal, A. (2020), “Social Media Addiction of New Media and Journalism Students *”, *Journal of Educational Technology*, Vol. 19 No. 2, pp. 1–12.
- Um, J. and Yoon, S. (2021), “Evaluating the relationship between perceived value regarding tourism gentrification experience, attitude, and responsible tourism intention”, *Journal of Tourism and Cultural Change*, Vol. 19 No. 3, pp. 345–361, doi: 10.1080/14766825.2019.1707217.
- Um, S. and Crompton, J.L. (1990), “Attitude determinants in tourism destination choice”,

Annals of Tourism Research, Vol. 17 No. 3, pp. 432–448, doi: 10.1016/0160-7383(90)90008-F.

UNWTO (The World Tourism Organization) (2011). Sustainable development of tourism: Ethics and social dimensions of tourism. Retrieved from <http://sdt.unwto.org/en>

UNWTO. (2004), Indicators of sustainable development for tourism destinations. A guidebook

Usui, R., Wei, X. and Funck, C. (2018), “The power of social media in regional tourism development: a case study from Ōkunoshima Island in Hiroshima, Japan”, *Current Issues in Tourism*, Vol. 21 No. 18, pp. 2060–2064, doi: 10.1080/13683500.2017.1372393.

Varkaris, E. and Neuhofer, B. (2017), “The influence of social media on the consumers’ hotel decision journey”, *Journal of Hospitality and Tourism Technology*, Emerald Publishing Limited, Vol. 8 No. 1, pp. 101–118, doi: 10.1108/JHTT-09-2016-0058.

Vázquez, S., Muñoz-García, Ó., Campanella, I., Poch, M., Fisas, B., Bel, N. and Andreu, G. (2014), “A classification of user-generated content into consumer decision journey stages”, *Neural Networks*, Elsevier, Vol. 58, pp. 68–81, doi: 10.1016/j.neunet.2014.05.026.

Vengesayi, S. (2003), “A conceptual model of tourism destination competitiveness and attractiveness”, *ANZMAC 2003 Conference Proceedings*, Adelaide, pp. 637–647.

Vengesayi, S., Mavondo, F.T. and Reisinger, Y. (2009), “Tourism destination attractiveness: Attractions, facilities, and people as predictors”, *Tourism Analysis*, Vol. 14 No. 5, pp. 621–636, doi: 10.3727/108354209X12597959359211.

Verplanken, B., Aarts, H., Knippenberg, A. and Moonen, A. (1998), “Habit versus planned behaviour: A field experiment”, *British Journal of Social Psychology*, Vol. 37 No. 1, pp. 111–128, doi: 10.1111/j.2044-8309.1998.tb01160.x.

Victor T.C. (1989), “Marketing implications for attractions”, *Tourism Management*, Vol. 10 No. 3, pp. 229–232, doi: 10.1016/0261-5177(89)90080-0.

Vivek, S.D., Beatty, S.E. and Morgan, R.M. (2012), “Customer Engagement: Exploring Customer Relationships Beyond Purchase”, *Journal of Marketing Theory and Practice*, Vol. 20 No. 2, pp. 122–146, doi: 10.2753/MTP1069-6679200201.

Vogt, C.A. and Andereck, K.L. (2003), “Destination Perceptions Across a Vacation”, *Journal*

- of Travel Research*, Vol. 41 No. 4, pp. 348–354, doi: 10.1177/0047287503041004003.
- Vogt, C.A. and Stewart, S.I. (1998), “Affective and Cognitive Effects of Information Use Over the Course of a Vacation”, *Journal of Leisure Research*, Vol. 30 No. 4, pp. 498–520, doi: 10.1080/00222216.1998.11949845.
- Wang, D., Kotsi, F., Mathmann, F., Yao, J. and Pike, S. (2022), “Short break drive holiday destination attractiveness during COVID-19 border closures”, *Journal of Hospitality and Tourism Management*, Vol. 51, pp. 568–577, doi: 10.1016/j.jhtm.2022.05.013.
- Wang, R., Kim, J., Xiao, A. and Jung, Y.J. (2017), “Networked narratives on Humans of New York: A content analysis of social media engagement on Facebook”, *Computers in Human Behavior*, Vol. 66, pp. 149–153, doi: 10.1016/j.chb.2016.09.042.
- Wang, Z. and Kim, H.G. (2017), “Can Social Media Marketing Improve Customer Relationship Capabilities and Firm Performance? Dynamic Capability Perspective”, *Journal of Interactive Marketing*, Vol. 39, pp. 15–26, doi: 10.1016/j.intmar.2017.02.004.
- Wellman, M.L., Stoldt, R., Tully, M. and Ekdale, B. (2020), “Ethics of Authenticity: Social Media Influencers and the Production of Sponsored Content”, *Journal of Media Ethics*, Routledge, Vol. 35 No. 2, pp. 68–82, doi: 10.1080/23736992.2020.1736078.
- Werts, C.E., Rock, D.R., Linn, R.L. and Jöreskog, K.G. (1978), “A General Method of Estimating the Reliability of a Composite”, *Educational and Psychological Measurement*, Vol. 38 No. 4, pp. 933–938, doi: 10.1177/001316447803800412.
- Wesselmann, S. (2019), “Do students belong to Florida’s creative class?: An empirical study of students’ expectations regarding city attractiveness”, *Journal of Place Management and Development*, Vol. 12 No. 2, pp. 164–180, doi: 10.1108/JPMD-07-2018-0047.
- Williams, L.J., Hartman, N. and Cavazotte, F. (2010), “Method Variance and Marker Variables: A Review and Comprehensive CFA Marker Technique”, *Organizational Research Methods*, Vol. 13 No. 3, pp. 477–514, doi: 10.1177/1094428110366036.
- Wold, S. (1992), “Nonlinear partial least squares modelling II. Spline inner relation”, *Chemometrics and Intelligent Laboratory Systems*, Vol. 14 No. 1–3, pp. 71–84, doi: 10.1016/0169-7439(92)80093-J.
- Wolfenbarger, M. and Gilly, M.C. (2003), “eTailQ: dimensionalizing, measuring and predicting etail quality”, *Journal of Retailing*, Vol. 79 No. 3, pp. 183–198, doi: 10.1016/S0022-

4359(03)00034-4.

- Woodside, A.G. and Dubelaar, C. (2002), “A General Theory of Tourism Consumption Systems: A Conceptual Framework and an Empirical Exploration”, *Journal of Travel Research*, Vol. 41 No. 2, pp. 120–132, doi: 10.1177/004728702237412.
- World Commission on Environment and Development & United Nations, General Assembly. (1987). Our common future - Development and international economic co-operation: Environment. WCED.
- Xiang, Z. and Gretzel, U. (2010), “Role of social media in online travel information search”, *Tourism Management*, Vol. 31 No. 2, pp. 179–188, doi: 10.1016/j.tourman.2009.02.016.
- Xiang, Z., Wang, D., O’Leary, J.T. and Fesenmaier, D.R. (2015), “Adapting to the Internet: Trends in Travelers’ Use of the Web for Trip Planning”, *Journal of Travel Research*, Vol. 54 No. 4, pp. 511–527, doi: 10.1177/0047287514522883.
- Xu, J., Yan, L. and Pratt, S. (2022), “Destination image recovery with tourism mascots”, *Journal of Destination Marketing & Management*, Vol. 25, p. 100732, doi: 10.1016/j.jdmm.2022.100732.
- Yacob, S., Johannes, J. and Qomariyah, N. (2019a), “Does Destination Attractiveness and Destination Image Create an Increase of Visiting Intention in Indonesia Rural Tourism?”, *SRIWIJAYA INTERNATIONAL JOURNAL OF DYNAMIC ECONOMICS AND BUSINESS*, Vol. 3 No. 2, p. 122, doi: 10.29259/sijdeb.v3i2.122-133.
- Yacob, S., Johannes, J. and Qomariyah, N. (2019b), “Visiting Intention: A Perspective of Destination Attractiveness and Image in Indonesia Rural Tourism”, *SRIWIJAYA INTERNATIONAL JOURNAL OF DYNAMIC ECONOMICS AND BUSINESS*, Vol. 3 No. 2, p. 122, doi: 10.29259/sijdeb.v3i2.122-133.
- Yamane, T. (1967), *Statistics: An Introductory Analysis*, 2nd ed., Harper and Row, New York.
- Yang, J., Zhang, D., Liu, X., Li, Z. and Liang, Y. (2022), “Reflecting the convergence or divergence of Chinese outbound solo travellers based on the stimulus-organism-response model: A gender comparison perspective”, *Tourism Management Perspectives*, Vol. 43, p. 100982, doi: 10.1016/j.tmp.2022.100982.
- Yang, S., Wang, B. and Lu, Y. (2016), “Exploring the dual outcomes of mobile social networking service enjoyment: The roles of social self-efficacy and habit”, *Computers in*

- Human Behavior*, Vol. 64, pp. 486–496, doi: 10.1016/j.chb.2016.07.010.
- Yangzhou Hu and Ritchie, J.R.B. (1993), “Measuring Destination Attractiveness: A Contextual Approach”, *Journal of Travel Research*, Vol. 32 No. 2, pp. 25–34, doi: 10.1177/004728759303200204.
- Yin, J., Cheng, Y., Bi, Y. and Ni, Y. (2020), “Tourists perceived crowding and destination attractiveness: The moderating effects of perceived risk and experience quality”, *Journal of Destination Marketing and Management*, Elsevier Ltd, Vol. 18 No. September, p. 100489, doi: 10.1016/j.jdmm.2020.100489.
- Yoon, A., Jeong, D., Chon, J. and Yoon, J.-H. (2019), “A Study of Consumers’ Intentions to Participate in Responsible Tourism Using Message Framing and Appeals”, *Sustainability*, Vol. 11 No. 3, p. 865, doi: 10.3390/su11030865.
- Yuan, J.J., Wu, C.K., Zhang, J., Goh, B.K. and Stout, B.L. (2008), “Chinese tourist satisfaction with Yunnan Province, China”, *Journal of Hospitality and Leisure Marketing*, Vol. 16 No. 1–2, pp. 181–202, doi: 10.1080/10507050802097115.
- Yuan, S. and Lou, C. (2020), “How Social Media Influencers Foster Relationships with Followers: The Roles of Source Credibility and Fairness in Parasocial Relationship and Product Interest”, *Journal of Interactive Advertising*, Vol. 20 No. 2, pp. 133–147, doi: 10.1080/15252019.2020.1769514.
- Zeng, B. and Gerritsen, R. (2014), “What do we know about social media in tourism? A review”, *Tourism Management Perspectives*, Elsevier Ltd, Vol. 10, pp. 27–36, doi: 10.1016/j.tmp.2014.01.001.
- Zgolli, S. and Zaiem, I. (2018), “The responsible behavior of tourist: The role of personnel factors and public power and effect on the choice of destination”, *Arab Economic and Business Journal*, Vol. 13 No. 2, pp. 168–178, doi: 10.1016/j.aebj.2018.09.004.
- Zhang, Z., Ye, Q., Law, R. and Li, Y. (2010), “The impact of e-word-of-mouth on the online popularity of restaurants: A comparison of consumer reviews and editor reviews”, *International Journal of Hospitality Management*, Vol. 29 No. 4, pp. 694–700, doi: 10.1016/j.ijhm.2010.02.002.
- Zhao, J. and Peng, Z. (2019), “Shared short-term rentals for sustainable tourism in the social-network age: The impact of online reviews on users’ purchase decisions”, *Sustainability*

(Switzerland), Vol. 11 No. 15, doi: 10.3390/su11154064.

Zhao, X., Lynch, J.G. and Chen, Q. (2010a), “Reconsidering Baron and Kenny: Myths and Truths about Mediation Analysis”, *Journal of Consumer Research*, Vol. 37 No. 2, pp. 197–206, doi: 10.1086/651257.

Zhao, X., Lynch, J.G. and Chen, Q. (2010b), “Reconsidering Baron and Kenny: Myths and truths about mediation analysis”, *Journal of Consumer Research*, Vol. 37 No. 2, pp. 197–206, doi: 10.1086/651257.

Zhao, X., Wang, L., Guo, X. and Law, R. (2015), “The influence of online reviews to online hotel booking intentions”, *International Journal of Contemporary Hospitality Management*, Vol. 27 No. 6, pp. 1343–1364, doi: 10.1108/IJCHM-12-2013-0542.

Zikmund, W.G., Babin, B.J., Carr, J.C. and Griffin, M. (2013), *Business Research Methods*, Cengage Learning, South-Western - Mason, OH.

Grey Literature (Websites)

en.wikipedia.org/wiki/Adventure_travel#References (accessed on 4 January 2023).

www.slovenia.info/uploads/dokumenti/raziskave/world2017.pdf travel council

www3.weforum.org/docs/WEF_TTCR_2019.pdf WEF

www.ibef.org

<https://leh.nic.in/> (accessed on 16 october, 2023).

www.niti.gov.in (accessed on 16 october, 2023).

d3.harvard.edu (accessed on 2 February 2024).

Report on Sustainability of Tourism in Ladakh: Review, Recommendation and Action agenda. G.B. Pant National Institute of Himalayan Environment. Kosi-Katarmal, Almora by UT of ladakh. (accessed on 16 october, 2023).

www.nmhs.org.in (accessed on 2 February 2024).

www.ladakhecotourism.com (accessed on 2 February 2024).

www.ladakhtourism.com (accessed on 7 April 2024).

UT: Receipts: Ladakh: Tax Revenue | Economic Indicators | CEIC (ceicdata.com) (accessed on 2 February 2024).

<https://discoverindiabyroad.com/our-trips/> (accessed on 7 April 2024).

FALCONRIDERSINDIA.COM (accessed on 7 April 2024).

RESEARCH PAPERS

Published

- Saini, H., Kumar, P., & Oberoi, S. (2023). Welcome to the destination! Social media influencers as cogent determinant of travel decision: A systematic literature review and conceptual framework. *Cogent Social sciences*, 9:1. DOI: [10.1080/23311886.2023.2240055](https://doi.org/10.1080/23311886.2023.2240055)
- Kumar, P., Aggarwal, B., Vinod, K., Saini, H. (2023). Sustainable Tourism Progress: A 10-year bibliometric analysis. *Cogent Social Sciences*, 10:1. DOI: [10.1080/23311886.2023.2299614](https://doi.org/10.1080/23311886.2023.2299614)
- Gulati, A., Saini, H., Singh, S., & Kumar, V. (2023). Enhancing Learning Potential: Investigating Marketing Students' Behavioral Intentions to Adopt ChatGPT. *Marketing Education Review*. DOI - [10.1080/10528008.2023.2300139](https://doi.org/10.1080/10528008.2023.2300139)

Under Review

- Saini, H., Kumar, P., & Kalia, P. (2024). Unveiling the Dynamics of Sponsored and Organic Content in the World of Social Media Travel Influencers, *International Journal of Tourism Research*.
ABDC-A category
- Saini, H., Kumar, P., & Kalia, P. (2024). What's TRENDing in Sustainable Tourism? Voice of Social Media Travel Influencers, *Anatolia*.
ABDC-B category

Articles under development

- Travellers Behaviour Towards ChatGPT Travel Recommendations: A Parallel Mediation Approach.

QUESTIONNAIRE

Section A

Please indicate your level of agreement or disagreement with each of the following statements, where 1= Strongly Disagree, 2= Disagree, 3=Slightly Disagree, 4=Neutral, 5= Slightly Agree, 6=Agree, 7= Strongly Agree.

Construct	Item code	Items	1	2	3	4	5	6	7
Travel Influences Content (IC)	IC1	Social media travel Influencers offer a variety of visually appealing adventure content							
	IC2	Social media travel Influencers adventure content is accurate							
	IC3	Social media travel Influencers posts are consistent with the facts available							
	IC4	Social media travel Influencers adventure content is reliable							
	IC5	Scrolling through adventure travel content posted by social media travel influencers about travel destinations develop an urge to visit							
Engagement with Followers (EWF)	EWF1	Social media travel influencers are interactive							
	EWF2	Social media travel influencers provide prompt answers to the queries on their post							
	EWF3	Social media travel influencers help in exploring the destination site's adventurous activities							
	EWF4	Social media travel influencers actively exchange travel ideas with their followers on social media							
Trip Experience Sharing (TES)	TES1	I share travel experience of my recent trips on social media networking sites							
	TES2	Traveller's experience sharing via social media helps people to identify genuine response							
	TES3	Influencer's travel experiences are considered while selecting a travel destination							
	TES4	Travellers prefer widely used social networks by influencers for travel inspiration and information sharing							
	DA1	The scenic view of a destination represented by social media influencers attracts me							

Destination Attractiveness (DA)	DA2	The adventure activities of the destinations attract me																	
	DA3	The ecological and socio-cultural environment of the destination attracts me																	
	DA4	Destination represented by social media travel influencers is more attractive than other tourist destinations																	
	DA5	Overall infrastructural development of the destination well satisfies tourists' needs and makes the destination attractive																	
Visit Intention (VI)	VI1	If I get a chance to travel, I intend to visit the destinations mentioned and featured by travel influencers on their social media post																	
	VI2	When I go on a trip, the probability that I visit the destinations shown by travel influencers on social media is high																	
	VI3	In the future, I will visit a destination recommended by the travel influencers that I follow on social media																	
Marker Variable (MV)	MV1	It is important for a person to dress in a fashionable manner.																	
Responsible Behaviour (RB)	RB1	I follow the tourism regulations of the administration at a tourist destination																	
	RB2	I do reasonable disposal of wastes incurred during my travel																	
	RB3	I try to convince other travellers to protect the natural environment of the tourist destination																	
Sustainable Adventure Tourism Development (SAT)	SAT1	Adventure tourist arrival has a positive impact on the economic development of destinations																	
	SAT2	Adventure tourism promotional posts by social media travel influencers increase footfall in a tourist destination																	
	SAT3	Adventure tourism promotes local entrepreneurship and generates employment opportunities																	
	SAT4	Tourists play a part in reducing harm to the environment at a tourist destination																	
	SAT5	Adventure activities at the destination influence your visit																	
	SAT6	I plan to support and promote a sustainable approach to tourism in the future																	

Section B

Which social media platforms do you use for seeking adventure travel-related information?
(Tick all that are applicable)

Instagram YouTube Facebook Travel Blogs

1. How **Frequently** do you use the following social media platforms for adventure travel related information?

	Never	Rarely	Sometimes	Often	Daily
Instagram	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
YouTube	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Facebook	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Travel Blogs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2. How many hours per week do you spend using the following social media for watching adventure travel content?

	0-5 hours	6-10 hours	11-15 hours	16-20 hours	More than 20 hours
Instagram	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
YouTube	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Facebook	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Travel Blogs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3. What type of adventure travel content do you surf on social media?

Text Photo Video Reels Reviews

4. Which device do you use while browsing social media platforms for adventure travel purposes?

Smartphone Tablet Laptop Desktop Computer

5. Do you follow any profile/page on social media that uploads content related to tourist destinations?

Yes No

6. Have you ever selected a trip destination due to the influence of social media travel influencers?

Yes No

7. Do you plan your itinerary based on the informational content posted on social media?

Yes No Sometimes

Section C [Demographics]

1. Name of the Respondent
2. Gender Male Female Transgender
3. Age
4. Marital Status (Separated) Single Married others (Widow, Divorcee,
5. Education Undergraduate Graduate Postgraduate
 Doctorate
6. Nationality Indian _____
7. Occupation Salaried Business Student Others
8. Annual Income below ₹3 lakhs ₹3 to ₹6 lakhs Above ₹6 lakhs
9. Travel Accompany Friends Solo Riding Club
 Spouse Family with Kids
 Package/Group Tour
10. Visit status First visit Repeat Visit
11. Length of stay 3-5 days 6-7 days Above 1 week
12. Accommodation Hostel Tents/Camp Hotel
 Homestay Friends/Relatives
13. No of holiday/trips 1-2 3-4 5-6
 More than 6 in last two years

Panel of Experts for Questionnaire Validation

A. External Experts

1. Dr. Komal Nagar, Sr. Assistant Professor, The Business School, University of Jammu.



Komal Nagar <komalnagar@rediffmail.com>
to me ▾

Dear Harish

Status: Recommended with minor changes

Comments:

1. Reframe first statement under the Trip Experience Sharing Construct.
 2. Reconsider first two statements under the Sustainable Adventure Sharing Construct.
 3. Consider "Social MediaTravel Influencers" instead of Social Media Influencers as you are going to survey for Adventure tourism development.
- The Rest of the sections look good.

Good wishes for your future endeavors.

2. Dr. Gurjeet Kaur Sahi, Head Commerce Department, University of Jammu.



Gurjeet Kaur Sahi <gurjeetkaur18@gmail.com>
to me ▾

I think you need to change your mediator. Visit intention can act as a moderator between mediator and dependent variable. Mediating variable can be Responsible/ Ethical Tourism or any determining factor of Sustainable Tourism.



3. Dr. Atul Shiva, Associate Professor, Univerity Business School, Chandigarh Univeristy.

Atul Shiva <atul.e8105@cumail.in>
to me ▾

Dear Harish,

I am happy to see the questionnaire designed by you. Kindly aee that the same must be named as an adapted questionnaire for your phd work. Secondly, see the statements where the sentence needs to be complete for better understanding of the respondent.

Thirdly, make ensure that control variables and moderators are duly covered in the questionnaire.

Make a convincing argument in the beginning regarding confidentiality of responses. In the demographic section, you can collect their email address, contact number and name by putting optic word.

Overall, the questionnaire is nicely designed. Good luck for your data collection and timely submission of PhD thesis.

Regards

Dr Atul Shiva
Associate professor
Chandigarh University, Mohali

B. Internal Experts

1. Dr. Pawan Kumar, Professor, Mittal School of Business, Lovely Professional University.

2. Dr. Veer Gangwar, Professor, Mittal School of Business, Lovely Professional University.

3. Dr. Vishwas Gupta, Assistant Professor, Mittal School of Business, Lovely Professional University.