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## **THE INFLUENCE OF TOURISM IMPACTS AND DESTINATION SOCIAL RESPONSIBILITY ON SUPPORT FOR TOURISM DEVELOPMENT: A CONCEPTUAL MODEL**

Mohammed Alawi Al-sakkaf<sup>1\*</sup>, Zurina Mohaidin<sup>2</sup>, Yulita Hanum P. Iskan<sup>3</sup>, Mohsen Ali Murshid<sup>4</sup>,  
Saleh Amarneh<sup>5</sup>

<sup>1</sup> Graduate School of Business, Universiti Sains Malaysia, Penang, Malaysia  
College of Administrative Science, Hadhramout University, Hadhramout, Yemen  
Email: sakkafmohmd@gmail.com

<sup>2</sup> Graduate School of Business, Universiti Sains Malaysia, Penang, Malaysia  
Email: mzurina@usm.my

<sup>3</sup> Graduate School of Business, Universiti Sains Malaysia, Penang, Malaysia  
Email: yulita@usm.my

<sup>4</sup> Department of Marketing and Production, Faculty of Administrative Science, Tamar University, Yemen  
Email: Mohsen092@gmail.com

<sup>5</sup> Graduate School of Business, Universiti Sains Malaysia, 11800, Pulau Pinang, Malaysia  
Email: saleh.amarneh@gmail.com

\* Corresponding Author

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### **Abstract:**

Support for tourism development is a novel idea that is regarded as one of the most current trends in tourism literature; it is still a developing research subject in various regions of the world. Saudi Arabia is an appropriate emerging economy to explore tourism development. This study contributes to the literature by investigating the support for tourism development and its determinants in Saudi Arabia after the Kingdom opened its doors to tourism in late 2018. By combining the social exchange theory and stakeholder theory, this article proposes a conceptual model to explore the moderating effect of destination social responsibility on the relationship between tourism impacts and support for tourism development. The study proposes distributing a self-administered questionnaire to the respondent residents in order to acquire data on support for tourist development and other variables. The proposed conceptual model could be very useful; it can help tourism development organizations adopt tourism planning and sustainable tourism policies, destination management and social responsibility policies, or develop strategies and policies for more sustainable tourism, as well as create benefits for residents.

DOI: 10.35631/JTHEM.729007.This work is licensed under [CC BY 4.0](https://creativecommons.org/licenses/by/4.0/)**Keywords:**

Perceptions Of Tourism Impacts, Destination Social Responsibility, Support For Tourism Development, Social Exchange Theory, Stakeholder Theory.

**Introduction**

Tourism is one of the fast-growing industries worldwide after chemicals and fuels (UNWTO, 2019). Many countries consider the tourism industry to leverage their economic and social development, particularly developing countries (Goffi et al., 2019). In 2019, tourism and travel contributed to USD 9.2 trillion of world GDP, with 334 million jobs, and USD 1.7 trillion was spent by international visitors (WTTC, 2021). With the steady growth in international tourists, countries and communities are exposed to effects, not just economic but also expand to sociocultural and environmental aspects (Iqbal & Ahmed, 2022; Jangra & Kaushik, 2022; Styliadis & Quintero, 2022). These phenomena have drawn the attention of scholars and practitioners to how residents and tourists interact in favor of assessing their perceptions (Rêgo & Almeida, 2022; Thyne et al., 2022).

When developing tourism in a destination, local inhabitants have to be involved in the planning procedure to have their support and outline the policies aligned with their communities (Tosun et al., 2020). The involvement of local residents in planning must happen in the premature phase of tourism development. Thus, residents will be more understanding of tourism development and aware of its impacts (Çelik & Rasoolimanesh, 2021; Mwesummo et al., 2022). Besides, understanding local residents' perceptions of tourism development can help reduce potential adverse effects and enhance benefits (Alrwajfah et al., 2021; Tournois & Djerić, 2019). As a result, their perceptions can assist in developing community and support tourism policies. Nevertheless, inadequate tourism planning can have severe effects, damage the entire tourism industry, and negatively impact residents and destination communities (Charag et al., 2021; Gannon et al., 2021).

Several tourism-related research has studied tourism development and its impacts based on the perceptions and attitudes of residents (Gursoy, Ouyang, et al., 2019; Hammad et al., 2017a; Rasoolimanesh, Ringle, et al., 2017). However, these studies still have some shortcomings. First, the majority of studies were conducted in developed countries and fewer in developing ones (Hadinejad et al., 2019), particularly in Gulf Countries such as Saudi Arabia (Algassim et al., 2021; Saleh et al., 2021). Second, apart from regions, previous studies dealt with mature destinations, where tourism is in the advanced development lifecycle stages (Almeida-García et al., 2016; Kim & Hall, 2021; Lundberg, 2017; Zhou & Huang, 2019). In contrast, studies on tourist destinations that are in the early stage are limited, specifically in Saudi Arabia, where tourism development is a completely new experience (Aliedan et al., 2021; Elshaer et al., 2021). Third, the studies still report inconsistent and unreliable outcomes regarding residents' perceptions of tourism impacts and their support for its development. For example, Gursoy et al. (2019) revealed that residents perceived positive tourism impacts on their tourism support while adverse effects have no influence. In comparison, Nazneen et al. (2019) confirmed that both positive and negative perceptions of tourism effects have substantial positive effects on tourism development support. Similarly, Hateftabar and Chapuis (2020) reported that positive impacts positively influence residents' support for tourism, while negative impacts have a negative influence on tourism support. This study proposes that locals' perceptions depend on

the context, cases of tourism development and its stages. Accordingly, the findings from various nations or regions cannot be generalized to other areas. Therefore, no agreement exists on residents' estimation of the tourism effect.

At the same time, tourism-related literature indicated moderating and mediating effects associated with the relationship between tourism impacts and tourism development support (Hammad et al., 2019; Ma & Kaplanidou, 2017; Park et al., 2015). Scholars argue that destination social responsibility (DSR) can enhance a positive perception and endorse the tourism industry among locals (Gursoy, Boğan, et al., 2019; Su et al., 2020). DSR initiatives aim to sustain tourism growth by committing to a destination and community in order to mitigate the negative impacts on stakeholders (Su & Swanson, 2017). Literature indicated that the collective social responsibility of all stakeholders in a destination leads to favourable perceptions of tourism and trigger residents' attitudes toward more backing for tourism growth (Su, Huang, et al., 2018). DSR improves the community's financial and nonfinancial well-being and boosts the residents' involvement in planning procedures and residents' place attachment (Chi et al., 2019; Lee et al., 2021; Martín et al., 2018).

The augmented interest in tourism development consequences and the role of social responsibility in a destination has led to a scarcity of research investigating the moderating effects of DSR on the relation between tourism affects perceptions and support for tourism development, specifically in emerging destinations (MacKenzie & Gannon, 2019; Sharma, 2019). Nonetheless, the interactions of DSR perceived by local residents are critical for theoretical causes and destination marketing. First, the study intends to use social exchange theory and stakeholder theory to set a conceptual model for explaining how stakeholders commit DSR that the local residents perceive. Second, studies that explore the interaction of DSR among multidimensional tourism effects and support tourism development from a locals viewpoint are limited. Accordingly, tourism managers and policymakers can handle tourism development activities and design proper tourism plans in Saudi Arabia. Third, the model is established on the extant literature references like academic articles and texts to be the methodology source. Hence, the main objective is to explore the influence of DSR as a moderator on the association between economic, sociocultural, and environmental effects and tourism development support from residents' perspectives. The suggested model contains six propositions with brief guidelines for future investigation, such as operationalization of the constructs and empirical tests.

## **Underlying Theories**

### ***Social Exchange Theory***

According to SET (Ap, 1992), residents who gain benefits from tourism have a positive perception of tourism and support its development. Whereas those who do not benefit to the desired extent have a negative perception of tourism and may oppose present or future tourism development (Nunkoo & So, 2016; Stylidis, 2018).

In the context of tourism, the social exchange theory (SET) has stood as the most widely utilized in assessing locals' attitudes to tourism growth and hence has provided meaningful theoretical contributions to tourism effect evaluation by destination inhabitants (Hadinejad et al., 2019; Nunkoo & Ramkissoon, 2011; Sharpley, 2014). According to Ap (1992), the social

exchange theory (SET) is "a general sociological theory concerned with understanding the exchange of resources between individuals and groups in an interaction situation." Similarly, the resource exchange (e.g., material, social, or psychological nature) between individuals and entities is based on the direct and indirect benefits derived from that relationship (Ma & Kaplanidou, 2017). People assess the interaction positively when they perceive it is profitable, while people may consider the interaction negatively when they sense costs surpass the benefits (Nunkoo & Gursoy, 2017; Teye et al., 2002). Once people perceive the exchange favourably, they are plausible to be involved in the interaction process (Gannon et al., 2021; Gursoy, Ouyang, et al., 2019). Consequently, residents of tourist destinations tend to support tourism expansion whenever they gain benefits that exceed the costs (Látková & Vogt, 2012; Sinclair-Maragh & Gursoy, 2016). Additionally, resource exchange can only take place if the parties engaged have mutual trust, cooperation, and commitment (Zhao et al., 2017).

### ***Stakeholder Theory***

In tourism, several scholars have adopted stakeholder theory in their studies (e.g., Hao et al., 2018; Jaafar et al., 2017; Li et al., 2020; Zaman & Aktan, 2021) because stakeholder theory establishes a conceptual framework for comprehending how to incorporate the interests of diverse stakeholders into a destination (Gursoy, Boğan, et al., 2019). A stakeholder is defined as any group or individual who can influence or is influenced by a corporation's achievement of its purpose (Freeman, 1984, p. 46). This entitled the stakeholder group or individual to have a legitimate interest in an organization (Yang et al., 2019). According to stakeholder theory, various individuals and groups can both support and influence the organization and be supported and impacted by it (Freeman, 1984).

Buhalis (2000) described a destination as a geographical location that combines all products, services, and tourist experiences provided for visitors. Baggio and Del Chiappa (2017) defined tourism destinations as socioeconomic networks with groups of interacting players related to one another. Therefore, stakeholders are relevant to destinations because they are perceived as a network of interdependent and diversified stakeholders (Su, Sam, et al., 2018). Previous studies confirmed that the participation of all stakeholders' interests in development and planning leads to sustaining the tourist destination (Nicholas et al., 2009). Byrd (2007) suggested that stakeholders' involvement in the planning operation fulfils a set of harmonious stakeholder interests and mitigates conflicts in the long term. Adongo et al. (2019) revealed that the collaboration between stakeholders enhances the legitimacy of their interests, which in turn influences the viability and attractiveness of the tourist product.

The main stakeholders in the tourist destinations are categorized as individuals or organizations, including residents, governments, tourism enterprises, and visitors (Gong et al., 2019). Residents are the core stakeholder group that affect and affected by tourism development (Karamustafa et al., 2020; Ma et al., 2020; Sharma & Gursoy, 2015; Stylidis et al., 2017). Several studies have shown that residents' attitudes and behaviour are influenced by their perceptions of destination development and management (Garau-Vadell et al., 2018; Stylidis et al., 2014; Su, Huang, et al., 2018). Because residents are so vital in developing and delivering high-quality tourism experiences at a destination, thus, it is crucial to look at how local residents perceive destination social responsibility practices.

## Development of The Model Propositions

### *Residents' Support for Tourism*

The study operationalizes locals' attitudes to tourism growth as their support for it. This is a sensible rep because Gursoy et al. (2010) discovered that locals' support for tourist expansion is contingent on the aspects affecting their reactions to it. Additionally, employing this rep is warranted since positive attitudes are associated with a high degree of support for development, whereas negative attitudes are related to a low degree of support (Nunkoo, 2011; Sinclair-Maragh & Gursoy, 2016). According to Fan et al. (2019), residents' support is defined as "residents' behavioural action to support more tourism development in their community, and it is the behavioural attitude of people resulting from their psychological perception." Resident supportive behaviour is highly critical for the success of any tourism development project, besides sustaining tourism at those destinations (Almeida-García et al., 2016). The support of local residents ensures the tourism industry's political, physiological, social, commercial, and economic stability (Lee, 2013; Zaman & Aktan, 2021). Therefore, other stakeholders in a destination (e.g., local government, policymakers, and businesses) look after understanding residents' opinions toward the tourism industry. Tourism development is viewed as including both costs and benefits / negative or positive impacts linked with it, which in return influences residents' supportive attitudes toward its development (Chi et al., 2018; Zuo et al., 2017).

### *Residents' Perception of Tourism Impacts and Support for Tourism Development*

Tourism impact is a multidimensional construct that encompasses economic, social, environmental, and cultural conditions while simultaneously influencing the residents of a destination (Rivera et al., 2016). This impact can be estimated through residents' perceptions (García et al., 2015). Studies have concluded that the main dimensions of tourism impacts are economic, sociocultural, and environmental impacts (Lee & Jan, 2019; Lundberg, 2017). This is also consistent with the triple bottom line approach to impacts, which is widely utilized in the literature on sustainable tourist development (Maheshwari et al., 2019; Styliadis et al., 2014; Tournois & Djerić, 2019).

The economic impacts of tourism have generally been considered a positive economic force, both positively and negatively (Kim et al., 2013). Regarding the positive economic impacts, the literature indicated that tourism generates job opportunities, increases the personal / residents' income, and sustains infrastructure (Garau-Vadell et al., 2018; Nazneen et al., 2019). However, tourism may also generate negative impacts. For instance, tourism raises the cost of living and goods-services prices (Al-sakkaf et al., 2020; Hammad et al., 2017; Monterrubio et al., 2018). Tourism may also cause leakages in the local economy (Nelson & Matthews, 2018; Zhou & Huang, 2019).

Regarding the sociocultural impacts of tourism, the extant literature has shown that the sociocultural impacts consist of positive and negative effects. For example, Tourism encourages cultural interchange and understanding of diverse cultures and improves public services (Jaafar et al., 2017; B. Sharma & Gursoy, 2015). But tourism may negatively impact sociocultural life, such as an increasing rate of crimes and alcohol and drug consumption (Bhat & Mishra, 2020; Jaafar et al., 2017; Song et al., 2017). Several studies deal with the environmental impacts of tourism as a negative influence (Chen et al., 2020), such as tourism leads to the depletion of natural resources, increasing pollution, overcrowding, noise, and

traffic congestion (Lin et al., 2017; Nunkoo & So, 2016; Stylidis et al., 2014). Nevertheless, other studies recognized that tourism expansion could generate positive environmental effects, such as improving the environmental awareness in the destinations (Bhat & Mishra, 2020), which leads to the preservation of the natural resources (Bhat & Mishra, 2020; Zhuang et al., 2019). Accordingly, the propositions are as follows:

**P1:** *The perceived economic impacts of tourism are positively related to residents' support for tourism development.*

**P2:** *The perceived sociocultural impacts of tourism are positively related to residents' support for tourism development.*

**P3:** *The perceived environmental impacts of tourism are positively related to residents' support for tourism development.*

### ***Destination Social Responsibility (DSR) Perceptions***

While public expectations of businesses have continuously risen, scholars and practitioners disagree on the precise definition of corporate social responsibility (CSR) (Frynas & Yamahaki, 2019). CSR is difficult to define because it encompasses various approaches and varies according to context, time, and culture (Ozdora Aksak et al., 2016). However, Su, Huang, et al. (2018) argued that the concept of CSR, as applied to organizational behaviour, is insufficiently tailored to the destination context. Since the perceptions of CSR and tourism impacts can be the consequences of all stakeholders' collective activities within a community (Hu et al., 2019), thus, Su et al. (2020) defined DSR as "the collective ideology and efforts of destination stakeholders to conduct socially responsible activities as perceived by local residents" (p. 5). Residents of tourist destinations are the focus of this study's DSR review. Residents are a critical stakeholder group in destinations, as they directly benefit or suffer from tourism expansion (Martín et al., 2018; Song et al., 2017).

Sustaining tourism development has become a significant challenge. DSR, a term associated with tourism sustainability, refers to residents' perceptions of destination stakeholders' efforts to assume social responsibilities (Su et al., 2020). It belongs to the tourism industry because of the industry's potentially negative consequences for economic, social, and environmental life (Ghaderi et al., 2019; Lee et al., 2021), which directly affects residents' supportive attitudes (Boğan et al., 2020; Gursoy, Boğan, et al., 2019). It has proved that DSR acts and concentrates on stakeholder activities that reduce the stakeholders' adverse impacts of tourism on the destination and generate economic, social, and environmental benefits for community residents (Hassan & Soliman, 2021; Lee et al., 2021).

According to the reciprocal premise of SET and stakeholder theory, when residents develop their perceptions of DSR, its effects extend to their perceived tourism impact simultaneously, leading to influences on overall behavioural attitudes (Lee et al., 2021). DSR and perceived impacts depend on residents' cognitive perceptions (Boğan et al., 2020; Sharpley, 2014). The cognitive system is "a structure of mutually and simultaneously influencing change" rather than working in a discrete and sequential manner (Van Gelder & Port, 1995, p. 3). Li et al. (2019) suggested that individuals may be unable to compose distinct attitudes depending on an assessment of DSR practices and the effects of tourism; on the other hand, they are likely to form an overarching attitude without considering its source. Hence, DSR potentially interacts

with the tourism impact perception processes and, as a result, strengthens or weakens the link between tourism and the attitude of residents.

The moderating role of perceived DSR has been empirically supported, e.g., in the relationships between the impact of crowding perceptions and the tourists' emotions (Kim & Yoon, 2020) and between the influence of personal norms and pro-environmental behaviour (Lee et al., 2021). As a result, it is logical to suppose that when residents have varying expectations of DSR, their attitudes to the tourism sector will be rather diverse (Su & Huang, 2018; Su & Swanson, 2017). Likewise, the same tourist impacts can have varying degrees of impact on communities' general sentiments about tourism. High expectations for DSR activities can lead residents to react more positively to identify positive outcomes and less adversely to similar negative consequences (Boğan et al., 2020; Gursoy, Boğan, et al., 2019; Li et al., 2019). Based on the above mechanism, this study proposed the moderating role of DSR as follows:

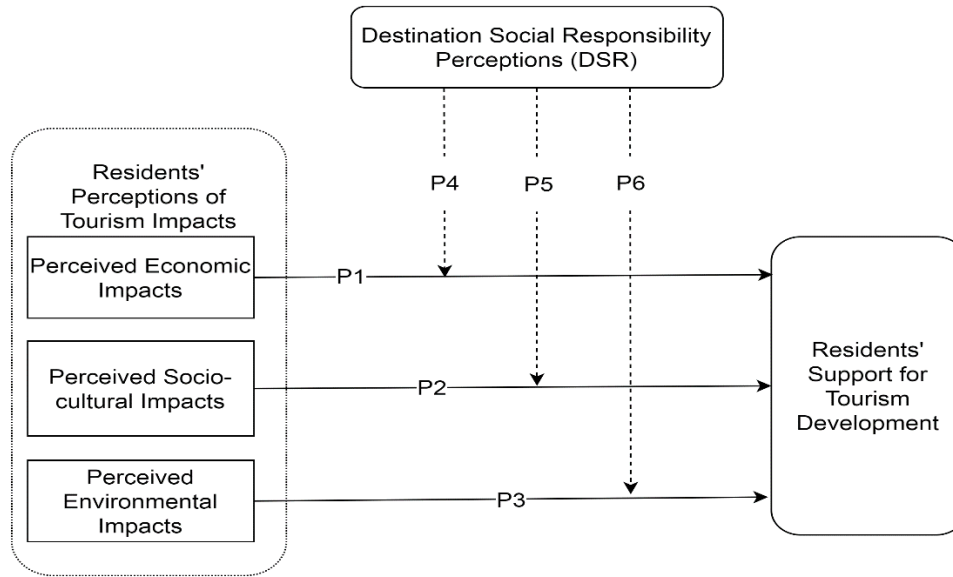
**P4:** *DSR moderates the relationship between perceived economic impacts and support for tourism development. Specifically, the relationship will be stronger in the case the perceptions of DSR are higher.*

**P5:** *DSR moderates the relationship between perceived sociocultural impacts and support for tourism development. Specifically, the relationship will be stronger in the case the perceptions of DSR are higher.*

**P6:** *DSR moderates the relationship between perceived environmental impacts and support for tourism development. Specifically, the relationship will be stronger in the case the perceptions of DSR are higher.*

### **Conceptual Model**

The suggested model is to explore residents' support for (or attitudes toward) tourism development. The model proposes a direct and significant relationship between residents' perceptions of tourism impacts and their support for tourism development. Residents' perceptions of tourism impact are investigated as a triple bottom line; perceived economic, sociocultural, and environmental impacts. These three dimensions of tourism are rarely examined based on a non-forced approach (Stylidis et al., 2014; Tournois & Djerić, 2019). In contrast, most studies pre-assume that tourism impacts are positive and negative in operationalizing the dimensions (e.g., Chi et al., 2018; Hateftabar & Chapuis, 2020; Nunkoo & Gursoy, 2017; Rasoolimanesh et al., 2017). The model also suggests indirect and significant associations through moderation of perceived destination social responsibility (DSR) among residents' perceptions of tourism impact dimensions and their support for tourism development. Figure 1. presents the proposed structure of the current conceptual model.



**Figure 1. Residents' Support for Tourism Development Model**

**Method**

Using a self-administered questionnaire, the sample for this study can be chosen from any tourist site that is in the initial stage of tourism development, particularly in Saudi Arabia's main destinations, including Riyadh, Dammam, Abha, Alula, Albaha, and Jeddah. These sites can provide a comprehensive picture of how local communities view tourism development. The unit of analysis should be limited to individuals aged 18 years old and above who live in or around the tourist attractions, as dealt by several studies (Jaafar et al., 2017; Rasoolimanesh, Ringle, et al., 2017). Young individuals (less than 18 years) may not understand the questions and are not aware of tourism development activities in their community (Eslami et al., 2018). Tourism impacts perceptions measured as a triple-bottom-line (perceived economic, sociocultural, and environmental impacts). The measurement of tourism impact dimensions and support for tourism development can be adopted from the extant studies (e.g., Styliadis et al., 2014; Tournois & Djerić, 2019). DSR can be gauged using the scale adopted by Su, Sam, et al. (2018). A 5-point Likert scale will gauge all items "1= strongly disagree to 5 = strongly agree", except the dimensions of the effects of tourism will be gauged by employing a non-forced approach based on "1= strongly negative to 5= strongly positive". Table 1 shows the variables and their measures as proposed in the model.

**Table 1. Variables, Definitions, Measures, and References**

Variables	Definitions	Measures items	Related references
Perceived Economic Impacts	Residents express their opinions about "the revenue generated in the local economy/standard of	"Revenue generated in the local economy / Standard of living/ Number of jobs /	Styliadis et al. (2014); Tournois and Djerić (2019)



	living/ number of jobs/infrastructure/prices of land/housing.”	Infrastructure / Price of land/housing.”	
Perceived Socio-cultural Impacts	Residents express their opinions about “the opportunity to meet people from other cultures / cultural actives and entertainment/availability of recreational facilities/quality of public services (fire, police) / community spirit/crime level.”	“Opportunity to meet people from other cultures / Cultural actives and entertainment / Availability of recreational facilities / Quality of public services (fire, police) / Community spirit / Crime level.”	Stylidis et al. (2014); Tournois and Djeric (2019)
Perceived Environmental Impacts	Residents express their opinions about “noise levels / environmental pollution / crowding / traffic congestions.”	“Noise levels / Environmental pollution / Crowding / Traffic congestions.”	Stylidis et al. (2014); Tournois and Djeric (2019)
Perceived Destination Social responsibility (DSR)	"The collective ideology and efforts of destination stakeholders to conduct socially responsible activities as perceived by local residents."	“The destination seems to include environmental concerns in its operations / give back to the local community / be successful in their profitability / treat its stakeholders well / be based on ethical values and beyond legal obligations.”	Su et al. (2020); Su, Sam, et al. (2018)
Residents' support for tourism development	Residents are willing to support “further tourism development / public funding for tourism promotion/increase in the volume of tourists.”	“Further tourism development / Public funding for tourism promotion / Increase in the volume of tourists.”	Stylidis et al. (2014); Tournois and Djeric (2019)

In order to achieve the objective of this study, PLS-SEM is suitable because it deals with complex models with the key driver components and structural models (Hair Jr et al., 2021). Nonetheless, in the tourism and hospitality field, PLS-SEM has become a trend (Ali et al., 2018; do Valle & Assaker, 2016). Therefore, we recommend testing the current model to generate theoretical and empirical knowledge on tourism development.

## Discussion

This study proposes a conceptual model for tourism development support to investigate its antecedents, tourism effects, and DSR. There are many conceptual research frameworks available on backing for tourism growth and its precursors (e.g., Nunkoo et al., 2020; Sinclair-

Maragh & Gursoy, 2016), while only a few conceptualization studies have been undertaken on the moderating role of DSR. There are some conflicts in the findings of earlier studies on the relationship between residents' support for tourism development and their perceptions of its impacts. For example, (Hateftabar & Chapuis, 2020) found that there is a positive relationship between positive perceptions of tourism impacts on residents' support for tourism; and a negative relationship between negative perceptions of tourism impacts on residents' support for tourism, whereas Nazneen et al. (2019) and Nunkoo and Gursoy (2017) found the contrary. These contradictory findings suggest that the general conclusions of previous studies on residents' perceptions of tourism impacts and their support for its development need further research. The potential reasons for these conflicts may be due to different conceptualization and operationalization of the constructs (Gursoy, Ouyang, et al., 2019) and the stage of development and tourism type (Lee & Jan, 2019; Liu & Li, 2018; Nunkoo & Gursoy, 2017). This study proposes a framework model that conceptualizes tourism impacts as the triple bottom line and operationalizes them based on a non-forced approach. However, to capture the variance in the connection between multidimensional tourism impacts and tourism development support by locals, this research proposes a moderation of perceived DSR.

### ***Theoretical Implications***

The research model provides a wealth of opportunities for examining the linkages between multidimensional tourism effects and tourism support by local residents at a destination. We have developed six propositions that can be tested based on quantitative research using survey data. Another significant theoretical contribution of this development support for the tourism model is the inclusion of DSR activities of stakeholders. Including DSR will offer a more significant role in understanding support for tourism at a destination level based on SET and stakeholder theory and identifies a gap in the tourism impacts literature. That is because the interaction effects of DSR on the association between tourism effects and support tourism remains an unexplored issue in the tourism management literature.

### ***Managerial Implications***

This model should encourage marketing managers of destinations to incorporate the practice of social responsibility into the development support for tourism. Increasing the positive tourism impacts would boost the development support for tourism while including the importance of using DSR should provide the opportunity to enhance support for tourism and create residents' satisfaction and loyalty. Managers of destinations can maximize the advantages of tourism to local communities (Su & Huang, 2018), including strategies to enhance community material and nonmaterial conditions and their well-being. This may help formulate policies and develop marketing plans for broader social responsibilities and gain a competitive edge over other destinations (Su & Swanson, 2017).

### ***Limitations and Future Research***

The conceptual model proposes three constructs of tourism impacts that influence support for tourism development with moderating role of DSR. Future studies should consider how often DSR perceptions from tourists' perspectives moderate this impact. This information could be used to get more substantial positive tourism impacts which could affect support for tourism development. On the other hand, including different variables such as life satisfaction will result in tourism development sustainability (Eslami et al., 2019; Woo et al., 2021).

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