



PROCEEDINGS OF THE 7TH INTERNATIONAL CONFERENCE ON ECONOMICS, BUSINESS & FINANCE

ECONOMICS, BUSINESS AND FINANCE
IN THE NEW ERA: ADAPTATION AND DEVELOPMENT

University of Economics, Hue University
December, 2025



Hue University Publishing House



PROCEEDINGS OF THE 7TH INTERNATIONAL CONFERENCE ON ECONOMICS, BUSINESS & FINANCE

**ECONOMICS, BUSINESS AND FINANCE
IN THE NEW ERA: ADAPTATION AND DEVELOPMENT**

University of Economics, Hue University
December, 2025

HUE UNIVERSITY PUBLISHING HOUSE
Hue, 2025

PREFACE

The new era of the global economy is shaped by the dynamic interplay of technological innovation, geoeconomic restructuring, and the rising demand for sustainable development. Rapid advances in artificial intelligence, the digital and circular economies, green energy, and large-scale automation are redefining national competitiveness. At the same time, trade fragmentation, geopolitical tensions, and macroeconomic volatility continue to heighten global uncertainty. Together, these forces are driving a new era in which adaptation and innovation have become essential determinants of countries' long-term growth.

To provide deeper insight into these ongoing transformations, Hue University of Economics, in collaboration with a broad network of domestic and international partners, including the School of Economics, Can Tho University; Foreign Trade University - Campus II, Ho Chi Minh City; the University of Economics and Business Administration, Thai Nguyen University; Bac Lieu University; Tay Nguyen University; the University of Aveiro (Portugal); the International Forum for Science, Technology and Innovation in Healthcare (Portugal); and Kalasin University (Thailand), jointly organized the 7th International Conference on Economics, Business, and Finance, titled “**Economics, Business, and Finance in the New Era: Adaptation and Development**”. The partnership with reputable institutions created a high-quality academic forum for scholars, researchers, and policymakers to explore emerging challenges and share insights relevant to the new era.

The conference is held on 5 December 2025 in a hybrid format at the University of Economics, Hue University, with the participation of 250 representatives from academia, government agencies, enterprises, and the media. The plenary session, together with six parallel sessions, offered diverse and insightful perspectives, reflecting growing scholarly interest in contemporary economic, business, and financial issues amid profound structural transformations.

In parallel with the conference's discussions, the Organizing Committee presents this proceedings volume to disseminate significant research contributions. The conference received 150 submissions, all of

which underwent independent peer review by qualified experts to ensure academic rigor. The selected papers reflect diverse analytical perspectives on contemporary issues in economics, business, and finance, offering valuable insights for research, education, managerial practice, and policymaking in the new era.

The Editorial Board is honored to present these Proceedings as a continuation of the scholarly dialogues fostered by this conference. We firmly believe that the contributions contained herein not only reflect the latest academic evidence but also stimulate critical thinking, broaden research horizons, and promote future scientific collaboration.

We wish to express our heartfelt gratitude to all authors, peer reviewers, and co-organizing institutions for their dedication, expertise, and steadfast support in the preparation of this publication. Their invaluable contributions underpin the academic rigor and excellence embodied in these Proceedings.

On behalf of the Editorial Board

Assoc. Prof. Truong Tan Quan

CONTENTS

	Page
THE RELATIONSHIP OF OWNERSHIP STRUCTURE AND FIRM RISK-TAKING: A LITERATURE REVIEW	1
<i>Pham Quoc Khang, Dao Nguyen Phi*</i> <i>University of Economics, Hue University, Vietnam</i>	
TECHNOLOGY ADOPTION AND FOOD SECURITY IN RICE PRODUCTION IN THUA THIEN HUE PROVINCE, VIETNAM	18
<i>Nguyen Thai Phan*, Truong Tan Quan</i> <i>University of Economics, Hue University, Vietnam</i>	
VERTICAL COLLABORATION AND FINANCIAL PERFORMANCE IN SMALLHOLDER AGRICULTURAL SUPPLY CHAINS: INVESTIGATING THE MODERATING ROLE OF ACTOR INNOVATIVENESS	
<i>Le Thi Thanh Nga</i> <i>Faculty of Economics and Development Studies,</i> <i>University of Economics, Hue University, Vietnam</i>	
DIGITAL TRANSFORMATION PROMOTES ONLINE SALES OF HANDICRAFT PRODUCTS IN HUE CITY	53
<i>Phan Van Hoa, Tra Huynh Quang Minh, Le Thi Ngoc Anh, Tong Viet Bao</i> <i>Hoang, Phan Nhieu Thuc Nhi, Tran Minh Tri, Nguyen Duc Phuong</i> <i>University of Economics, Hue University, Vietnam</i>	
LOCAL IRRIGATION ORGANIZATION AND FARMER PARTICIPATION: A CASE STUDY OF VIETNAM	68
<i>Tran Hanh Loi</i> <i>University of Economics, Hue University, Vietnam</i>	
THE IMPACT OF IMPROVING PROVINCIAL COMPETITIVENESS ON ECONOMIC DEVELOPMENT IN VIETNAM'S CENTRAL COASTAL PROVINCES	82
<i>Phan Nguyen Khanh Long</i> <i>University of Economics, Hue University, Vietnam</i>	
HISTORICAL INSIGHTS FROM THE AUGUST REVOLUTION OF 1945 AND THEIR RELEVANCE TO VIETNAM'S CONTEMPORARY ECONOMIC DEVELOPMENT STRATEGY	91
<i>Nguyen Ho Minh Trang</i> <i>University of Economics, Hue University, Vietnam</i>	
DETERMINANTS OF EMPLOYEES' CREATIVITY IN COMMERCIAL BANKS: EVIDENCE FROM HUE CITY, VIETNAM	101
<i>Tran Hoang, Tong Thi Thanh Thao*</i> <i>University of Economics, Hue University, Vietnam</i>	
DEVELOPING A VALID MEASUREMENT SCALE FOR TOURISM EMPLOYEES' RESPONSIBLE BEHAVIOR	121
<i>Hoang Trong Hung¹, Mai Thi Kieu Lan², Ho Thi Thuy Nga¹</i> <i>¹University of Economics, Hue University, Vietnam</i> <i>²School of Hospitality and Tourism, Hue University, Vietnam</i>	

DEVELOPING A VALID MEASUREMENT SCALE FOR TOURISM EMPLOYEES' RESPONSIBLE BEHAVIOR

Hoang Trong Hung¹, Mai Thi Kieu Lan², Ho Thi Thuy Nga¹

¹University of Economics, Hue University, Vietnam

²School of Hospitality and Tourism, Hue University, Vietnam

httnga@hce.edu.vn

ABSTRACT

Measuring tourism employees' responsible behavior is crucial as it may contribute to the sustainability of a tourism organization and a tourism destination. The objective of this study is to develop and validate a scale that measure tourism employees' responsible behavior. A mixed method comprising interviewing with managers, and experts in tourism for dimension and item generations, and a survey of 534 tourism employees in Vietnam were conducted. The scale development was tested through Exploratory Factor Analysis (EFA) and Confirmatory Factor Analysis (CFA). The results indicate that the scale of tourism employees' responsible behavior satisfies all requirements for reliability and validity and is represented by 10 items comprising two dimensions: environmentally responsible behavior and socially responsible behavior. Based on the findings, implications and future research have been provided.

Keywords: *Tourism employees' responsible behavior, measurement scale, scale development, sustainability*

JEL classification: *L83; M12; Q01; Z32*

1. INTRODUCTION

Global tourism contributes nearly 10% of worldwide emissions, making it a major driver of environmental degradation and climate change (Gomes & Lopes, 2023; Liu et al., 2020). Without substantial policy and practice reforms, projections suggest that by 2050 tourism will consume 154% more energy and 152% more water, while generating 131% more greenhouse gas emissions and 251% more solid waste (Gomes & Lopes, 2023; Tkaczynski et al., 2020). These alarming trends underscore the urgency for all stakeholders—including tourists, residents, businesses, employees, destination managers, and governments—to adopt more responsible practices (Agapito et al., 2023; Schönherr, 2024). Failure to do so risks exacerbating the detrimental effects of irresponsible tourism, which can manifest in environmental degradation, cultural erosion, and economic instability (Tiwari et al., 2025). Encouraging responsible practices is therefore vital for minimizing the wider social and economic risks associated with unsustainable tourism (Bozdaglar, 2023). In this regard, responsible tourism serves as a crucial mechanism for strengthening the long-term sustainability and resilience of destinations (Qiu Zhang et al., 2017).

However, existing research has disproportionately emphasized the responsibility of tourists and residents, while largely neglecting the critical role of tourism employees. This omission is significant, as employees serve as direct

intermediaries between tourism organizations and visitors, shaping service quality, implementing sustainability practices, and influencing tourists' behavioral responses. Moreover, current studies on employees' responsible behavior have predominantly examined environmental responsibility or "green" behaviors (e.g. Alshahrani & Iqbal, 2024; Hoang et al., 2025; Pham et al., 2023). Indeed, in addition to environmentally responsible behavior, tourism employees need to exhibit responsibility towards society and community. For example, tourism employees, together with other stakeholders, need to make personal efforts to build and develop a sustainable tourism destination (Tran et al., 2018). Further, tourism employees need to support local government in promoting the destination image, participating in volunteer work and social welfare activities, engaging in social and humanitarian causes and associations (e.g. Abbas & Dogan, 2022; De Roeck & Farooq, 2018; Kimeli Cheruiyot & Maru, 2012), and care for their customers' welfare and safety. Nevertheless, to date, limited studies have focused on the broader responsible behavior of tourism employees.

Addressing this gap requires the development of a valid and reliable scale to measure tourism employees' responsible behavior. Such a scale would make three key contributions: (1) advancing theoretical understanding by incorporating employees into the broader responsible tourism framework, (2) providing a practical tool for tourism managers to assess, foster, and integrate responsibility into employee training and organizational culture, and (3) supporting policymakers and destination managers in designing strategies that strengthen workforce contributions to sustainability. In this way, the scale not only enriches the literature on employee behavior and sustainable management but also delivers actionable insights for sustainable destination management. Thus, the objectives of this paper are (1) to develop items for measuring tourism employees' responsible behavior, and (2) to validate the validity and reliability of this measurement scale.

The structure of the paper is followed by the process of scale development proposed by Churchill (1979), Morgado et al. (2017) and Tracy (2024) which includes the following sections. First, a literature review on tourism employees' responsible behavior is presented. Next, the scale for measuring tourism employees' responsible behavior is empirically tested using both qualitative and quantitative methods. Finally, discussion, implications and future research are provided.

2. LITERATURE REVIEW

2.1. Definition of tourism employees' responsible behavior

Tourism employees' responsible behavior is closely related to the notion of "responsible tourism", but the two concepts are different terms (Schönherr, 2024). Responsible tourism is understood as a macro level, involving strategies, policies and frameworks designed to reduce negative impacts and enhance the positive outcomes of tourism, thereby requiring the participation of all stakeholders (Eichelberger et al., 2021; Hu & Sung, 2022; Schönherr, 2024).

In contrast, tourism employees' responsible behavior is examined at a micro level, focusing on related actions of individuals within the tourism sector (Schönherr, 2024). Tourism employees' responsible behavior can be defined as

individual actions undertaken by employees in the tourism sector that contribute to the principles of sustainable tourism (Mihalic et al., 2021). This concept focuses on responsibility at the individual level (Saarinen, 2021). For instance, tourism employees' responsible behavior involves actions that minimize negative influences on the environment and local communities (Akintunde, 2017). More broadly, Tiwari et al. (2025) conceptualized responsible behavior as encompassing actions and decisions that respects social norms, uphold human rights, and promote environmental sustainability.

2.2. *Measuring tourism employees' responsible behavior*

As indicated above, a literature review reveals a predominant emphasis on measuring responsible employee behavior towards the environment, with little attention given towards social factors (e.g. Alshahrani & Iqbal, 2024; Hoang et al., 2025; Pham et al., 2023). In this paper, we propose that tourism employees need to have responsibility in both environment and society/community.

2.2.1. *Environmental responsibility*

Tourism employees' environmental responsibility refers to actions demonstrated by tourism employees to protect environment and mitigate the negative effects of tourism activities on the environment. In the literature, this concept is often discussed under related terms such as pro-environmental behavior, green behavior, or organizational citizenship behavior for the environment (OCBE). For example, studies examines tourism employees' green behavior (AlSuwaidi et al., 2021; Hoang et al., 2024; Jenny dumont, 2016), pro-environmental behavior (Wei et al., 2023; Zientara & Zamojska, 2018) and OCBE (Luu, 2019; Mi et al., 2019).

The responsibility can be described both within their job tasks and beyond their prescribed duties. Regarding in-role tasks, employees are expected to consider environmental protection and preservation in the performance of their tasks (Paillé & Francoeur, 2022). Such responsibility is embedded in workplace culture and expressed via daily practices such as saving energy, reducing waste, and protecting local ecosystem (Zientara & Zamojska, 2018). Further, tourism employees undertake environmental responsibility by reminding guests to save energy and water, encouraging waste reduction, and providing information about sustainable tourism and environmentally friendly activities.

In addition to these in-role practices, employees may engage in voluntary behavior towards the environment, which is not officially described in their job tasks. These extra-role behaviors are commonly referred to as citizenship behavior toward the environment (Luu, 2019) or extra-role green behavior (Dumont et al., 2017). Examples include voluntarily participating in organizing environmental protection activities such planning trees, cleaning beaches, and respecting local cultures.

2.2.2. *Social responsibility*

Tourism employees' social responsibility refers to the voluntary and expected behaviors of tourism employees towards the well-being of communities and tourists (Abbas & Dogan, 2022; De Roeck & Farooq, 2018). This responsibility is reflected in employees' efforts to support local authorities, engage with community, humanitarian, and charitable organizations, and participate in social and volunteer activities that benefit society. They also show care for tourists' health and safety,

contributing to the well-being of both the community and visitors.

Despite its importance, the literature reveals that research on tourism employees' responsible behavior has predominantly focused on the environmental aspects, with comparatively limited attention to social responsibility. Among the few studies addressing this issue, Abbas and Dogan (2022) found that organizational green culture and CSR activities shape employees' responsible behavior towards society. De Roeck and Farooq (2018) further found that employee-perceived ethical leadership and CSR activities positively relate to employees' societal behavior.

3. SCALE DEVELOPMENT

Following the approach outlined by Morgado et al. (2017) and Tracy (2024), the scale development process was carried out in three main stages. The first stage consisted of an extensive literature review to identify potential dimensions and measurement items for the dimensions. This review not only focused on tourism-related studies but also incorporated relevant findings from other sectors. The results of this phase show that the items that these prior studies (e.g. De Roeck and Farooq, 2018; Babu, Roeck and Raineri, 2025) revolve two dimensions of responsible behavior, including environmentally and socially responsible behaviors; these items were adopted for further adjustment in the next phase.

In the second stage, interviews were conducted with 25 participants, comprising hotel managers and academic experts, who were divided into three groups to validate the dimensions used to evaluate responsible behavior among tourism employees. The first group consisted of six managerial staff from different Departments of Tourism in famous tourism destinations, including Lam Dong province, Hanoi city, and Hue city. The second group included ten representatives from hotel businesses and travel agents (directors or managers). The third group comprised nine academics, with six specializing in tourism, two in business management, and one in economics. Among the 25 respondents, 15 were male and 10 were female (see Table 1). The interviews revealed a general agreement that tourism employees' responsible behavior is typically assessed through two main dimensions: (1) environmental responsibility and (2) social responsibility. Additional aspects, such as ethical and customer responsibilities, were mentioned by some participants but did not receive widespread endorsement. For example, participants agreed that responsibility towards customers/tourists, i.e. concern for the safety of customers could be grouped into social responsibility as customers/tourists could be seen as one of the external stakeholders.

Table 1. Interview participants' profile

		Count	N %
Gender	Male	15	60
	Female	10	40
Position	Department of Tourism Officials	6	24
	Directors/Managers of hotels, travel agents	10	40
	Lecturers/Researchers	9	36

In the third stage, follow-up interviews were conducted with the same group

of managers and academic experts to evaluate both the form and content validity of the proposed items. These discussions allowed participants to critically assess the clarity, relevance, and practical applicability of each item. For instance, the item “I encourage colleagues and guests to protect the environment” was added based on suggestions from several hotel managers, who emphasized the importance of capturing employees’ proactive role in promoting sustainable practices. In addition, items 3–5 were refined to improve their wording and ensure that the questions were both concise and easily understood by respondents, thereby minimizing potential ambiguity. Through this iterative process, the items were clarified, adjusted, and validated by group consensus, resulting in a reliable and contextually appropriate set of measurement scales for the study. Table 2 presents the original items alongside the revised versions after the second round of interviews.

Table 2. Scale items

Dimension	Codes of items	Original items	Modified items
Environmental responsible behavior	HV1	I adequately complete assigned duties in environmentally friendly ways	I adequately complete assigned duties in environmentally friendly ways
	HV2	I fulfill responsibilities specified in my job description in environmentally friendly ways	I fulfill responsibilities specified in my job description in environmentally friendly ways
	HV3	I perform job tasks that are expected from me in environmentally friendly ways	I perform job tasks in environmentally friendly ways.
	HV4	I take a chance to get actively involved in environmental protection at work	I actively participate in environmental protection activities at work.
	HV5	I take initiatives to act in environmentally friendly ways at work	I strive to propose initiatives or methods to perform tasks in environmentally friendly ways at work.
	HV6		I encourage colleagues and guests/tourists to protect the environment (suggestions from hotel managers)
Social dimension	HV7	I usually donate blood for those who needed it	I consistently try to support local government organizations in promoting the social responsibility of this tourist destination (suggestions from academic experts)
	HV8	I am involved in social and volunteer work that benefits my community	I always strive to participate in social and volunteer activities that benefit my community
	HV9	I give adequate contributions to charities and donations; I engage myself in social and humanitarian causes and associations	I always try to support and engage with social, humanitarian, and charitable associations
	HV10		I always care for tourists’ health and safety in tourism activities (suggestions from tourism managers)

4. Main study

4.1. Sampling method and sample profile

Because the population for the study was difficult to find and it was not easy to approach target respondents, the study employed a convenience sampling method to collect data from tourism employees at different tourism destinations. A total of 600 structured questionnaires were distributed by the survey team directly at tourism organizations such as hotels, travel agents and tourism sites. To ensure clarity and accuracy in responses, most of the questionnaires were administered with the assistance of trained surveyors, who provided brief instructions and guided respondents on how to complete each item by marking their answers in the appropriate boxes.

Out of the 600 questionnaires distributed, 534 were returned with complete and valid responses, yielding a response rate of 89%. This high rate of valid responses can be attributed to the direct engagement of surveyors with participants during the data collection process, which helped minimize misunderstandings and missing values.

Table 1 shows respondents' profiles. The proportion of female employees in hotels is higher than that of male employees, accounting for 52.4%. In terms of age, most employees are between 31–50 years old (50.2%), followed by those aged 18–30 (39.0%), while employees over 50 years old represent the smallest group (10.8%). A majority of employees is non-managerial employees (59.2%). The surveyed employees work in 4-5 star hotels employ the largest share (50.9%), followed by 3-star and below (21.8%), travel agents (16.9%). Employees are distributed across all departments, with the highest proportion working in administration (30.9%), followed by the front office (23.6%). Regarding work experience, the largest group of employees has been working for 3–5 years (34.3%), while the smallest group has less than 1 year of experience (2.8%).

Table 3. Respondents' profiles

	Categories	n	%		Categories	n	%
Gender	Male	254	47.6	Occupation	Front Office	126	23.6
	Female	280	52.4		Security	33	6.2
Age	18-30	208	39.0		Administration	165	30.9
	31-50	268	50.2		Housekeeping	85	15.9
	Above 50	58	10.8		Food and Beverage	85	15.9
Position	Manager	218	40.8	Tenure	Others	40	7.5
	Non-manager	316	59.2		Less than 1 year	15	2.8
Types of tourism organization	Hotel (4-5 star)	272	50.9		1-3 years	154	28.8
	Hotel (3 star and below)	117	21.8		3-5 years	183	34.3
	Travel agents	90	16.9		Above 5 years	182	34.1
	Tourist sites	45	8.4				

4.2. Exploratory factor analysis

To assess the construct validity of the measurement scale, exploratory factor analysis (EFA) was conducted using the Varimax rotation method with an eigenvalue cutoff of 1.0 (Coakes & Steed, 2001). As shown in Table 4, the Kaiser-Meyer-Olkin (KMO) coefficient reached 0.897, surpassing the recommended minimum of 0.5, which indicates that the dataset is appropriate for factor analysis. Additionally, Bartlett's test of sphericity produced a statistically significant outcome ($p < 0.05$), confirming that the variables are sufficiently correlated to justify factor extraction.

Table 5 presents the EFA results for tourism employees' responsible behavior. The findings revealed two factors with eigenvalues greater than 1, demonstrating that they adequately represent the variance contained in the ten observed variables. Together, these two factors explained 64.979% of the total variance, which exceeds the acceptable benchmark of 50%. This indicates that the extracted factors account for a substantial proportion of the variability in the dataset. Furthermore, the Cronbach's alpha values, ranging between 0.819 and 0.887, confirm that the scale demonstrates reliable internal consistency.

Table 4. KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	0.897
Bartlett's Test of Sphericity	Approx. Chi-Square
	2258.963
	df
	45
	Sig.
	0.000

Table 5: EFA of tourism employee responsible behavior

	Component	
	1	2
HV1	0.763	
HV2	0.795	
HV3	0.684	
HV4	0.838	
HV5	0.790	
HV6	0.783	
HV7		0.779
HV8		0.711
HV9		0.815
HV10		0.810
Eigenvalues	4.896	1.602
Variance explained (%)	48.960	16.020
Cumulative variance explained (%)	48.960	64.979
Cronbach's alpha	0.887	0.819

4.3. Confirmatory factor analysis

The table 6 summarizes the results of the confirmatory factor analysis (CFA) models. Model 1, a first-order model, demonstrates poor fit across all evaluation indices. Its chi-square value is disproportionately high compared to the degrees of freedom, producing a χ^2/df ratio of 14.73, which reflects an inadequate model fit. Both the CFI (0.785) and TLI (0.723) fall far below the recommended cutoffs,

indicating that the model does not sufficiently capture the covariance structure of the data. Furthermore, the RMSEA value of 0.171 considerably exceeds the acceptable threshold of 0.08, further confirming the unsatisfactory fit.

Drawing on the EFA results, Model 2 was developed with 10 observed indicators grouped into two dimensions: environmentally responsible behavior and socially responsible behavior. As shown in Table 6, Model 2 provides a substantially improved fit compared to Model 1. The χ^2/df decreases to 3.892, which falls within acceptable limits. Both the CFI (0.956) and TLI (0.942) surpass the recommended minimum of 0.900, suggesting a well-fitting model. The RMSEA value of 0.047 also lies within the acceptable range. Additionally, the factor loadings range between 0.67 and 0.79, all above the conventional cutoff of 0.50, indicating that the model closely approximates the population covariance matrix.

Table 6. CFA model comparison

		χ^2	df	p	χ^2/df	CFI	TLI	RMSEA
Model 1:	First-order model	515.547	35	0.000	14.73	0.785	0.723	0.171
Model 2:	Second-order model (12 observed variables)	132.318	34	0.000	3.892	0.956	0.942	0.047

Table 7 reports the outcomes of the CFA used to evaluate the validity and reliability of the measurement model. All composite reliability (CR) values are above the accepted benchmark of 0.70, demonstrating that the constructs exhibit strong internal consistency. Convergent validity is supported, as the average variance extracted (AVE) for each construct exceeds 0.50, meaning that more than half of the variance in the observed indicators is explained by their respective constructs. Furthermore, the fact that each construct's AVE is greater than its maximum shared variance (MSV) provides additional confirmation of convergent validity.

Discriminant validity is also well established. The square roots of the AVE values, shown on the diagonal of the correlation matrix, are higher than the correlations between constructs. The correlation coefficient between the constructs is 0.551 and is statistically significant at $p < 0.001$. Together, these results indicate that each construct is more strongly associated with its own measurement items than with other constructs, thus meeting the requirements for discriminant validity.

Table 7. Validity Analysis

	CR	AVE	MSV	MaxR(H)	ERB	SRB
ERB	0.890	0.575	0.303	0.893	0.758	
SRB	0.821	0.534	0.303	0.825	0.551***	0.731

Notes: *** $p < 0.001$; The square roots of the AVE values are represented on the bold diagonal of the correlation matrix.

5. DISCUSSION AND IMPLICATIONS

Although previous studies (e.g. Alshahrani & Iqbal, 2024; Hoang et al., 2025; Pham et al., 2023) have measured environmentally responsible behavior of tourism

employees, limited research has been paid attention to measuring tourism employees' responsible behavior, which includes not only environmentally responsible behavior but also socially responsible behavior. The current study, therefore, is an effort to develop this scale measurement. Through applying both qualitative and quantitative methods, the results of this study show that tourism employees' responsible behavior could be measured by two key dimensions, including (1) environmentally responsible behavior, and (2) socially responsible behavior. The results prove that the measurement scale has a good model fit and the two-dimensional scale for measuring tourism employees' responsible behavior satisfies the requirement for both reliability and validity. The results also support the relevance of the steps approach in developing a valid measurement scale (e.g. Morgado *et al.*, 2018).

First, environmentally responsible behavior is identified as a crucial dimension of tourism employees' responsible behavior. Environmentally responsible behavior is understood as employees' efforts to conserve the environment by seeking solutions to problems related to the environment (Pham *et al.*, 2020). Employees in the tourism sector create products/services and participate in tourism activities; thus, impact on the environment at a tourism destination (Su & Swanson, 2017). Indeed, environmental responsibility can be reflected in several behaviors such as waste recovery, energy consumption management through aspects such as recycling waste, rational use of resources, participating in activities to reduce the impact on the environment such as implementing green campaigns, participating in environmental protection in the community and their organization. Therefore, this proposed dimension provides support for previous studies (e.g. Hoang *et al.*, 2025; Pham *et al.*, 2023) which suggested that tourism employees need to indicate responsibility for the environment.

Second, the current study confirms that socially responsible behavior is a second dimension that reflects tourism employees' responsible behavior. This dimension indicates that supporting local government organizations in promoting the social responsibility of a tourist destination, participating in social and volunteer activities that could bring benefits for local communities, supporting and engaging with social, humanitarian, and charitable associations, and caring for the health and safety of tourists are all important aspects of socially responsible behavior of tourism employees. This dimension provides support for previous studies (e.g. Abbas & Dogan, 2022; De Roeck & Farooq, 2018) which suggested that tourism employees need to give back to the community and society.

The scale developed for this study can be used by tourism organizations such as destination management organizations (DMOs) and tourism service providers as a helpful tool to understand and measure tourism employees' responsible behavior. These organizations need to understand certain types/aspects of tourism employees' responsible behavior. Further, through providing items that assess specific responsible behavior amongst tourism employees, tourism managers could use the scale to measure the extent to which their employees are engaged in such responsible behavior. Based on that, they can find suitable ways to enhance

tourism employees' responsible behavior at their destination and organization. For example, designing training and development programs and building organizational culture that emphasize the importance of such aspects are crucial to orient tourism employees towards responsible behavior.

6. CONCLUSION AND FUTURE RESEARCH

In conclusion, this study has provided a new, valid and reliable scale to measure tourism employees' responsible behavior, which has not been examined previously. Future studies should use this scale and explore the relationship between tourism employees' responsible behavior and other dependent and independent variables. For example, future studies could test the determinants or antecedents of tourism employees' responsible behavior, such as responsible leadership, or socially responsible human resource management. Future research could also test the outcomes of tourism employees' responsible behavior, for example, testing the influence of tourism employees' responsible behavior on the sustainability of a tourism organization or a tourism destination.

ACKNOWLEDGEMENTS

This research is funded by Vietnam National Foundation for Science and Technology Development (NAFOSTED) under grant number 502.02-2023.69

REFERENCES

- Abbas, J., & Dogan, E. (2022). The impacts of organizational green culture and corporate social responsibility on employees' responsible behaviour towards the society. *Environmental Science and Pollution Research*, 29(40), 60024-60034.
- Agapito, D., Kronenburg, R., & Pinto, P. (2023). A review on destination social responsibility: towards a research agenda. *Current Issues in Tourism*, 26(4), 554-572.
- Akintunde, E. A. (2017). Theories and concepts for human behavior in environmental preservation. *Journal of Environmental Science and Public Health*, 1(2), 120-133.
- Alshahrani, S. T., & Iqbal, K. (2024). How does green human resource management foster employees' environmental commitment: a sequential mediation analysis. *Heliyon*, 10(12). <https://doi.org/https://doi.org/10.1016/j.heliyon.2024.e33202>
- Babu, N, Roeck, K, & Naireri, N. (2025). Servant leadership and employee socially responsible behavior: The role of employee psychological entitlement. *Personality and Individual Differences*, 246 (2025) 113378
- Bozdaglar, H. (2023). The impact of tourist behavior and responsible tourism on sustainable tourism development: Empirical insights from northern Cyprus. *International Journal of Science and Management Studies (IJSMS)*, 13(3), 291-295.
- Coakes, S., & Steed, L. (2001). *SPSS without Anguish: Version 10.0 for Windows*. John Wiley.
- De Roeck, K., & Farooq, O. (2018). Corporate social responsibility and ethical leadership: Investigating their interactive effect on employees' socially responsible behaviors. *Journal of Business Ethics*, 151, 923-939.
- Dias, Á., Aldana, I., Pereira, L., da Costa, R. L., & António, N. (2021). A measure of tourist responsibility. *Sustainability*, 13(6), 3351.
- Eichelberger, S., Heigl, M., Peters, M., & Pikkemaat, B. (2021). Exploring the Role of Tourists: Responsible Behavior Triggered by the COVID-19 Pandemic. *Sustainability* (2071-1050), 13(11).
- Gomes, S., & Lopes, J. M. (2023). Insights for pro-sustainable tourist behavior: The role of

- sustainable destination information and pro-sustainable tourist habits. *Sustainability*, 15(11), 8856.
- Hoang, H. T., Pham, N. T., Seet, P.-S., Jones, J., & Ho, N. T. T. (2025). Top Management Green Commitment and Employee In-Role Green Performance: An Emerging Economy Study. *Sustainable Futures*, 100432. <https://doi.org/10.1016/j.sftr.2025.100432>
- Hu, H.-H., & Sung, Y.-K. (2022). Critical influences on responsible tourism behavior and the mediating role of ambivalent emotions. *Sustainability*, 14(2), 886.
- Kimeli Cheruiyot, T., & Maru, L. C. (2012). Employee social responsibility practices and outcomes in Kenya's tourist hotels. *African Journal of Economic and Management Studies*, 3(1), 23-41.
- Liu, A., Ma, E., Qu, H., & Ryan, B. (2020). Daily green behavior as an antecedent and a moderator for visitors' pro-environmental behaviors. *Journal of Sustainable Tourism*, 28(9), 1390-1408.
- Mihalic, T., Mohamadi, S., Abbasi, A., & David, L. D. (2021). Mapping a sustainable and responsible tourism paradigm: A bibliometric and citation network analysis. *Sustainability*, 13(2), 853.
- Morgado, F. F., Meireles, J. F., Neves, C. M., Amaral, A. C., & Ferreira, M. E. (2017). Scale development: ten main limitations and recommendations to improve future research practices. *Psicologia: Reflexão e Crítica*, 30(0), 3.
- Pham, N. T., Tuan, T. H., Le, T. D., Nguyen, P. N. D., Usman, M., & Ferreira, G. T. C. (2023). Socially responsible human resources management and employee retention: The roles of shared value, relationship satisfaction, and servant leadership. *Journal of Cleaner Production*, 414, 137704. <https://doi.org/10.1016/j.jclepro.2023.137704>
- Qiu Zhang, H., Fan, D. X., Tse, T. S., & King, B. (2017). Creating a scale for assessing socially sustainable tourism. *Journal of Sustainable Tourism*, 25(1), 61-78.
- Schönherr, S. (2024). Tourism actors' responsible behavior: A systematic literature review. *Journal of Hospitality & Tourism Research*, 48(4), 671-683.
- Su, L., & Huang, Y. (2018). How does perceived destination social responsibility impact revisit intentions: The mediating roles of destination preference and relationship quality. *Sustainability*, 11(1), 133.
- Tiwari, R., Prentice, C., & Khoo, C. (2025). Development and Validation of a Multidimensional Responsible Tourist Behavior Scale. *International Journal of Tourism Research*, 27(3), e2808.
- Tkaczynski, A., Rundle-Thiele, S., & Truong, V. D. (2020). Influencing tourists' pro-environmental behaviours: A social marketing application. *Tourism Management Perspectives*, 36, 100740.
- Tracy, S. J. (2024). *Qualitative research methods: Collecting evidence, crafting analysis, communicating impact*. John Wiley & Sons.

PROCEEDINGS OF THE 7TH INTERNATIONAL CONFERENCE ON ECONOMICS, BUSINESS & FINANCE

**ECONOMICS, BUSINESS AND FINANCE
IN THE NEW ERA: ADAPTATION AND DEVELOPMENT**

ISBN: 978-632-627-119-5



9 786326 271195

Sách không bán