Influence of Corporate Social Responsibility on Tourist's Revisit Intentions of Gilgit & Baltistan: A Mediation Moderation Framework

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A B S T R A C T

This study aims to examine the influence of DCSR on Gilgit and Baltistan's intention to revisit tourists in the context of tourist destinations. This study employed a cross-sectional approach and self-administrative survey method to collect data from 300 tourists visiting Gilgit and Baltistan. Using random sampling, data was collected from tourists who visited Gilgit and Baltistan and analyzed through Structural Equation Modelling (CB-SEM) via AMOS software. Results revealed that destination image and tourist satisfaction moderate the relationship between DCSR and tourist revisit intention. The study also revealed the moderating role of WOM in the relationship between tourist satisfaction and revisit intentions.

Keywords: Corporate Social Responsibility, Destination image, Economic responsibility, Social responsibility, Environmental responsibility, Customer satisfaction, Revisit Intention, and WOM

1. Main text

The competition in the hospitality and tourism industry is getting quite fierce, so retaining current customers/tourists is a decisive way for hotels/destinations to gain a sustained modest advantage over supplementary firms (Kim & Kim, 2016). The tourism and hospitality sector endures to look for different approaches to enhance the image of their destination and maintain customer satisfaction. According to Martinez et al. (2014), customer decisions related to destinations are susceptible to various concerns related to disasters, pecuniary discrepancies in progressive countries because of economic issues, and climate change. According to Jalil et al. (2013), there is a close association between the sustainable growth concept and dealing with challenges of prominent tourism destinations is conceivable via the formation of managerial tools like enhancing visitors' satisfaction and attraction, the suggestion of practices and reactions that are distinguished from contending destinations. In that vein, destinations are nowadays presented as brands to succeed strategically (Gartner & Ruzzier, 2011; Rodrigues et al., 2020). Research on the factors influencing visitor satisfaction and intention to revisit the destination has received insufficient attention, particularly the relationship between destination image and satisfaction, WOM and customer revisit intention (Phi et al., 2022).

Tourism sustainability is one of the significant issues of the Global Sustainable Development Agenda (SDG) 2030. The UN highlighted the vital role of tourism in attaining the SDG when 2017 was declared the global year of the United Nations and became the Year of Sustainable Tourism for Development. As mentioned by the Organization for Economic Co-operation and Development (OECD) in 2018, "the underlying rationale for linking three SDG goals to tourism development is based on the intrinsic local character of tourism activities, as this tourism is driven by the attractiveness of the communities (culture, heritage) and the environment (natural resources and facilities)" (Hall, 2019). According to Aman et al. (2019), hospitality and tourism have become an important pecuniary segment in many emerging nations in current centuries via the expansion of interrelated works, improve the living standards of the local population and support the development of supplementary industries (Villanueva-Álvaro et al., 2017; Brătucu et al., 2017). In addition, customer satisfaction plays an important role in customer retention (Pérez & del Bosque, 2015; Yoo et al., 2015). Researchers have found that purchaser satisfaction is related to an individual's peculiar experience of the eminence of service provided by an association; furthermore, the satisfaction of customers is related to their prospects of an amenity that is delivered (Turkay et al., 2018; Kılıçarslan & Caber, 2018). According to Curry et al. (2016), tourism is an important social and artistic phenomenon that has a major pecuniary impact on towns and is the world's 4th major export after fuel, food, and chemicals.

According to Yasir et al. (2016) and Yasir and Khan (2020), trust and satisfaction are demarcated as the individual's hopes, conventions, and views concerning the optimistic consequences of the forthcoming others' behavior. Matten and Moon (2020) stated that business processes influence the behavior of consumers, the exterior environment, and society. For this reason, Corporate Social Responsibility (CSR) is detailed as a strategic part of the approaches that eliminate the undesirable impact on the exterior environment. A measurement tool was proposed that imitates the dimensions associated with CSR, which are economic, social, and environmental, in the tourism and hotel sector (Martinez et al., 2013). Previous research indicates that CSR has become an imperative field of practice and study in today's corporate environment (Alvarado-Herrera et al., 2017; Martínez & del Bosque, 2013). Nowadays, CSR is considered a significant approach for companies to exploit the satisfaction of consumers and profit and to increase customers' positive attitudes toward their brands (Calabrese et al., 2016). According to Dubbink et al. (2008), CSR is intimately associated with transparency because it is an obligatory form of CSR development. A high level of transparency is being demanded from organizational leaders (Schmit et al., 2012). However, while business leaders openly commit to CSR goals, hotel leaders often disclose insufficient information when reporting sustainable businesses (de Grosbois, 2012; Bonilla-Priego et al., 2014). Holcomb et al. (2007) stated that big hotels frequently do not yield CSR activities and efforts in detail. According to Muhammad and Rashid (2018), in the last decade, CSR has become very important for hotel companies due to strong public pressure to increase the satisfaction of tourists. CSR is considered a tactical corporate source that hotels must value. In addition to raising public pressure on hotel companies, increased communal awareness of CSR has strongly pressured hotels to improve visitors' satisfaction (Deegan, 2015).

There has been a significant increase in the average interaction of tourists over the last three to four years in Pakistan. From a historical perspective, the number of worldwide tourists was 41 million in 1980, which increased to 45 million in the 1990s and 196 million in the last decade. According to the United Nations Tourism Organization (2016), the global tourism industry produced US$1.5 trillion in export revenue, which helped to make tourism the fifth major industry in the world. According to the Pakistan Tourism Development Corporation (PTDC), last year, 3.2 international travelers arrived in Pakistan, of which 17000 visited on tourist visas, and more than 1 million local tourists visited northern areas in the current season (Tribune, 2022). Based on the present governmental national and global tourism promotional policies, it can be expected that tourists increase by 30% in the year 2030. According to Ali (2016), Pakistan's hotel industry has become a foremost financing destination, especially in the northern regions, and one of the main reasons for this is the improvement of Pakistan's tourism industry. According to Hassan (2017), as per the report of PTDC, 1.75 million visitors traveled to Pakistan, and the tourism segment contributed to the GDP by 6.9% in 2017. According to Pakistan Tourism Statistics 1995- 2022, Pakistan tourism is at 948,000,000.00 in 2019, which was an increase of 12.19% from 2018. Hotels are the most popular accommodation options for both foreigners and local visitors. Therefore, tourism and hospitality industry revenue has become an additional resource for development in Pakistan because of an upsurge in hotel returns (Ali, 2016). According to Viet et al. (2020), a direct association between destination image and satisfaction leads to revisiting the intention. For that purpose, Mohammad and Rashid (2018) recommended that hotels need successful advertising methods to attract national and international customers. In addition, meeting underlying customer expectations and increasing customer satisfaction would also improve customers' willingness to revisit.

WOM is an important and common feeling; it has long been known that people often share their consumption experiences with others. Social discussions generated over 3.3 billion brand impressions daily (Berger & Schwartz, 2011). WOM significantly impacts consumer choice; therefore, initiating a positive WOM is an important marketing strategy (Moliner-Velázquez et al., 2015). Word of mouth is more informative than traditional marketing communications in the service industry. The WOM is generated before or after the purchase. WOM helps consumers gain brand awareness and reduce perceived risk (Dhillon, 2013). Therefore, WOM played a critical role. In addition, hotels must address the above concerns to improve customer satisfaction and attractiveness via CSR implementation. Several surveys stated that the motivation for using CSR in business tactics is to differentiate the company from its entrants (Reisinger, 2013; Porter & Kramer, 2006) and increase sales (Mohammad & Rashid, 2018; Lee, 2008). According to Levy and Park (2014), research conducted in the United States focused on examining the accrued benefits of using CSR. In contrast, it was suggested to analyze diverse contexts, especially developing countries (Vong & Wong, 2013) and, according to Xun (2013), more specifically in the context of the hotel industry as a non-manufacturing industry. One of the most important factors is CSR, which needs to be entailed when studying tourism in Pakistan. Schwartz (2017) stated that these errands rotate around the preservation of social and environmental factors. Especially when it comes to tourism, the effects of such factors become even more important to ensure that natural sources are not damaged by the increased tourist flow (Font et al., 2016). Furthermore, it is essential to ensure that local individuals' lives are not exaggerated due to the upsurge in tourist flow. A peaceful and stable environment can be built in a country by handling such factors diligently. To improve Pakistani tourism, it can be assured that such specific factors are taken into account and business expansion is done through robust concentration on upholding CSR. Moreover, it can also be assured that Pakistani culture is encouraged and the terrorism distress is eliminated to improve tourist flow in the country, which plays a crucial role and has a valuable influence on the relationship between satisfaction and revisit intent (Rajput & Gahfoor, 2020).

2. Theoretical Framework & Hypotheses Development

Many theories have been explored to understand the concept of the intention of revisit and its relationship between CSR, destination image, customer satisfaction, and WOM. The current section begins with the main Stimulus- Organism-Response (S-O-R) theory. As of now, the underlying theory is discussed below:

2.1 Stimulus-Organism-Response Theory

A growing number of tourism studies have recently examined the impact of emotional experiences on outcome variables such as intention of revisiting. In the study of tourism behavior, stimulus-organism-response theory (SOR) has become one of the most widely used theories, encompassing inputs as a

(S), processes as a (O), and outputs as a (R) for decades (Jeong et al., 2020; Kim et al., 2020). The framework of S-O-R is instigated in different contexts of service delivery to study the way the quality of the actual atmosphere impacts the behavior and emotions of a customer (Yeh et al., 2017). In the S-O-R framework, the inducements include multiple components of the quality of the actual settings; the organism shows the inside erections and procedures that connect the provocations and the ultimate customer's responses (Ali et al., 2016). In 1929, Woodworth presented and promoted the concept of S-O-R to explain his cognitivist slant toward psychology, which highlighted its modification from the strict mentality approach of stimulus-response (S-R). According to Yeh et al. (2017), the model of S-O-R is employed in the diverse contexts of service delivery to identify how the actual atmosphere quality influences a customer's behavior.

i.　Relationship between CSR and Destination Image

Strategies to achieve sustainable development in tourism are based on the continuing expectations of the CSR Image within each destination environment (Sen et al., 2006; Matute et al., 2011). Xiao et al. (2017) and Boronat-Navarro and Perez-Arando (2019) highlighted that scarce research prevailed in the sector of tourism that directs the dissimilar influences of CSR domains. Modica et al. (2020) highlighted that the most deliberated subject matter in the dimensions of CSR are the environmental issues. Tuan (2018) and Chilufya et al. (2019) acknowledged that an optimistic relationship exists between the choices of destination and CSR. Boo et al. (2009) and Cai (2002) stated that despite destination brands got a rising reputation, numerous experimental and theoretical studies focus on the destination image. The CSRI has an interconnected influence among diverse standards that assist in identity maintenance (Sen et al., 2006). Customers determined only concede that destinations whose recognitions are striking for the reason that they split mutual ideologies and values and will recognize them to be very close to their characteristics (Rodrigues et al., 2020). With CSRI, consumers can realize a destination image and create a dynamic bond. Corporate images are expressive and significant when considering the start-up process (Tran et al., 2015). The hospitality industry has a direct association and is tremendously close with customers and the environment via escalating CSR; gradually, food-related companies are greatly focusing on CSR (Hartmann, 2011; Jones et al., 2005). Since the emergence of the CSR concept, extensive and profound research has been conducted on the association between brand image and CSR (Paolo, 2011; Patricia et al., 2014; Yuanqiong & Lai, 2014). In numerous researches, investigators have pointed out that CSR is a decent tool for strategic marketing and substantially influences a customer's behavior (Johan et al., 2014; Yuanqiong & Lai, 2014), especially the brand image. CSR actions and CSR itself are important nonetheless to concerning the food companies, those are inevitably intricate in approximately passive or an active scandal as a business part of food safety scandals, and such scandals can be a critical issue for food businesses and put valuable effects on the brand image of a company (Jiyu et al., 2019). Numerous research studies prevailed on the association between brand image and CSR without considering the methods of study, and unanimous consequences existed that there is an optimistic influence of CSR on brand image (Patricia et al., 2014; Yueying, 2014), Hence, it is hypothesized that:

H1a: Economic responsibility has a positive impact on the destination Image.

H1b: Social responsibility has a positive impact on the destination Image.

H1c: Environmental responsibility has a positive impact on the destination Image.

ii.　Relationship among Destination Image and tourist's Satisfaction

Pakistan has a substantial topographical position, but sabotage and extremism have harshly spoiled the tourism industry (Kanwel et al., 2019). Furthermore, visitors who enjoy pleasing travel facilities and destination characteristics can motivate their family and intimates via their compelling WOM and will likely revisit similar destinations (Kim & Brown, 2012; San-Martin et al., 2013). Tasci and Gartner (2007) stated that destination image is the most significant precursor of after-purchase travel and visitors' behavioral decisions. Destination image is linked to components such as eWOM, visit intention and tourist satisfaction, impacting tourism services (Ladhari & Michaud, 2015). Previous studies have shown that a promising destination image escorts to a greater level of satisfaction of tourists. Chiu et al. (2016) define it as follows: "The global image of the destination has an indirect impact on behavioral intentions through satisfaction" (Zhu & Lai, 2009; Aliman et al., 2014). Lee et al. (2005) pointed out that tourists with a pleasing image of a destination are more likely to be expected to view their experience positively, which translates into tourist satisfaction. Empirical evidence that there is an optimistic association between the satisfaction of customers and destination image is soundly recognized in dissimilar kinds of destinations in the literature of tourism, like destinations of the islands (Prayag & Ryan, 2012; Bigné et al., 2001; Prayag, 2009; Chi & Qu, 2008). Hence, it is hypothesized that:

H2: Destination Image has a positive impact on the tourist's satisfaction.

iii.　Relationship between Tourist Satisfaction and Revisit Intention

Customer satisfaction is one of the most studied constructs in the literature on hotels and tourism (Showkat et al., 2021). According to Seentanah et al. (2020), Prayag (2009) and Quintal and Polczynski (2010), Where there is a concern of destination success assurance, consideration goes to the revisit intention and satisfaction of a customer. Indeed, given the importance of destination satisfaction, it has been repeatedly argued that the sense of satisfaction experienced by tourists at the same destination will set a strong instance for commending or recurring to the destination (Soleimani & Einolahzadeh, 2018). Breitsohl and Garrod (2016) argue that regular travelers are a stable destination market and offer free WOM advertising to friends and family members. The most important aspect is to recognize the elements that trigger the returning desire to enable recurrent travel toward a destination. Customer experience and satisfaction have always been considered a core business goal like satisfied customers should buy more (Julaimi et al., 2016). According to Zhang et al. (2014, 2018) and Lehto et al. (2004), visitors who repeatedly visit are inclined to stay at the destination for a long time, contribute to consumptive activities with much intensity, more gratification, and disseminate the WOM optimistically, whereas demanding a very fewer cost of marketing as compared to those visitors who visit first time. Khasawneh and Alfandi (2019), Assaker and Hallak (2013), and Chen and Chen (2010)

affirmed that revisiting intention has an optimistic impact on customer satisfaction. To consider the utmost significance of repeat tourism, extant researchers made valuable contributions to comprehending the experiences of visitors' revisit intention. They found consistent results of the research on the behavior of a customer, concluding that destination satisfaction is a significant element (Seetanah et al., 2020). The intent of revisit is to encourage "visitors to be willing to revisit a similar place, have a satisfying experience, and suggest the place to friends to generate loyalty" (Chien, 2017). In addition, visitor-friendliness, destination transportation, restoration, hospitality, and service satisfaction greatly affect visitors' intentions to visit again (Rajput & Gahfoor, 2020). Hence, it is hypothesized that:

H3: Tourist satisfaction has a positive impact on the revisit intention.

iv. Destination Image mediates the relationship between economic, social, and environmental responsibility and tourist satisfaction

A review of research (e.g., Wang and Hsu, 2020; Prayag et al., 2017) showed that images of a destination are painstakingly an undeviating indicator of the satisfaction of a tourist. According to Sen et al. (2006) and Matute et al. (2011), strategies to achieve sustainable tourism development are based on an enduring expectation of the CSRI within each destination environment. So, it can be proved that an optimistic association prevailed among visitors' satisfaction and destination image. A model was integrated to affirm the relationship between behavioral intention, visitors' satisfaction, and destination image (Wang & Hsu, 2020). One more research disclosed a constructive linkage between the satisfaction of visitors and the images of a destination (Prayag & Ryan, 2012). Two studies conducted in Saudi Arabia and Korea have highlighted the destination's image as a facilitator in the association between visitors' satisfaction and the quality of an event (Aliedan et al., 2021; Jeong & Kim, 2020). Consumers can use CSRI to identify a destination's image and create an emotional bond (Rodrigues et al., 2020). The brand's image lineage can be drawn from the back dates 1951 by Feldwick (1996), and Pereira et al. (2012) stated that in the meantime, obvious and indicational perception of destination image terms has attracted increased academic interest. Correspondingly, Baloglu and Mangaloglu (2001) argued that imaging research has fascinated researchers and practitioners. Image is essential to destination marketing strategy (Cai, 2002). Garcia-Jimenez et al. (2017) stated that an association between the behavior of a customer and CSRI was recently studied that enlightened the inexistence of activities of CSR in the model of consumer reactions, without CSR definition consensus by Dahlsrud (2008) or as per the recommendation of Chen et al. (2019) and Baskentli et al. (2019) that not focusing on the dimensions of CSR. Xiao et al. (2017) and Boronat-Navarro and Pérez-Arando (2019) identified that very scarce research has been conducted on the different dimensions of CSR in the tourism sector. A study in India highlighted destination image as a mediating variable in the association between brand awareness and perceived quality (Kaushal et al., 2019). A recent survey in Jakarta also showed that the destination image is a mediator between revisit intention and images (Setiawan et al., 2021). Destination images are not always formed from experiences or facts but can be shaped to become a strong motivator for travelers to visit a destination if they are satisfied with the visited destinations. A study conducted in Indonesia showed that images of a destination are used as a mediating variable in the relationship between satisfaction and service quality (Nurhidayati & Abror, 2019). Furthermore, the literature recommends that examining the association between destination loyalty and service quality of tourism via images of destinations is a critical area of study (Mamoun et al., 2016). The study examines the association between the attitudes of visitors and motivation through the destination image as a mediator (Pereira et al., 2019). To the researchers' knowledge, no study was found that uses the destination image as a mediator between CSR and satisfaction. Hence, the researcher places a new injector of the destination image as a mediating variable between satisfaction and CSR. Therefore, it is hypothesized that:

H4: Destination image positively mediates the relationship between economic, social, and environmental responsibility and tourist satisfaction.

v. Tourist satisfaction mediates the relationship between destination image and revisit intention.

Salleh et al. (2014) and Chiu et al. (2016) pointed out that customer satisfaction is a most debated element in the tourism sector and also painstaking a significant indicator of tourism. Khan et al. (2013) argued that consumers' appreciation of a destination is based on cognitive and sentimental foundations, which principally determine a visitor's satisfaction in a tourism context. According to Showkat et al. (2021), the intention of revisit is described by means of a major studied issue in the literature of tourism, and revisit intent reflects the degree of again and again visiting the same destination. Previous research has revealed that visitors' satisfaction, behavior of services, and possible attractiveness are the key factors of return visit intent (Intan et al., 2018; Waheed & Hassan, 2016; Quintal & Polczynski, 2010a). The good reputation of each service provider improves consumers' ability to return (Seetanah et al., 2020). The decision to repeatedly visit a particular place relied on satisfaction and their positive experience. A visitor's satisfaction directly impacts the revisit purpose because satisfaction is determined through their personal experiences. Empirically evidence prevailed that visitors' satisfaction put optimistic influence on a same destination revisit intention (Ramukumba, 2018; Huang et al., 2015; Chen & Funk, 2010; Julaimi et al., 2016). In contrast, it can cause rising dissatisfaction, decrease demand, and ultimately impact the intention to revisit (Rindrasih, 2018). The intention of visitors to revisit the same destination is determined by the degree of perceptional characteristics of a destination through their need for accomplishment (Stylos et al., 2017). Regarding current intellect, the destination image is nowadays presented as strategically accomplished brands (Gartner & Ruzzier, 2011). A study conducted in Pakistan used satisfaction as a mediating construct between quality and intention of revisit (Rajput & Gahfoor, 2020). Other research in Vietnam examines the association between revisit intention and destination image via satisfaction as a mediator (Viet et al., 2020). Furthermore, a study conducted in the United Arab Emirates uses satisfaction as a mediator in the association between revisit intention and the tourist experience (Julaimi et al., 2016). Therefore, the present research objectives are to fill a literature gap by examining the influence of satisfaction on visitors' intention toward the destination. Hence, it is hypothesized that:

H5: Tourist's satisfaction positively mediates the relationship between destination image and revisit intention.

vi. The moderating effect of WOM on the relationship between tourist satisfaction and revisit intention.

The hospitality industry is experiencing various fluctuations in an extremely modest restaurant setting (Rhou & Singal, 2020). Return intent is a consumer's willingness to visit again and again at a particular place based on a pleasing practice. Visitors' satisfaction produces a likelihood of returning, whether or not there is a positive attitude towards the restaurant (Chen et al., 2017). So far, there is little consensus that WOM might influence revisit intent after customer satisfaction (Rajput & Gahfoor, 2020). Customer satisfaction gives the company a competitive advantage and leads to positive return intent (Ha & Iam, 2012). According to Sivadas and Jindal (2017), once an optimistic WOM occurs, customers are not satisfied with the brand, nonetheless correspondingly claiming a higher basic offering and services that are on a high level. Hennig-Thurau et al. (2004) and Curina et al. (2020) argued that positive and negative arguments of present, former, or actual consumers regarding a product through an offline or an online network are called WOM. WOM is an important and common feeling; it has long been known that people often share their consumption experiences with others. WOM significantly influences customers' buying decisions; thus, initiating a positive WOM is an important marketing strategy (Moliner-Velázquez et al., 2015). Alegre and Garau (2010) argued that negative WOM is very evocative and analytic when considering dissatisfied customers. According to Rajput and Gahfoor (2020), relying on the service experience, customers formulate a viewpoint concerning service providers. The viewpoint contains an abominating or ongoing service appreciation and is interlinked with a customer's intentions, which causes start-up WOM to recommence the service. A study conducted in Turkey took a moderating construct of WOM in the association between emotion and revisit intention (Kabaday & Alan, 2012). Another study conducted in Malaysia where WOM pointedly intervein the association among organic food buying decisions and purchase intention (Li & Jaharuddin, 2021). A recent study in China also argued that WOM acts as a moderating variable among consumer attitudes and the behavior of purchase (Ali et al., 2021). The present study investigates the association of CSR with customers' return intent through satisfaction and destination image as a mediation via incorporating stakeholder and S-O-R theory and WOM as a moderation among satisfaction and revisit intention via incorporating the theory of social conformity. Hence, it is hypothesized that:

H6: WOM positively moderates the relationship between tourist satisfaction and revisit intention.

3. Methodology

A positivist research approach was used to clarify the nature of the study and draw conclusions from the literature review's "black box" data. To measure the relationship between the predictors and outcome constructs of revisit intention through word-of-mouth (WOM), For methodology stances, black boxes, and gaps in the literature on CSR adapt survey method to advance the understanding of destination image and customer satisfaction phenomena (Rodrigues et al., 2020; Rajput & Gahfoor, 2020; Nazir, 2021; Li & Jaharuddin, 2021; Mohammed & Al-Swidi, 2019). Because of this, the study relies on a quantitative survey approach to assess how CSR influences travelers' perceptions of destinations that result in satisfaction. These worries will ultimately influence travelers' intentions to return through word-of-mouth communication. The aim of this study was to investigate how tourists' intentions to revisit a site were influenced by its image and level of satisfaction, as was previously mentioned. The unit of analysis for the proposed study was tourists or visitors. The rationale behind selecting tourists is as follows: firstly, visitors from comparable clusters are expected to exhibit similar behaviors and possess similar scale values; as a result, their valued observations are typically same (Hernández-Rojas et al., 2021). Additionally, as the study's components were developed with the hospitality and tourism business in mind, average people who have never worked in these fields could not provide the appropriate answers. Thirdly, the researcher selects visitors, particularly those lodged at a tourist destination hotel near the northernmost point of the Kaghan Valley). The researcher selected visitors as a population since the revisit intention construct in the current study relates to tourists (customers). The nexus between the constructs of this suggested study was measured and described using the quantitative research method (descriptive explanatory).

Additionally, the tourists are sufficiently knowledgeable about the tourist attractions in Pakistan's Kaghan Valley and have already visited the Lake Saiful Muluk sites. Secondly, prior studies have demonstrated that tourists are becoming increasingly receptive to persuasive messages and are willing to revisit them. Thus, in this instance, the population of interest is visitors from Pakistan's five provinces: Punjab, Sindh, Baluchistan, KPK, and Gilgit Baltistan. Given that the study's target population is visitors, all of Pakistan's provinces will have tourists in them. Travelers who are between the ages of 18 and 35 are generally of the opinion that they would rather work in the hospitality and tourism sector than if they were younger or older (Rajput & Gahfoor, 2020). Even though Pakistan is a developing nation, tourists from the middle and lower classes are more interested in traveling there than those from higher incomes. Multistage sampling, a probability sampling approach, was employed to contact the respondents. This method involved developing an online survey based on the geographic division of all five provinces, from which a proportionately equal number of respondents will be chosen from each province (Bryman & Bell, 2015). Because of approachability and time constraints, it is not feasible to measure the entire population. Therefore, the sample of tourists chosen for the data collection was guided by multistage sampling. The rationale behind selecting all five provinces is that they account for a significant portion of Pakistani tourism, with over a million visitors to the northern regions this season, per the Tribune report (2022). Therefore, the multi-cluster approach was used to choose the total number of tourists from Pakistan's provinces to prevent bias.

The study employs the structural equation model (SEM) since it works with five constructs to achieve its goals and address its research concerns. Researchers must determine the proper sample size to apply this statistical technique. In their study, Hair et al. (2017) found that the complexity of the research model and the measurement needs dictate the sample size needed for SEM implementation. This research study adhered to all the specifications for measuring the construct using SEM to choose a suitable sample size. It did so by following the advice in Awang's (2015) book, "SEM Made Simple." Thus, there are five latent constructs in the proposed study, and only a couple of them have more than three measuring items. Hair et al. (2014) state that researchers also take into account the multiplication formulas, such as multiplying the number of items by ten to obtain the maximum sample and multiplying the number of items by five to obtain the minimum sample. Since the current study contains 36 items, the 360-sample size is sufficient to be used. The relationship between tourists' intention to revisit, destination image, satisfaction, word-of-mouth, and CSR was measured using a closed-ended questionnaire technique. The best way to eliminate a researcher's potential bias is to use a questionnaire, as the philosophical premise of positivist research

paradigms explains that there is a distinct and partial relationship between the researcher and the subject of the research (Creswell & Clark, 2011). This is because checking lists has already verified the researcher's response.

To reduce the number of resources needed for this study—staff, money, and time—an online survey served as the primary means of data collecting. Participants will receive an important follow-up in an effort to increase the response rate. As of 2022, all five of Pakistan's provinces with population data were more than 242 million people of various religions, making them the fifth most populous nation in the world. Pakistan ranked third among possible adventure destinations worldwide in 2020, and its travel and tourism industry generated roughly $8.8 billion in revenue annually, or 2.9% of the country's GDP, according to the World Travel & Tourism Council's study from 2021. According to the study, 10% to 20% of a small population sample is sufficient for data collection to normalize findings throughout the entire population (Vasileiou et al., 2018). The sample size for this study was 310. Given that surveys' expected rate of return in the South Asian context is typically 20%, in order to achieve the 351 desired responses and prevent a shortage of necessary samples, 20% more sample size is needed to account for the possibility of incomplete questionnaires (Hair et al., 2014).

3.1 Research Instruments

To measure the corporate social responsibility in hospitality and tourism industry, the scale was adapted from the study of (Martinez et al., 2013). The scale of CSR measures 17 items. Respondents are restricted to answer within strongly agree and strongly disagree remain with the paradigm of the proposed study, which is quantitative research inquiry. The CSR scale has three further dimensions: economic, social, and environmental. Economical responsibility consists 4 items, social responsibility consists 6 items, and environmental responsibility consists 7 items. Therefore, this proposed research will go with test-retest for the validity of the scale and principal component analysis to confirm the reliability and validity concerns. Destination image was measured via using a 6-item scale that will be adapted from Hankinson (2005) after minor modification. According to Parasuraman et al. (1994), the diverse settings of service, and instrument modification are fortified through inventors and also suggested by several scholars (Cronin & Taylor, 1992; Dahiyat et al., 2011; Akroush, 2008; Carman, 1990). Participants' responses are measured on 5-point Likert scale. Respondents are restricting to answer between strongly agree to strongly disagree. Tourist satisfaction was assessed using 5 items derived from San-Martin et al. (2015), Shi et al. (2014) and Kim et al. (2013). Hence 5-point Likert scale will be deployed to measure the tourist's satisfaction. Word of mouth is measured with 4 adapted items (Suki, 2014; Kim & Lee, 2011). Respondents are restricted to answer between strongly agree to strongly disagree. This scale could be adapted by the researcher to fulfill the objectives of the study under investigation; the researcher can use complete subscales from the original separately. Lastly, to measure the revisit intention of tourist studies, the revisit intention scale will adapt with 4 items (Kim et al., 2009; Kim et al., 2013). 5-point Likert to measure responses, i.e. (1) "strongly disagree" and (5) "strongly agree" the extent to which the answer varied from respondent to respondent.

3.2 Respondents Profile

Table 1: Demographic Profile of Respondents

Profile		Frequency (n=351)	Percentage
Gender			
	Male	214	61%
	Female	137	39%
Total		**351**	100%
Age			
	18-25	97	27.6%
	26-31	89	25.3%
	32-37	98	28%
	38 or more	67	19.1%
Total		**351**	100%
Region of Origin			
	America	52	14.9%

Asia-Pacific	134	39%
Europe	66	18.8%
Middle East	71	20.3%
Africa	28	7%
Total	***351***	100%
Occupation		
Employee	172	49%
Businessman	179	51%
Total	***351***	100%

3.3 Common method biases

We obtained information from the same responder for both the independent and dependent variables. Study chooses to use the Harman one-factor test for a common technique bias evaluation, keeping in mind recommended methods (Podsakoff & Organ, 1986). We ran a principal component analysis over each measurement item. Seven components with eigenvalues greater than one were found through analysis to account for 62.59 percent of the variance. The first component removed the possibility that the data were impacted by frequent technique bias problems, accounting for 29.71% of the variance.

4.0 Data Analysis and Results

Using both exploratory and confirmatory analysis techniques, we first assessed the measures' reliability, dimensionality, and validity. According to the recommendations (Martinez et al., 2013), the exploratory factor analyses verified that the CSR is a multidimensional construct comprising three factors: economic, social, and environmental. The variance is attributed to the environment at 30.29%, the social at 31.21%, and the economy at 29.34%. A single factor structure was shown by the destination image, which accounted for 51.22% of the variance explained. Due to low factor loadings of less than 0.50, the tourist satisfaction and word-of-mouth items were eliminated from the study. Every other item was kept. Every variable's Cronbach's alpha coefficient fell between 0.790 and 0.911, suggesting that every multi-item construct is internally consistent. Table 2 displays the items and loadings for the factor analysis of the research variables as well as Cronbach's alpha coefficients.

we employed SEM to test the suggested theories. The suggested two-stage model building procedure for SEM application was adhered to (Hair et al., 2014). The CFA was used in the initial phase to evaluate the measurement model. Due to differences in model fit, one item from the social and one from the economic dimensions of CSR were eliminated from the study. These were rather redundant components that corresponded to huge latent reflective factors. The resultant TLI, NFI, and CFI values must be more than or equal to 0.90, and the RMSEA must fall between 0.05 and 0.08 in order for the model to be considered well-fitted. Overall measurement model fit statistics for the data showed a satisfactory match with RMSEA = 0.049; CFI 5 0.948; TLI 5 0.936, IFI 5 0.949; $\chi 2$ = 549.029 degrees of freedom (df.) = 411 = 1.335, p < 0.001. As suggested, every value fell within the permissible range (Hair et al., 2014).

Table 2: Convergent Validity

Construct	*Dimensions*	*Item*	*FL*	*AVE*	*CR*	*α*
Corporate Social Responsibility	***Economic***	CSREC1	.89	0.788	0.937	0.911
		CSREC2	.88			
		CSREC3	.87			
		CSREC4	.91			
	Environmental	CSREN1	.84	0.756	0.949	0.896
		CSREN2	.86			
		CSREN3	.79			

		CSREN4	.89			
		CSREN5	.92			
		CSREN6	.91			
Social		CSRSO1	.88	0.757	0.949	0.790
		CSRSO2	.86			
		CSRSO3	.87			
		CSRSO4	.85			
		CSRSO5	.89			
		CSRSO6	.87			
Destination Image		DESIM1	.81	0.737	0.944	0.887
		DESIM2	.87			
		DESIM3	.84			
		DESIM4	.86			
		DESIM5	.89			
		DESIM6	.88			
Tourist Satisfaction		TOUSAT1	.87	0.765	0.942	0.849
		TOUSAT2	.81			
		TOUSAT3	.87			
		TOUSAT4	.88			
		TOUSAT5	.94			
Word of Mouth		WOM1	.87	0.766	0.929	0.814
		WOM2	.88			
		WOM3	.89			
		WOM4	.86			
Revisit Intentions		REVINT1	.86	0.767	0.927	0.882
		REVINT2	.87			
		REVINT3	.89			
		REVINT4	.88			

Indicating the convergent validity of the factors, all of the factor loadings were above 0.5 and significant statistically. The range of values for the average variance extracted (AVE) was 0.737 to 0.788. These numbers are higher than the 0.50 suggested value score (Fornell & Larcker, 1981). Additionally, the squared correlation and AVE values were compared for every pair of constructs to confirm the discriminant validity. Discriminant validity is attained, as shown in Table 3 since the AVE is higher than the correlation estimate's square root. The composite dependability (CR) values ranged from 0.929 to 0.949, surpassing the suggested threshold of 0.7, as suggested by Fornell and Larcker (1981).

Table 3: Discriminant Validity & Correlations

Construct	Mean	SD	VIF	CSR	DI	TS	WOM	RI
CSR	3.99	0.78	1.212	*0.876*				
DI	3.89	0.81	1.119	0.321	*0.858*			
TS	4.19	0.88	1.453	0.324	0.562	*0.875*		
WOM	3.88	0.86	1.645	0.442	0.453	0.119	*0.875*	
RI	4.01	0.84	1.119	0.341	0.211	0.342	0.241	*0.875*

Note: CSR= Corporate social responsibility, DI= destination image, TS= tourist satisfaction, WOM= word of mouth, RI= Revisit Intentions

4.1 Path Analysis

Subsequently, the structural model was examined. The structural model's fit index (RMSEA = 0.049; CFI 5 0.948; TLI 5 0.936, IFI 5 0.949; $\chi2$ = 549.029 degrees of freedom (df.) = 411 = 1.335, p < 0.001) showed an acceptable range. All suggested associations are supported, as shown in Table 4, which represents the suggested model's tested hypotheses (H1a, b, c-H3). Economic responsibility (β = .561, p < 0.001) and environmental responsibility (β = 0.731, p < 0.001), and social responsibility (β = 0.379, p < 0.001) had a significant positive effect on destination image. Destination image also had a significant positive effect on brand tourist satisfaction (β = .367, p < 0.001), while tourist satisfaction was also positively influence (β 5= 0.396, p < 0.001).

Exogenous Constructs		Endogenous Constructs	Estimate	S.E.	C.R.	P	Result
Destination Image	<---	Economic Responsibility	.561	.109	8.453	***	Significant
Destination Image	<---	Environmental Responsibility	.731	.119	6.667	***	Significant
Destination Image	<---	Social Responsibility	.379	.098	4.345	***	Significant
Tourist Satisfaction	<---	Destination Image	.367	.147	2.566	.001	Significant
Revisit Intentions	<---	Tourist Satisfaction	.396	.159	2.784	.001	Significant

4.2 Mediational Analysis:

The study revealed that there was a significant direct of all CSR components, i.e., economic responsibility (β = 0.232, SE = 0.078, p < 0.001)., environmental (β = 0.319, SE = 0.091, p < 0.001). and social responsibility on tourist satisfaction (β = 0.453, SE = 0.121, p < 0.001). Also, as the 95% bootstrap confidence interval for the indirect effect of the component of CSR on tourist satisfaction via destination image was significant 0.398-0.654 because "0" did not fall between the lower bound and upper bound of the confidence interval, it is inferred that the indirect effect of destination image was found statistically significant and **H4** was supported. Secondly, the study also investigated the role of tourist satisfaction as a mediator between the relationship of destination image and revisit intentions; the direct effect was found significant (β = 0.334, SE = 0.096, p < 0.001). the indirect effect was also significant at 0.224-0.455 because "0" was not found between the upper and lower bound of the confidence interval in case tourist satisfaction is the mediator. Therefore, partial mediation prevails and supports **H5**.

4.3 Moderation Analysis:

When both interaction variables are continuous, the researchers advise using a product term method (Fassott et al., 2016). Consequently, we tested the moderating influence of WOM on the link between visitor satisfaction and revisit intentions using the product-indicator technique. To test the moderation effect of WOM, we standardized the WOM and tourist satisfaction variables. The interaction term was then obtained by multiplying these two standardized variables. We discovered WOM's statistically significant moderating effect on the relationship between visitor satisfaction and plans to return (β = 0.129, t = 2.966, p = 0.003). The beta coefficient is positive, nevertheless. WOM appears to normalize visitor pleasure while marginalizing their propensity to promote plans to return. *Figure 2* below displays the moderating effects results:
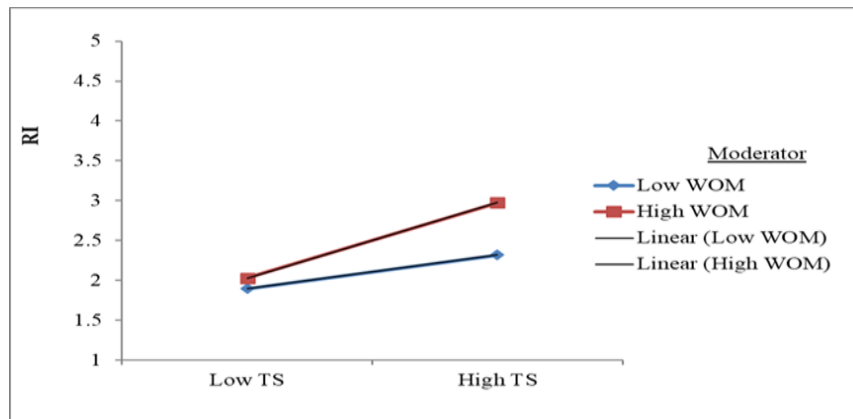
Figure 2: Moderation of WOM

5.0 Findings & Discussion

Tourism is one of the industries with the most rapid growth rate, and it also serves as the engine for many developed and emerging countries' sustainable economies. According to Osman and Sentosa (2013), it is the main driver of economic growth and job creation, a major source of wealth creation, and a bigger contributor to the diverse economy. The empirical studies conducted by Onder and Durgun (2019) and Balaguer and Cantavella-Jorda (2002) highlighted the impact of tourism on employment. These studies showed that tourism significantly affects employment, development, and a pleasant atmosphere as per the research conducted by Archer and Fletcher (1996) and Kanwel et al. (2019), tourism directly and indirectly influences the growth of the economy, infrastructure, and job possibilities. Nevertheless, Pakistan's research in this area is insufficient. This study deviates slightly from previous relevant studies in that it views corporate social responsibility (CSR) as a three-dimensional construct. It investigates how these dimensions impact travelers' intentions to revisit a place through customer satisfaction and destination image. The results showed that the examined components of corporate social responsibility significantly impacted visitors' perceptions of the destination. Previous studies investigated the relationship between DCSR and destination image (Sen et al., 2006; Matute et al., 2011; Xiao et al., 2017; Boronat-Navarro & Perez-Arando, 2019; Modica et al., 2020). Boronat-Navarro and Perez-Arando (2019) and Xiao et al. (2017) have noted a dearth of tourist industry research focusing on various CSR topics. According to Modica et al. (2020), environmental issues are the most discussed topics within the CSR dimensions. Tuan (2018) and Chilufya et al. (2019) recognized a positive correlation between destination preferences and CSR. Consumers will only agree to travel to locations notable for their distinction in opposing beliefs and values, and they will perceive these locations as having many traits in common with themselves (Rodrigues et al., 2020). Customers can identify a destination image and form an emotional connection with CSRI. When thinking about the startup process, the corporate images are expressive and important (Tran et al., 2015). Through increasing CSR, the hotel sector has a direct and extremely close relationship with consumers and the environment. Gradually, businesses that deal with food are placing great emphasis on CSR (Hartmann, 2011; Jones et al., 2005). Since introducing the notion of corporate social responsibility, many in-depth studies have been done on the relationship between brand image and CSR (Paolo, 2011; Patricia et al., 2014; Yuanqiong & Lai, 2014). Hence, our findings are similar to previous studies that social, economic, and environmental-related DCSR activities positively influence tourist destination image.

Furthermore, the study investigates the influence of destination image on tourist satisfaction with the destination. Pakistan possesses a significant topographical advantage, but terrorism and sabotage have severely damaged the country's tourism sector (Kanwel et al., 2019). Additionally, travelers who find appealing travel amenities and destination features can inspire their loved ones through persuasive word-of-mouth and will be more inclined to return to similar locations (Kim & Brown, 2012; San-Martin et al., 2013). Prior research has demonstrated that a positive perception of a destination can be led to higher visitor satisfaction. "The destination's global image indirectly impacts behavioral intentions through satisfaction (Chiu et al., 2016; Zhu & Lai, 2009; Aliman et al., 2014). According to Lee et al. (2005), travelers are more likely to perceive their experience favorably, which translates into visitor satisfaction, if they have a positive mental image of a destination. Research has shown a positive correlation between customer satisfaction and the destination's image. This correlation has been observed in various tourism destinations, including island destinations (Prayag & Ryan, 2012; Bigné et al., 2001; Prayag, 2009; Chi & Qu, 2008). Our findings are similar to previous studies that show that a better mental image of a destination in the mind of customers leads to a higher satisfaction level of tourists visiting Gilgit and Baltistan as tourist destinations. Moreover, the study also examined the influence of tourist satisfaction on intention to revisit Gilgit and Baltistan. Previous studies also investigate this relationship. For example, Customer satisfaction is one of the most extensively researched concepts in the hotel and tourist literature (Showkat et al., 2021). Studies also revealed that revisit intention and customer happiness are considered for ensuring destination success (Quintal & Polczynski, 2010; Prayag, 2009; Seentanah et al., 2020). Considering how important it is that travelers are satisfied, it has been stated time and time again that visitors' satisfaction sets a high standard for praising or returning to the location (Soleimani & Einolahzadeh, 2018). Regular tourists, according to Breitsohl and Garrod (2016), constitute a steady destination market and provide friends and family with free word-of-mouth promotion. In order to foster loyalty, revisit is meant to motivate "visitors to be willing to revisit a similar place, have a satisfying experience, and suggest the place to friends" (Chien, 2017). Furthermore, a visitor's inclination to return is significantly influenced by friendliness, transportation to and from the site, restoration, hospitality, and service satisfaction (Rajput & Gahfoor, 2020). Hence, our study findings support that tourists who are satisfied have a higher level of intention to visit Gilgit and Baltistan in the future.

This study also examines the mediating role of destination image between the dimensions of DCSR and tourist satisfaction. However, rare studies examine the destination image's role as a mediator in the relationship between dimensions of DCSR and tourist satisfaction. For example, a Study revealed that the relationship between brand awareness and perceived quality is mediated by the destination image (Kaushal et al., 2019). According to Setiawan et al. (2021) a recent study conducted in Jakarta, the destination image functions as a mediator between the revisit intention and pictures. Travelers can be strongly motivated to visit a place if they are satisfied with their previous visits, even though destination pictures are not always shaped by experiences or facts. Additionally, the literature suggests that a crucial area of research should be looking at the relationship between destination loyalty and the quality of the services provided by tourism via images of the location (Mamoun et al., 2016). The study examines the relationship between tourist attitudes and motivation using the destination's image as a mediator (Pereira et al., 2019). As far as the researchers are aware, no research has been done that employs the destination's image as a mediator between CSR and satisfaction; therefore, the researcher introduces a new idea of the destination's image as a mediating variable between CSR and contentment. Hence, this study revealed that destination image significantly mediates the relationship of dimensions of DCSR with tourist satisfaction. The study also investigates the mediating role of customer satisfaction in the relationship between destination image and tourist revisit intention for Gilgit and Baltistan as tourist destinations. Previous studies also investigate the relationship in different contexts; According to Salleh et al. (2014) and Chiu et al. (2016), one of the most contentious aspects of the tourism industry is customer happiness, a meticulously important measure of tourism. According to Khan et al. (2013), consumers' perceptions of a location depend on both emotive and cognitive factors, which ultimately determine a visitor's level of happiness in a tourist environment.

According to Showkat et al. (2021), the intention to revisit is defined as a well-researched subject in the tourism literature, and it indicates the extent to which a visitor intends to return to the same location. Recurring visits to a specific location were contingent upon their level of contentment and favorable experiences. Since a visitor's level of satisfaction is based on their own experiences, it directly affects their intention to return. There is empirical evidence that tourist satisfaction positively influences the intention of returning to the same site (Ramukumba, 2018; Huang et al., 2015; Chen & Funk, 2010; Julaimi et al., 2016). Rajput and Gahfoor (2020) did a study in Pakistan wherein they employed satisfaction as a mediating construct between quality and intention of revisit. Additional Vietnamese research looks at the relationship between destination image and revisit intention using satisfaction as a mediator (Viet et al., 2020). Our study findings are a rare contribution to the literature since our findings revealed that tourist satisfaction significantly mediates the relationship between destination image and tourist revisit intention for Gilgit and Baltistan as tourist destinations. Lastly, we examined the role of WOM as a moderator in the relationship between tourist satisfaction and revisit intentions. The findings of previous studies revealed that the hospitality business is going through a number of changes (Rhou & Singal, 2020). Return intent refers to a customer's intention to return time and time again to a specific location because of an enjoyable experience there. Whether or not patrons have a favourable opinion of the restaurant, their level of satisfaction increases the likelihood that they will return (Chen et al., 2017). There is currently little agreement on how WOM could affect the intention to revisit following customer satisfaction (Rajput & Gahfoor, 2020). A study carried out in Turkey using WOM as a moderating construct in the relationship between emotion and intention to revisit (Kabaday & Alan, 2012). In a different Malaysian study, WOM was found to significantly influence the relationship between purchase intention and decisions to buy organic food (Li & Jaharuddin, 2021). Additionally, a recent Chinese study made the case that WOM functions as a moderating factor between consumer sentiments and buying behavior (Ali et al., 2021). In this study, the relationship between CSR and customers' intention to return is examined through the lenses of customer satisfaction, destination image, stakeholder and S-O-R theory, and word-of-mouth (WOM) as a moderator of satisfaction and revisit intention through the lens of social conformity theory. Hence, it is proved that WOM significantly moderates the relationship between tourist satisfaction and revisit intention of tourists to visit again Gilgit and Baltistan.

5.1 Limitations & Directions for Future Research

A few limitations of this study could be resolved with more investigation by upcoming studies. This is one of the rare studies focused on luring tourists to Gilgit and Baltistan, Pakistan, to advance tourism as a sustainable industry by examining CSR destination perception, visitor satisfaction, electronic word-of-mouth, and tourism intention. Second, researchers in the future using this framework and an improved model or sample size might conduct investigations in different nations or locations. Thirdly, this study may help promote Pakistani celebrations related to religion, culture, etc. Fourth, although the random sample methodology is not able to represent the entire population, the current study used it to obtain data. Hence, a more accurate sampling technique should be employed in future studies. Fifth, the current study used a random sample of both domestic and foreign tourists to test its hypotheses. We propose to conduct more research with a geographically and ethnically varied sample by utilizing cluster random sampling approaches. Additionally, since destination social responsibility is a multi-dimensional construct, it includes extra dimensions (Su & Swanson, 2017). This study represents one dimension of destination corporate social responsibility for each item, measuring the entire set to simplify the model. Subsequent studies may examine and evaluate the distinct functions of every dimension inside the framework. Since DCSR evaluates all stakeholders' combined efforts from the viewpoint of the tourists, it does not look at which stakeholders are performing well or poorly. Therefore, to investigate more detailed insights into the DCSR initiatives of each destination stakeholder, future research could involve conducting in-depth interviews with tourists. Ultimately, the results of this study cannot be applied to different cultural and tourism contexts because the types of tourists and their cultural backgrounds may be significant moderators (He et al., 2018). Subsequent investigations may explore the model in alternative cultural and tourism contexts to assess the applicability of the findings.

5.2 Practical and Theoretical Implications

The tourism sector is one of the driving forces behind the expansion of the Pakistani economy. The sustainable tourist economy can benefit greatly from the expanding tourism sector, particularly in terms of GDP, employment creation, income, and economic growth. In the tourism literature, these results

have raised some theoretical contributions. First, they examine the role that tourist satisfaction and destination image play in mediating the link between DCSR and intention to visit. Our study offers a more thorough analysis of the key mechanisms' visitors associate various strategies with satisfaction. Our study's findings showed that, by providing examples of previous improvements in visitor satisfaction and a revisit of the loyalty promise made to them, destination image positively influences travelers' sentiments of contentment and electronic word-of-mouth communication. Additionally, as customer satisfaction is thought to influence revisit intentions and behavior, which leads to future income and profitability for the business, it is advised that travel companies work hard to satisfy customers. According to the findings of the literature on this subject, word-of-mouth (WOM) has even more credibility than manufactured or supplied commercial content. Furthermore, in order to ensure that they deliver superior quality service by taking into account the six dimensions—reliability, responsiveness, assurance, tangibles, security and safety, and communications—identified in the current research, it is suggested that passengers' satisfaction be measured frequently and in a variety of ways, such as through questionnaires and interviews. This will increase customer satisfaction, which in turn encourages revisit intentions. Successful managers who have figured out how to grow and influence customers are those who pay attention to, learn from, and attempt to implement the thoughts of all of their customers—even the disgruntled ones. The primary determinant of consumer happiness is employee satisfaction. Employee discontent with benefits and pay at an organization would undoubtedly translate into a similar degree of dissatisfaction among clients. Supervisors ought to prioritize employee pleasure over customer satisfaction since an organization cannot prioritize customer satisfaction if employees are unhappy. Furthermore, a deeper understanding of why and how DCSR can boost tourist return intentions is provided by looking at electronic word-of-mouth as a moderator and destination image and tourism satisfaction as a mediator. Lastly, as this study was conducted in Pakistan, a developing country with an elected administration that strongly focuses on the travel and tourism sector, the empirical results would have a greater influence on sector outcomes in that country. In order to create a sustainable tourism sector, this research will serve as a link between Pakistani service providers, decision-makers, and the travel literature.

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