

Relationships of Social Networks, Social Responsibility and Destination Decision, A Study of Central Highlands, Vietnam

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Abstract: *Social networks have been playing an important role in daily matters these days including economy, social, and entertainment, etc. That social networks are channels for people to communicate, to entertain and to share their real emotions which could be happiness, sadness, joyfulness or even more, and to share valuable knowledge are deserved means to marketers of a destination to reach to-be tourists' destination decisions. Notwithstanding tourism sees social networks its important mentor for development, social accountability of individuals or corporations, and later on their sustainability perception about a related destination are put onto the research focusing on central highlands of Vietnam by the author.*

Keywords: Social Networks, Social Accountability, Destination Decision, Sustainability perception, Tourism

1. Introduction

Social networking websites (SNw), typical online representatives of social networks, bring platform to consumer to connect with travel agency and other that share same interests, same consumption patterns (Bilgihan, Peng & Kandampully, 2014). The development of SNw affects many different sectors. However, recent research confirms a tight relationship between the service industries, especially tourism, and SNw. Indeed, travel and leisure represent major business areas of online shopping (Nielsen, 2012a) in which customers' decision-making is particularly influenced by SNw (Nielsen 2012b). Business activity congruent with sustainability principles has become an important concern for firms and their stakeholders worldwide and is now part of mainstream business strategy (Marsden 2006; Brady 2005; Porter and Kramer 2006). Known as corporate social responsibility (CSR), this requires an ethical and responsible stance in business practices to include society's well-being.

In tourism sector, responsible business is prior necessity because travel destination development depends almost on cultural resources and the environment. These resources need to be maintained and developed responsibly in order to achieve sustainable development. Social media influences tourists in all stages of the travel planning process: before, during and after the holiday (Fotis, Buhalis, & Rossides, 2012). Internet-based reviews are becoming an important tool for travelers in making travel decisions.

Thus, the main purpose of this research is to find the relationships of social networks, social responsibility, and travel destination decision of tourists in the case of central highlands of Vietnam to form a general practical model.

2. Literature Review

2.1. Social networks

Bernal, J. (2009) started a conceptual chapter on social networking: Over the past few years, more and more people are paying special attention to the term "social networking" because this term is used frequently when referring to popular websites such as Facebook, Instagram, Twitters, Pinterest, Tumblr ... Many of these online service providers initially focused only on a targeted audience, but has now expanded to a more popular audience. Some sites are very popular with young people, and especially when this young generation becomes the main source of labor. There is an expectation in the workplace that they will find similar things. Another example of the term "social networking" is networking events, at these events many people come to meet people who share the same interest with them. These events are often sponsored by professional organizations to build up relationships with the purpose of promoting business opportunities for their businesses. Another way to use this term when people refer to social network is a collection of strong on-line relationships that have been built over the long term.

"Networking" is an activity or process always in us. With a simple look, this is the action of 'reaching out' and connecting with others. In this way, we are always in connection to share information with other individuals, but these "sharing" gives us enough value to ensure that the relationship is maintained. Some of these behaviors are self-interested (that is, certain goals must be achieved), the rest are focused on the social aspect of the relationship itself.

2.2. Social Responsibility

Corporate Social Responsibility (hereinafter referred to as CSR) is a concept developed after business ethics, CSR is being concerned by businesses in the current period. There

are many different definitions of CSR. According to Mohr et al. (2001), CSR are activities that minimize or eliminate the dangers arising in society as well as maximize certain effects in the long run.

According to Beyer (1972) and Drucker (1974), enterprises should conduct social activities to create benefits for the community. Because businesses earn profits from the community and reduce the natural resources of society. Therefore, they are responsible for improving the environment and other resources, as well as improving the standard of living for the entire society."

In 1962, in the book "Capitalism and Freedom", the economist Milton Friedman wrote: "There is one and only one responsibility of businesses, that is to use resources and participate in activities to increase its profits as long as it still abides by the rules of the game, meaning participating in open and free competition, without cheating or fraud". It can be said that Friedman's concept of CSR only sees CSR in a narrow range, seeing only short-term benefits but ignoring the long-term benefits of "fast, strong and sustainable development". After Friedman's concept of CSR, a series of other CSR concepts emerged. Each concept in each period has taken a more complete step in terms of content. "CSR implies raising the behavior of businesses to a level consistent with norms, values and social expectations" (Prakash Sethi, 1975). Or "Enterprise's CSR is the society's desire for organizations in terms of economy, law, ethics and charity at a given time" (Archie B Carroll, 1979). According to Vitaliano (2010), CSR is a voluntary action of enterprises, thereby improving social or environmental conditions. Galbreath, J., & Shum, P. (2012) argues that CSR refers to company activities, organizational processes and situations related to the cognitive obligations of society or related parties that reflect potential hidden expectations of society. And there are many different views on CSR, but to find a concept that is quite popular and considered to be quite complete and clear (Nguyen Dinh Tai, 2010), that is the definition about CSR of World Business Council for Sustainable Development with over 200 multinational companies as members, the council built this concept as follows: "Corporate social responsibility is the company's commitment to contributing to sustainable economic development, through adherence to standards of environmental protection, gender equality, labor safety, and labor rights, activities, fair pay, employee training and development, community development, product quality assurance, etc. in a way that benefits both the business and the overall development of society."

Just like the definition of CSR, the views on the components of social responsibility are equally rich, each school, each author has different concepts of social responsibility. Typically, some of the views are below.

Salmones GM D (2005) argues that CSR is expressed through the following three components: economic responsibility, legal and ethical responsibility (both in ethical and business laws), responsibility for volunteering (improving the environment, organizing social events, and contributing a portion of the budget for improving social security)."

And there are many more studies with different research environments, audiences and areas of activity that are not similar, so there are many conflicting views on the composition of CSR. However, it is known in many studies that it is Carroll's pyramid model (1991), the author thinks that CSR is explained by the following four components:

- (1) Economic responsibility
- (2) Liability (legal responsibility)
- (3) Ethical responsibility
- (4) Philanthropic responsibility

The model of Carrol (1991) is still the most accepted by applied researchers and scholars. The components of the thesis are also inherited from the theory of Carrol (1991).

2.3. Sustainability perception

Sustainable development seems to be enjoying a lot of popularity. No speech on the future of our society is complete without it, which is the slogan used by politicians, often lawyers, is a hot topic among scientists and increasingly discussed by the corporation's board of directors (Reidel, J., 2010).

There are several ways of defining sustainability (Ciegis et al., 2009; Pearce & Turner, 1990; Sharpley, 2000). The definition of sustainability comes from the prominent development environment movement in the Western world in the 1970s and the concept of sustainable development was born from the United Nations Conference on the Environment of People (called the Stockholm Conference) in 1972 (Liu, 2003). Since then, more than 70 different concepts of sustainable development have been proposed (Steer & Wade-Gery, 1993), because, as Heinen (1994) explained, people from many different fields use the term in different contexts and they're in very different concepts, approaches and prejudices.

World Commission on Environment and Development (WCED) popularized the term sustainability in the commonly cited report of 1987, "Our Common Future". The WCED definition assumes that development is sustainable if existing companies can meet current needs without compromising their ability to meet the needs of their future generations (WCED 1987, p. 43). Many researchers are based on the WCED definition, although corporate sustainability did not achieve star status in businesses until the 1990s. Since then, both scholars and practitioners have argued that to develop sustainably, it must simultaneously meet environmental, social and economic standards. There are two very different ways to define and conceptualize CS. An approach that uses the term eco-sustainability to identify CS primarily with the environmental aspect of the enterprise (Shrivastava, 1995; Starik & Rands, 1995). Other scholars follow the WCED definition in a broader sense, defining CS as a three-dimensional structure that includes environmental, economic and social aspects (Bansal, 2005; Gladwin & Kennelly, 1995).

2.4. Travel destinations

Travel destinations are geographic areas with attributes, features, attractions and services to attract potential tourists (Pearce, 2014). A destination often has its own resources and the ability to allow it to carry out a specific economic activity. With different destination approaches, the design, methodology, and interpretation of results will also vary (Pearce, 2014). According to Kotler et al (1997), the authority of a destination can be compared to a business benefiting from the application of strategic management, which is, giving themselves a competitive edge to create development. Buhalis (2000) argues that destinations are a mixture of products and services, providing an integrated experience for consumers. Inside the destination there are a series of venues, attractions, transportation facilities, service facilities, and infrastructure available to attract tourists (Rogers, 2003; Page, 2003). Thus, at a time, a destination will have many business units, a number of related organizations.

2.5. Destination decision

Destination decisions relate to the image of a tourist destination that the good one helps to attract tourists, to increase spending (Chi & Qu, 2008), and to influence decisions (Bigne & Sanchez, 2001; Chen & Tsai, 2007), to impact on satisfaction (Ibrahim & Gill, 2005; Lee, 2009) and indirectly on loyalty (Lee, 2009). Lin et al. (2007) think that destination image is a perception of tourists about a specific destination, a certain region. Many local attributes can create a destination image or in other words, a destination structure consisting of many components (Beerli, 2004; Martin, & del Bosque, 2008). In general, the factors that form the destination image can be summarized into groups:

- (1) Natural characteristics;
- (2) Tourist facilities;
- (3) Infrastructure and
- (4) Government support.

2.6. Hypotheses

Vogt and Fesenmaier (1998) stated that participation and attitudes are the main aspects of consumer behavior in the virtual community. Since many travelers want to share their travel experiences and recommendations with others. In addition, online travelers are eager to meet other travelers with similar attitudes, interests and styles of life. (Wang, Yu, & Fesenmaier, 2002), and their information can easily impact destination selection.

Hypothesis H1: Social network (SN) positively affects tourism destination selection

CSR creates a reputation for the destination, thereby increasing its organizational identity (Van Riel & Balmer, 1997). Good CSR activities and strategies to create an image and reputation for the organization will contribute to a higher appreciation of the organization (or tourists) on organization - tourism (Dowling, 1994).

Hypothesis H2: CSR has a positive impact on tourism destination selection

The comment function allows open discussion of every item to be carried out, and thus promotes dialogue between authors and social network members (Zerfass and Boelter, 2005). The CSR definitions underline the fact that social comments are online publications that are regularly updated and based on personal or author's opinions. Lenhart (2006) points out that 90% of social networking sites are based on communicating. The identification of responsible social networking sites allows companies to establish relationships with various actors in the field to analyze these relationships affecting business communications and governance of the stakeholders. This is also the reason that social responsibility can have a positive impact on social networking sites.

Hypothesis H3: Social responsibility (CSR) has a positive impact on social networks (SN).

From the hypotheses mentioned in the research model, the design is as follows:

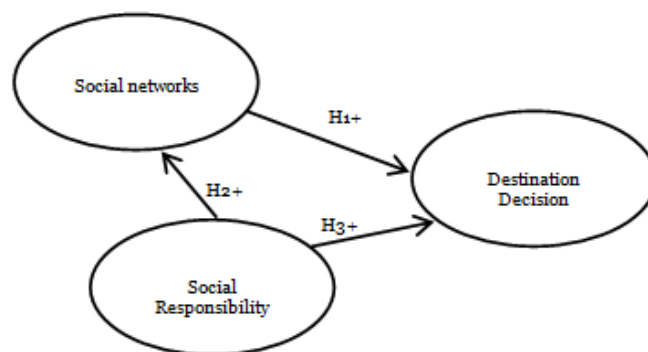


Figure 1: Research model Source: Author

3. Methodology

3.1 Research method

The study is conducted in two steps: preliminary and formal research. Preliminary research was conducted through in-depth interviews with seven experts, who are leaders, managers of organizations, businesses, and tourism trainers to adjust and supplement the research scale. The official study was conducted by quantitative methods with a sample of about 500 people who used to be tourists in the Central Highlands of Vietnam. The survey was conducted on the internet through Google forms and used the question "Have you ever traveled to the Central Highlands?" to filter out respondents who were not included in the survey. The study stopped collecting samples when 431 questionnaires were fully completed. The collected data will be processed for statistical purposes using SPSS and AMOS software.

3.2 Research scales

Social Network scales: designed based on research of Nybakk et al (2009) including 5 observed variables.

Social Responsibility scales: built from Su and Swanson (2017)'s study including 5 observed variables.

Destination decision scales: built from the research of Dorcic and Komsic (2017) including 6 observed variables.

Response options for items used a 5-point scale, ranging from 1 (strongly disagree) to 5 (strongly agree).

4. Research Results

4.1 Descriptive Statistics

The survey was conducted on the internet through Google forms and used the question "Have you ever traveled to the Central Highlands?" to filter out respondents who were not included in the survey. The study stopped collecting samples when 431 questionnaires were fully completed, and there were answers in the refinement section, meaning that all respondents have decided to travel to the Central Highlands.

Out of 431 respondents, 197 are female, 234 are male. The majority of respondents were aged between 36 and 50 (accounting for 35.7%), and 26 to 35 (accounting for 23.4%). 199 respondents are in colleges, which are majority compared to the graduate group (38 respondents) and the intermediate or lower (194 respondents

n= 431		Frequency	%		Ratio %
Sex	Male	234	54,3		54,3
	Female	197	45,7		100
Age	18 - 25	57	13,2		13,2
	26 - 35	101	23,4		36,7
	36 - 50	154	35,7		72,4
	> 50	119	27,6		100
Education	Vocational and lower	194	45		45
	Graduate	199	46,2		91,2
	Post-graduate	38	8,8		100,00

Table 1: Descriptive Statistic

Source: Author

4.2 Cronbach's alpha reliability test

Table 1 shows means, standard deviations, Cronbach's α , and correlations of the latent constructs in the measurement model. All of the correlations were smaller than 0.85, suggesting the absence of multi-collinearity. All factors have a Cronbach's α larger than 0.7; if skipping any observable

variables in these factors, the alpha number will decrease. Meanwhile, the total of correlation variables is greater than 0.3, so all observations are kept. Evaluating the correlation between variables by a Pearson test gave the results in Table 1: most independent variables correlate with the dependent variable at the 99% confidence level, with correlation coefficients ≥ 0.3 . correlations between variables.

Table 2: Mean, Cronbach's α testing result, standard deviations (SD), and inter-correlations of study variables.

Variables		Mean	Cronbach's α	SD	1	2	3
1. Social Network	SN	3.52	0.855	0.63	1		
2. Social Responsibility	SR	3.63	0.876	0.70	0.46 **	1	
3. Destination decision	DD	3.44	0.899	0.73	0.43 **	0.47 **	1

Source: Author

4.3 Confirmatory factor analysis CFA

With the number of survey samples is 431 and the number of observed variables is 16, the performing factor rotation with condition loading factor is greater than 0.5 so the criteria are applied to assess the suitability of the analysis. Affirmative factors are as follows:

Table 3: Confirmatory factor analysis (CFA)

Index	Validity	AMOS	Evaluation	Note
Chi-square/df (cmin/df)	< 5	1,152	Accepted	Hair et al 2010
CFI	> ,9	1,000	Accepted	
GFI	> ,9	,977	Accepted	
TLI	> ,9	1,005	Accepted	
RMSEA	< ,05	,000	Accepted	
p- value	\leq ,05	,004	Accepted	

Source: Author

This result indicates that the measurement model is consistent with the data. Table 2 shows that the standard weights of the scale are all high, higher than 0.5 and the p-value of each pair is lower than 0.05. Moreover, the correlation coefficients with standard deviations show that they are different from 1. Therefore, the adjusted research model achieves convergent and discriminant values.

4.4 SEM suitability assessment

The theoretical model has been tested with MLE technique. Figure 2 shows the final structure model with an acceptable level of relevance, along with their standardized index and load factors, standardized path factors and error terms for endogenous structures. P-valuation: if the value $p \leq 0.05$, the hypothesis of the relationship of these two concepts is supported. Conversely, if the value $p > 0.05$, the hypothesis is rejected. Standardized regression coefficients show how these concepts affect other concepts.

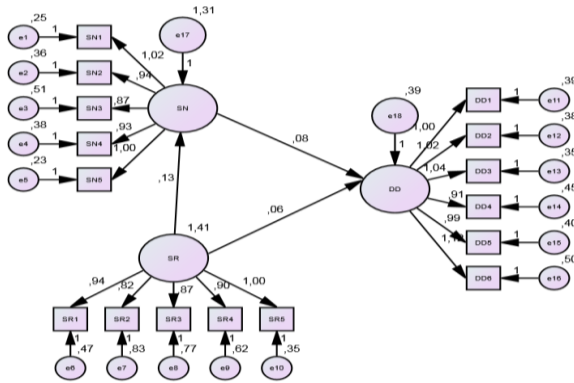


Figure 2: CFA accreditation Source: Author

Estimated results of the model with Chi-square / df (cmin / df) = 1,203 (p = 0.000). Other criteria are as follows: GFI = 0.977; TLI = 1.005, CFI = 1,000 and RMSEA = 0,000. In order to expand the overall research results, the model needs to be tested for reliability. Subjects used a bootstrapping technique with a repeating sample size of 1500 observations (n = 1500). An estimated 1500 observations showed that the initial weights were significant for the average weight of the bootstrapping because all the weights were within the 95% confidence interval. Therefore, the estimates in the model can be concluded as reliable.

As stated, there are 03 hypotheses that need to be tested. The results of estimating the relationships between the research concepts show that all factors have an impact relationship with each other at the statistical significance level of 5%. The hypotheses are presented in detail in the following table:

Table 4: Study's hypotheses testing results

Hypotheses	Factors	Estimate	S.E.	C.R.	P
H1	Social networks → Travel destination decision	.081	.030	2.714	.007
H2	Social Responsibility → Social networks	.127	.050	2.540	.011
H3	Social Responsibility → Travel destination decision	.059	.029	2.005	.045

Source: Author

The results of testing the theoretical model by SEM show that the model is suitable for the survey data set. The results of normalizing the causal relationship between the concepts in the theoretical model show that the relationship between the concepts in the theoretical model is statistically significant ($p < 0.05$), this shows that the scales of the concepts in the research model reach theoretical relational values

5. Conclusions

From the above research, it is found that the issue of social networking (SN) today is deeply concerned, both positive and negative.

Although it strongly recommends the downside of social networking, it cannot be denied its benefits for many fields including economy, society, tourism ... Along with this category, corporate social responsibility (CSR), the most basic is the perception of the tourism destinations sustainability, affecting the intention to choose destinations and then being ready to decide on tourism destination.

In the world, OTA (Online Travel Agency) is currently popularized and developed, and this channel operates mainly on social networking sites, which is also the connection for the relationship between the network. social, social responsibility and travel destination

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