Issue congruence in destination post-crisis DSR communication: Moderated mediating effect of DSR skepticism and crisis history

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ABSTRACT

Using the lenses of attribution theory and situational crisis communication theory (SCCT), this study proposes a moderated mediation model to analyze the mechanism underlying the association between issue congruence and tourists' responses. The research employed SPSS 25 as the statistical analysis tool, and the results revealed the mediating effect of destination social responsibility (DSR) skepticism on the relationship between issue congruence and tourists' intentions to forgive and boycott, and the moderating effect of crisis history on issue congruence and DSR skepticism. Moreover, the moderated mediation model showed that the mediating effect of DSR skepticism differed for different values of the moderating factor, crisis history. The findings of this study have theoretical and practical implications for destination crisis management.

1. Introduction

Imagine that two world-famous scenic spots experienced environmental pollution, which is quickly drawing public attention. Managers of these two destinations have taken different destination social responsibility (DSR) measures to mitigate the impact of the environmental pollution crisis on the image of scenic spots. The first scenic spot invested millions of dollars in introducing state-of-the-art waste sorting and disposal technologies, while the other announced that it would contribute millions of dollars in supporting underprivileged children's education. Are these two distinct DSR measures met with different public reactions? If so, why?

Consider the two DSR strategies—both aimed at addressing the reputation crisis caused by environmental pollution. It is evident that the DSR measure implemented for the first scenic spot aligns with the issue of this reputation crisis, whereas the other strategy does not. When DSR is congruent with the crisis issue, the public perceives that the destination is actively taking steps to tackle environmental pollution (Wei & Kim, 2021). Conversely, if the issue is not congruent, suspicions may arise that DSR measures are used to conceal the crisis (Kim & Choi, 2020). Destinations dealing with crises often employ DSR as a response to strategic crisis management (Wut, Xu, & Wong, 2023); however, adopting this approach requires careful consideration (Kim & Choi, 2018). A well-executed DSR strategy can serve as a panacea for restoring

a destination's reputation (Kang, Faria, Lee, & Choi, 2023; Zhou & Ki, 2018), whereas an inappropriate DSR strategy can have adverse effects (Ham & Kim, 2020). Therefore, this study focuses on the effectiveness of DSR strategies in destination crisis communication.

The concept of DSR can be adapted in various ways to cater to the needs of tourists (Alcañiz, Cáceres, & Pérez, 2010) as well as align with destination images and products (Elving, 2013). Adaptability is crucial for maintaining tourist expectations (Wei & Kim, 2021). During a crisis, tourists also hold different expectations regarding DSR issues (Chen, Cheng, Hung-Baesecke, & Jin, 2019). When DSR is implemented following a destination crisis, tourists may perceive it as having an ulterior motive (Kim & Choi, 2018). The alignment between DSR initiatives and crisis issues significantly affects tourist perceptions (Ham & Kim, 2020). It is therefore not only essential to understand tourists' perspectives as a crisis response strategy (Wut et al., 2023) but also to delve into the thematic context of DSR during crisis situations (Rim & Kim, 2016). This study aimed to answer the following research question: how does post-crisis DSR issue congruence impact tourists' responses? The research question encompasses three aspects. We examined the differences in tourists' responses between congruent and incongruent levels of issue congruence, forming the first aspect of this research question.

Previous research indicates that consumers have a natural inclination to be skeptical of corporate social responsibility (CSR) (Connors,

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Anderson-MacDonald, & Thomson, 2017; Kim & Kim, 2023; Nguyen, Priporas, McPherson, & Manyiwa, 2023; Skarmeas & Leonidou, 2013), especially in crisis situations (Cheng, Hung-Baesecke, & Chen, 2021). Skepticism has a significant influence on crisis communication (Dalal & Aljarah, 2021; Wu & Overton, 2022). Researchers have explored CSR's potential to mitigate the negative impacts of crises (Latif, Ong, Meero, Abdul Rahman, & Ali, 2022), but it is not always a universal remedy for crisis management (Kim & Choi, 2018). The attribution theory explains this outcome (Lange & Washburn, 2012; Rifon, Choi, Trimble, & Li, 2004). When consumers perceive egoistic motives behind CSR actions, it fosters skepticism (Chen et al., 2019), leading to negative responses (Skarmeas, Leonidou, & Saridakis, 2014). While previous research has explored strategies for mitigating the negative consequences of skepticism toward CSR (Connors et al., 2017), the tourism context has yet to be tested. The second aspect of this research question examines whether DSR skepticism mediates the relationship between issue congruence and tourists' behavioral intentions.

Crisis communication should not focus solely on the current crisis, but also consider the potential impact of past crises (Coombs, 2004). The situational crisis communication theory (SCCT) suggests that crisis communication strategy is influenced not only by the current crisis but also by the organization's crisis history (Coombs & Holladay, 1996). The presence of a crisis history intensifies the attribution of responsibility and threats to reputation in the current crisis (Eaddy, 2023), rendering repair strategies that address the current crisis less effective (Yuan, Ren, Liu, Li, & Sun, 2021). A positive historical record has a favorable impact on an organization's image (Su, Pan, & Huang, 2023), thereby reducing skepticism toward CSR. Conversely, if a company has a poor track record concerning crises, the public may perceive CSR activities as self-serving maneuvers, generating heightened levels of skepticism, and ultimately resulting in negative evaluations (Eaddy & Jin, 2018). Hence, it is crucial to incorporate crisis history into post-crisis DSR communications (Coombs, 2007). The third aspect of the research question examines whether crisis history acts as a moderator between issue congruence and tourist responses.

To better understand issue congruence in destination post-crisis DSR communication, this study proposes and tests a conceptual model to investigate how issue congruence (congruence vs. incongruence) influences DSR skepticism and tourist behavioral tendencies to boycott and forgiveness, and examines the moderating effect of crisis history. The theoretical contributions are threefold. First, although studies have delved into DSR motivations from a tourist's perspective (He, Cheng, Swanson, Su, & Hu, 2022), research on the post-crisis DSR from the standpoint of destination crisis management is still limited. This study divides the type of DSR in response to a destination crisis into congruence and incongruence, and discusses the differences in tourists' DSR skepticism and behavioral intention (boycott and forgiveness) under different conditions. Second, past studies have investigated CSR skepticism as a mediator between issue congruence and attitudes toward a firm (Cheng et al., 2021; Wei & Kim, 2021; Xie & Wang, 2022), few have delved into the role of DSR skepticism in issue congruence and behavioral responses. This study examines the possible mediating role of DSR skepticism among issue congruence, tourist forgiveness, and tourist boycott. Third, existing literature has demonstrated that crisis history influences organizational control and reputation (Eaddy, 2023; Wei & Wei, 2011; Zou, Zeng, Zeng, & Shi, 2015), no research has yet explored the potential moderating effect of crisis history on the relationship between issue congruence and behavioral responses. This study further explores the moderated mediating effect of DSR skepticism and crisis history to comprehensively understand the impact of issue congruence on tourist intentions under different conditions.

2. Theoretical foundation and literature review

2.1. Underlying theories

2.1.1. Attribution theory

Attribution theory refers to the retrospective assessment of responsibility for a particular event (Coombs, 2007). This provides a theoretical framework for understanding the motivational judgments behind certain actions (Weiner, 1985), which can be applied to attribute motives to CSR initiatives in the post-crisis period (Chen et al., 2019; Rifon et al., 2004; Xu & Kochigina, 2021). Consumers tend to categorize CSR motives as egoistic or altruistic (Alcañiz et al., 2010). Egoistic motives are driven by a company's self-interest, such as attracting potential customers, while altruistic motives focus on genuinely serving society (Foreh & Grier, 2003; Kim & Choi, 2018). Consumer inferences about egoistic motives can lead to skepticism toward companies and brands (Elving, 2013; Skarmeas & Leonidou, 2013), negatively impacting their attitudes and behavioral intentions, whereas the perception of altruistic motivation fosters positive connections (Wei & Kim, 2021). Effective CSR communication strategies are crucial to reduce skepticism among stakeholders and promote positive corporate motivation (Du, Bhattacharya, & Sen, 2010; Kang et al., 2023).

Attribution theory has also been employed to explain tourists' attribution of motives to DSR (He et al., 2022). Su, Gong, and Huang (2020) categorized DSR motives into extrinsic and intrinsic motives and demonstrated that different attributes significantly influence tourists' responses. Furthermore, altruistic and egoistic motivations have been found to have a notable impact on travel intentions (Su, Gong, & Huang, 2020). Thus, attributing DSR motives plays a significant role in determining the effectiveness of DSR initiatives (Ham & Kim, 2020; Zhou & Ki, 2018). In this study, we utilized attribution theory to elucidate the influence of issue congruence on tourists' responses and the mediating role of DSR skepticism.

2.1.2. Situational crisis communication theory

Situational crisis communication theory (SCCT) is a theoretical framework that examines and understands organizational communication during crises (Coombs, 2007; Zhai & Luo, 2023). The primary focus of this theory is on how organizations respond to crises, with the aim of guiding effective communication with both internal and external stakeholders (Chang, Weng, & Wu, 2023; Wut et al., 2023). SCCT also helps organizations navigate crises and mitigate their negative impacts on reputation and trust (Yuan et al., 2021). Crisis responsibility is a central concept (Weiner, 1985; Zhou & Ki, 2018), as it directly or indirectly influences the public's perception of organizational crises (Eaddy, 2023). Crisis history is a key variable that affects an organization's crisis responsibility by augmenting its current crisis responsibility (Coombs, 2004). Consequently, when there is a history of crises, the public tends to have less tolerance for the current crisis, leading to stronger negative reactions (Su, Pan, & Huang, 2023).

In tourism research, SCCT is employed to explain how crisis history at destinations amplify the impact of current crises. Su, Yang, and Swanson (2023) demonstrated that the interplay between a destination's crisis history and the current crisis event significantly influenced tourists' emotional and behavioral responses. Wut et al. (2023) incorporated CSR practices into the SCCT framework to investigate the impact of the tourism industry's social responsibility congruence and timing on social media crises. In this study, the SCCT theory introduces the moderating variable of crisis history, enhancing our understanding of the relationship between post-crisis DSR issue congruence and tourists' reactions.

2.2. Literature review

2.2.1. Issue congruence

Congruence is a well-researched concept in the academic literature

(Cao & Lee, 2023; Septianto, Chiew, & Thai, 2020; Wut et al., 2023; Zhang, Xie, Chen, Dai, & Yi-Jun, 2023; Zhou & Ki, 2018), that can affect the actual effectiveness of CSR (Kim & Choi, 2020). When consumers perceive a company's CSR initiatives as consistent with their knowledge and expectations, they are more likely to connect with and understand them (Kim & Choi, 2018). In CSR research, the most studied congruence effect is consumers' perceived matching between a firm and its CSR theme (Gupta & Pirsch, 2006; Kim & Choi, 2018; Pracejus & Olsen, 2004). However, researchers have paid little attention to how CSR strategies serve as a means of communication for companies during a crisis. Some researchers have explored the degree of congruence between CSR and crisis (Ham & Kim, 2020; Wei & Kim, 2021), namely, issue congruence (Kim & Choi, 2018; Zenisek, 1979).

A lack of congruence between CSR initiative and crisis issue may lead consumers to perceive CSR efforts to be insincere or hypocritical (Hastie, 1984). This is the result of consumers attributing it to egoistic motives (Skarmeas et al., 2014), generating a negative effect that can seriously damage a company's reputation and credibility (Becker-Olsen, Cudmore, & Hill, 2006; Rifon et al., 2004). By contrast, CSR initiatives and crisis issue congruence may have a positive effect because consumers attribute CSR activities to altruistic motives (Kim & Choi, 2020), giving the public confidence that companies are taking concrete action to address the problem (Kim & Choi, 2018). To clarify how issue congruence affects tourists' responses, this study divided DSR initiatives and crisis issue congruence into two types: congruence and incongruence (Wei & Kim, 2021). The study then examined the impact of these different types of issue congruence on tourists' skepticism, boycott, and forgiveness.

2.2.2. DSR skepticism

Existing research on social responsibility in the tourism context is largely derived from the concept of CSR (Su & Huang, 2012; Su, Huang, & Huang, 2018; Su & Swanson, 2017; Su, Wang, Law, Chen, & Fong, 2016). CSR refers to how companies engage in activities beyond profit-driven economic objectives (McWilliams & Siegel, 2001), seeking a balance across economic, social, and environmental aspects (Sheldon & Park, 2011). This concept is not entirely applicable to tourism destinations (Su et al., 2018; Volgger & Huang, 2019). Compared to individual businesses, a tourism destination is a more complex concept (Su et al., 2016), involving stakeholders such as tourists, community residents, and tourism service providers (Su, Lian, & Huang, 2020). Recognizing this difference, Su and Huang (2012) introduced the concept of DSR, and defined DSR as the collective ideology and efforts of destination stakeholders engaging in socially responsible activities (Su et al., 2018; Su, Tang, & Nawijn, 2023; Su, Yang, & Swanson, 2023).

Skepticism can be described as an individual's inclination to question and disbelieve certain topics (Kwon & Ahn, 2020; Obermiller & Spangenberg, 1998). It can be classified into two categories: pre-dispositional and situational (Kwon & Ahn, 2020; Patel, Gadhavi, & Shukla, 2017). According to Obermiller, Spangenberg, and MacLachlan (2005), pre-dispositional skepticism is related to consistent personality traits that persist across different scenarios. For instance, individuals with a high degree of predispositional skepticism are often doubtful about various subjects, regardless of the context (Zhang & Hanks, 2017). By contrast, situational skepticism can be influenced by contextual factors (Foreh & Grier, 2003), leading to varying levels of skepticism among the public across different situations (Do Paço & Reis, 2012).

Marketing literature has highlighted that consumers may develop suspicion when they encounter CSR information (Elving, 2013; Fassin & Buelens, 2011; Kim & Choi, 2018). For instance, they may perceive CSR activities as merely advertising strategies aimed at improving brand image (Webb & Mohr, 1998). This perception is closely linked to the attribution of motives and can be understood as a situational trait (Rim & Kim, 2016). Hence, our investigation into DSR skepticism is based on the concept of situational skepticism, acknowledging tourists' inclination to question and scrutinize DSR initiatives in particular situations.

2.2.3. Tourist forgiveness

Forgiveness involves releasing one's negative feelings toward the offender and letting go of the desire to seek revenge or punishment for their actions (McCullough, Worthington, & Rachal, 1997). Consumer forgiveness can be broken down into emotional forgiveness, which is an inner state in which the consumer forgives or tolerates a negative event, and decision forgiveness, which means that consumers do not avoid or retaliate after a negative event but adopt the same behavior as before the event (Su, Pan, & Huang, 2023; Worthington & Scherer, 2004). Our study was based on decision forgiveness.

Previous studies have often assumed that outcome variables in crisis communication include public approval of the release of crisis information and the evaluation of organizational reputation (Chang et al., 2023; Zhou & Ki, 2018). In recent studies, forgiveness has been recognized as an outcome variable by an increasing number of researchers (Kim, Ho, Tan, & Casidy, 2023). Moon and Rhee (2012) verified the influence of internal and external causal attributions and types of information appeals on forgiveness when studying information strategies during crises. Tsarenko and Tojib (2015) conducted a study on consumers' forgiveness following a brand transgression, and found that forgiveness acted as an important mediator variable between the severity of the brand's transgression and consumers' intentions to repurchase. Su, Yang, and Swanson (2023) found that external crises such as earthquakes are more likely to inspire forgiveness.

2.2.4. Tourist boycott

A consumer boycott refers to a voluntary abstention or collective refusal by consumers to purchase, use, or do business with a particular company or brand (Friedman, 1985). Inappropriate post-crisis CSR activities may be viewed as utilitarian acts to repair damaged reputations (Ham & Kim, 2020; Kim & Choi, 2018; Zhou & Ki, 2018). Such considerations of egoistic motives for CSR may deprive CSR of the good work it should be generating (Yoon, Gürhan-Canli, & Schwarz, 2006). This shows that post-crisis corporate delusion of redress through social responsibility activities may not be as effective as expected, and may even lead to extreme consumer behavior, such as boycott, which is more negative than low purchase intentions (Deng & Long, 2019).

Tourist boycotts pose a significant threat to destination tourism development (Yousaf, Razzaq, & Fan, 2021). It is a form of opposition or protest in which potential or actual tourists refuse to engage or participate in a particular destination, tourism products, or activities initiated by individuals or organizations associated with tourism (Luo & Zhai, 2017). Tourist boycott is usually directed at destinations and is seen as tourists stopping to visit the destination and refusing to communicate with travel service providers (Zhai & Luo, 2023).

2.2.5. Crisis history

Another important factor affecting tourists' post-crisis responses is crisis history. However, there is a paucity of literature addressing this problem (Su, Pan, & Huang, 2023). Crisis history generally denotes previous instances of crises or adverse events that an organization has encountered in the past (Coombs, 2004). An organization's crisis history can serve as a crucial point of reference for the public to effectively evaluate its ability to manage and respond to crises (Coombs & Holladay, 1996). Therefore, it is important not only to consider the current crisis situation, but also the potential impact of past crises (Eaddy, 2023).

Crisis history represents the stability dimension of attribution in crisis situations (Coombs, 2007). When an organization lacks a history of crises, it suggests that the crisis is unstable, and its occurrence is perceived as accidental (Coombs, 2004). Researchers have investigated the adverse impacts of crisis history at both the organizational and individual levels (Eaddy, 2023). The history of crises significantly influences brand assets (Wei & Wei, 2011) and corporate reputation (Zou et al., 2015), while also shaping individual behavior (Rød, Botan, & Holen, 2012). The presence of a crisis history complicates current crisis

management efforts (Yuan et al., 2021).

3. Theoretical framework and hypotheses development

3.1. The relationship between issue congruence and DSR skepticism

CSR strategies do not always prove effective in crisis management efforts (Wu & Overton, 2022; Xie & Wang, 2022; Zhou & Ki, 2018) due to consumer skepticism regarding the authenticity of CSR information and activities (Latif et al., 2022). Inappropriate CSR measures can give the impression that businesses are merely attempting to salvage their reputation following a crisis (Vanhamme & Grobben, 2009), diverting attention from the issues at hand (Connors et al., 2017). Attribution theory suggests that when CSR activities align with specific problems arising from a crisis, they are seen as effective measures to address the situation (Kelley & Michela, 1980; Weiner, 1985), and the public tends to perceive such efforts as more altruistic (Rim & Kim, 2016). However, consumers may attribute CSR to egoistic motives (Kim & Choi, 2018) and perceive incongruent CSR initiatives as artificial or contrived (Hastie, 1984), resulting in negative consumer perceptions and attitudes toward corporations (Wei & Kim, 2021).

Researches indicate that CSR can be an effective crisis response strategy only when initiatives are closely related and relevant to the underlying causes of a crisis (Becker-Olsen et al., 2006; Kim & Choi, 2020). Incompatibility between a company's CSR efforts and the crisis issues at hand can increase customer skepticism (DeMotta, Janssen, & Sen, 2023). Furthermore, Wei and Kim (2021) demonstrated that when post-crisis CSR initiatives are misaligned, it leads to heightened public skepticism regarding the authenticity and quality of CSR information. Therefore, in this study, we posit that when there is incongruence between crisis issues and DSR initiatives, tourists exhibit greater skepticism. The relevant hypothesis is as follows.

H1. Issue incongruence causes more DSR skepticism than issue congruence in a crisis event.

3.2. The relationship between issue congruence and tourists' forgiveness

Most studies suggest that CSR leads to positive consumer responses (Deng & Long, 2019; Oh, Chen, & Hung-Baesecke, 2017). Becker-Olsen et al. (2006) noted that consumers are more likely to respond favorably when a company implements a CSR program in line with current crisis issues. Romani, Grappi, and Bagozzi (2013) also studied CSR and found that it can inspire positive behavioral tendencies in consumers, such as gratitude, a positive evaluation of the company, and a stronger sense of identification with the brand. In addition, Oh et al. (2017) argue that CSR should be specifically related to the crisis at hand, as this can help demonstrate that a company is taking tangible steps to address the problem.

Attribution theory suggests that tourists are more likely to express positive responses when they are aware that a destination has adopted a high degree of congruent social responsibility activities during a crisis (DeMotta et al., 2023; Ham & Kim, 2020). This indicates that DSR strategies are motivated by the managers' genuine interest in and goodwill toward their destination (Kim & Choi, 2018; Rim & Kim, 2016). However, inconsistencies may create a false perception of the firm and result in negative CSR beliefs (Wei & Kim, 2021). Based on previous research, the following hypothesis is proposed.

H2. Issue congruence causes more tourist forgiveness than issue incongruence in a crisis event.

3.3. The relationship between issue congruence and tourist boycott

Studies show that CSR does not have the desired positive effect on corporate reputation or brand loyalty (Zeng, Audrain-Pontevia, & Durif, 2021). Negative perceptions toward an organization's CSR practices can

have various negative consequences (Pipatprapa, Huang, & Huang, 2017). For instance, poor CSR practices can result in decreased interest in an organization's products or services, negative word-of-mouth, and even consumer boycott (Becker-Olsen et al., 2006; Scheidler & Edinger-Schons, 2020). When consumers demand CSR practices from organizations and the organization fails to respond adequately, they may feel cheated, betrayed, or angry, leading to negative emotions toward the organization (Morrison & Robinson, 1997). These negative emotions can ultimately damage an organization's reputation and decrease its financial performance (Zhou & Ki, 2018). Therefore, CSR behaviors may lead to different results. These findings can be explained by consumers' different CSR motivational attributes.

Research suggests that CSR initiatives that are unrelated to crisis situations may be perceived as hypocritical or insincere, and may be interpreted as an attempt to distract from the current crisis (Oh et al., 2017). Organizations that have experienced a crisis may wish to carefully reconsider their CSR initiatives to ensure that they are seen as genuine and authentic, rather than attempting to deflect negative attention. Otherwise, consumers more readily attribute egoistic motives (Kim & Choi, 2018) to CSR activities that do not meet their expectations for crisis management (Deng & Long, 2019), resulting in negative effects (Groza, Pronschinske, & Walker, 2011; Kim & Choi, 2018), such as boycott. Therefore, this study concludes that when crisis problems and DSR initiatives are incongruent, tourists will make more egoistic motive attributions and thus have a greater boycott of DSR. The hypotheses are as follows.

H3. Issue incongruence causes more tourist boycott than issue congruence in a crisis event.

3.4. The mediating role of DSR skepticism

Researchers have emphasized the crucial role of issue congruence in shaping consumer perceptions of CSR during crisis communication (Ham & Kim, 2020; Wut et al., 2023). The generation of skepticism is closely linked to the fit between CSR initiatives and crisis situations (Zhou & Ki, 2018), based on inferences about the motivation behind CSR (Chen et al., 2019). Attribution theory explains the inferences made about the motives behind post-crisis CSR initiatives (DeMotta et al., 2023; Kim & Choi, 2018). Public inferences about the underlying motives of these initiatives can lead to suspicion (Xu & Kochigina, 2021), subsequently influencing their ensuing behavior (Jung & Lee, 2022; Skarmeas et al., 2014). Public inferences about the motives underlying issue congruence may lead to varying degrees of skepticism (Rifon et al., 2004), thereby influencing evaluations of post-crisis DSR and their following behavioral intentions (Kim & Choi, 2018; Zhang & Hanks, 2017).

Skepticism plays a critical role in the relationship between post-crisis CSR and consumers' attitudes and responses (Wei & Kim, 2021). Latif et al. (2022) highlighted that skepticism hinders employees from promoting pro-environmental behavior through their perceptions of CSR. Cheng et al. (2021) observed that CSR skepticism acts as a mediator in the relationship between social media influencer leadership and consumer responses (e.g. brand preference, brand loyalty, price premium). Ham and Kim (2020) found that when a crisis occurs due to accidental rather than preventable circumstances, situational CSR skepticism plays a significant mediating role in the effects of crisis type and CSR motivation on purchase intention. Xie and Wang (2022) pointed out that when consumers carefully scrutinize CSR information, CSR skepticism acts as a mediator between CSR demand and purchase intention. Therefore, we propose.

H4. DSR skepticism plays a mediating role in issue congruence and tourist forgiveness.

CSR skepticism can hinder the establishment and maintenance of positive relationships between companies and consumers (Cheng et al., 2021; Kim & Kim, 2023; Leonidou & Skarmeas, 2017). Individuals who

distrust CSR activities tend to form highly negative evaluations of the company (Jung & Lee, 2022). Skepticism toward CSR programs weakens the effectiveness of service quality in enhancing customer attitudes (Dalal & Aljarah, 2021). Researchers have confirmed the critical role of skepticism in the relationship between CSR and consumer responses (Xie & Wang, 2022).

Groening, Sarkis, and Zhu (2018) revealed a positive correlation between skepticism toward CSR and consumer resistance toward hotel brands. Goh and Balaji (2016) mentioned that skepticism toward environmental CSR initiatives can weaken purchase intentions toward green products among consumers. Using fuzzy-set QCA to examine the role of CSR skepticism, Skarmeas et al. (2014) disclosed that egoistic and stakeholder-driven motives could lead to consumer CSR skepticism. This, in turn, would lead to lower levels of consumer-based retailer equity, lower consumer resistance to negative retailer information, and unfavorable word of mouth reporting. Based on the aforementioned evidence, this study reasonably predicts that DSR skepticism plays a mediating role in the relationship between issue congruence and tourist boycott. Consequently, the following hypothesis is proposed.

H5. DSR skepticism plays a mediating role in issue congruence and tourist boycott.

3.5. The moderating role of crisis history

The detrimental effects of crisis history have garnered considerable attention from researchers across various disciplines (Eaddy, 2023). In the business and management literature, previous studies have documented reputational harm caused by a history of environmental violations (Zou et al., 2015). The disaster literature highlights the significant influence of frequent disasters and crises on individual behaviors (Rød et al., 2012). Communication research has explored the cognitive and affective responses of the public to crises (Eaddy & Jin, 2018). Specifically, studies in the tourism field have found that crisis history moderates the impact of crises on tourist responses (Su, Pan, & Huang, 2023).

According to Coombs (2004) SCCT, a prior crisis heightens the reputational threat posed by the current crisis. When compared to situations with no prior crises, the public tends to exhibit stronger emotional reactions and attributes greater responsibility to the organization during a crisis if there is a history of previous incidents (Eaddy & Jin, 2018). As a result, the public's perception of a destination's reputation is likely to be negative (Su, Pan, & Huang, 2023). This finding indicates that past crises amplify the negative impact of the present crisis.

Similarly, the evaluation of crisis communication strategies cannot be separated from the context of crisis history. This complicates the task of satisfying public expectations in current crisis communication efforts (Yuan et al., 2021). When facing post-crisis CSR, the public will make judgments only according to the current crisis and the theme of CSR (Su, Pan, & Huang, 2023). The public is less skeptical when issues of crisis and DSR are congruent, because they perceive companies to be making efforts to solve crisis-related problems (Wei & Kim, 2021). However, when an organization has a history of crisis, it indicates that the same problem repeats, and the current crisis is a steady occurrence (Eaddy & Jin, 2018; Kelley & Michela, 1980). The public sees the current CSR as just a fig leaf for the crisis (Oh et al., 2017). Therefore, regardless of the type of social responsibility of an enterprise, tourists are skeptical of it. Thus, this study proposes the following hypothesis.

H6. When no crisis history exists, issue incongruence (vs congruence) causes more DSR skepticism during crisis events. However, this effect is not significant when there is a crisis history.

Taken together, these proposed relationships suggest that a crisis history moderates the mediating effect of DSR skepticism on the relationship between issue congruence, tourist forgiveness, and boycott. Thus, this study proposes the following hypotheses.

H7. In the absence of a crisis history, DSR skepticism plays a significant mediating role between issue congruence and tourist forgiveness. However, this effect is not significant when there is a crisis history.

H8. In the absence of a crisis history, DSR skepticism plays a significant mediating role between issue congruence and tourist boycott. However, this effect is not significant when there is a crisis history.

Based on these eight hypotheses, this study proposes a conceptual model comprising the aforementioned key concepts (Fig. 1). We conducted two studies to test our hypotheses.

4. Study 1

Study 1 analyzed the main effect of issue congruence on DSR skepticism, tourist forgiveness, and tourist boycott (H1, H2, and H3), and tested the mediating effect of DSR skepticism on the relationship between issue congruence and tourists' behavioral intentions (forgiveness and boycott; H4 and H5).

University students and potential tourists were the target respondents of the pre-test and main study, respectively. The student sample has good homogeneity, which allows researchers to test whether the stimulus materials are effective and suitable for the subsequent main experiment (Huang, Wu, & Shi, 2018; Peterson & Merunka, 2014). Potential tourists are the most common research object of tourism research, which helps managers to better understand the needs of tourists (Gil Arroyo, Barbieri, Knollenberg, & Kline, 2023). We used convenience sampling in this study. The pre-test was conducted on an online survey platform, Wenjuanxing (https://www.wjx.cn/), which is a research platform widely accepted by researchers (Guan, Wan, Ma, Zhang, & Zhang, 2023). In the main experiment, recruitment information was posted on the Credamo platform to collect samples of potential tourists. Credamo is an online survey platform in China, and it is widely popular in research experiments (Yao, Zhao, Ren, & Jia, 2022). Participants were randomly assigned to one of the stimulus materials (Xie, Ma, & Tong, 2023). ANOVA is used to find significant proportion differences in the statistical analyses (Fong, Law, Tang, & Yap, 2016), and it is robust for smaller samples (Myers & Hansen, 2012).

4.1. Pre-test

4.1.1. Participants and procedure

Prior to the formal investigation, this study conducted a pre-test via a survey to assess whether participants could correctly attribute issue congruence to manipulation under different experimental conditions. To reduce the influence of past travel experiences on participants, this study established a virtual tourist destination scenic area D. Two versions of the DSR scenarios, one closely related to the crisis and the other irrelevant, were developed (issue congruence vs issue incongruence; see Appendix 1). A brief description of the purpose of the study was provided so that the participants could have a clear understanding of the experiment.

To test whether stimulus materials could successfully manipulate issue congruence, this study recruited 31 graduate students from a Chinese university to participate in the test, including 24 women and 7 men; the majority (90.3%) were 18–24 years (9.7% were 25–44 years old), and they were not part of the formal experiment. Thirty-one participants were randomly assigned to two groups: 16 to the issue-congruence group, and 15 to the issue-incongruence group. After grouping, each participant was provided with the experimental materials. After reading the test materials, participants were asked to evaluate the issue congruence of the corresponding tourist destinations. The issue congruence scale included six items from Alcañiz et al. (2010) reflecting the six dimensions of issue congruence. The scale comprised a 7-point Likert scale (1 = strongly disagree, 7 = strongly agree). Subsequent analyzes used the average scores.
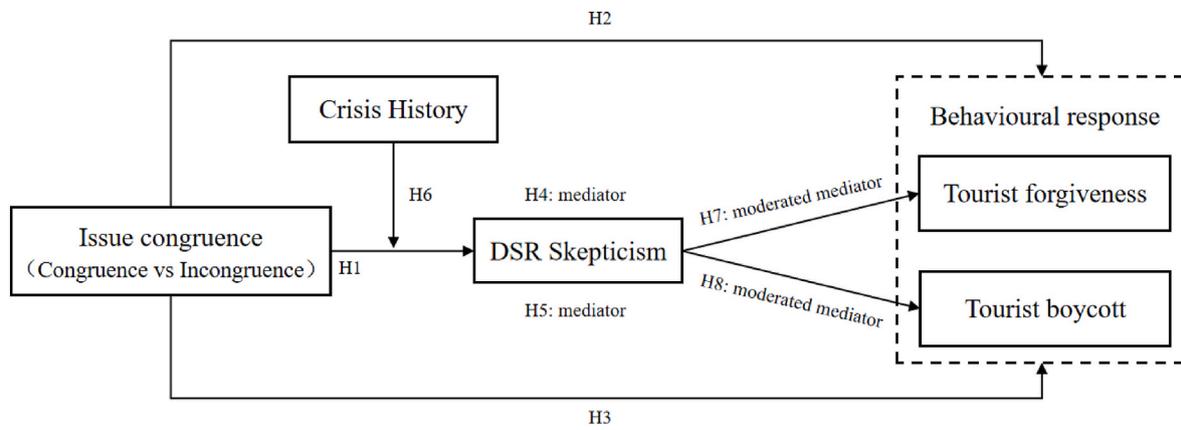
Fig. 1. Conceptual model.

4.1.2. Results and discussion

The mean item values for issue congruence and incongruence were computed to test whether issue congruence manipulation was successful. The results of the ANOVA showed that the issue congruence score was significantly higher than that of the issue incongruence group [$M_{congruence}$ = 4.14, SD = 1.10 vs. $M_{incongruence}$ = 2.74, SD = 1.29, F (1,29) = 15.204, $p < 0.05$], indicating that the manipulation of issue congruence was successful and that the experimental material could be used for formal experiments.

4.2. Main experiment

4.2.1. Participants and procedure

During the main experiment, participants were randomly assigned to an issue congruence (congruence vs. incongruence) group. Each participant was required to read a paragraph about issue congruence, which was the same as in the pre-experiment, place themselves in the situation described in the material, and answer the corresponding measurement questions set in the experiment. The measurement items were divided into three parts. The first part measures issue congruence (Alcañiz et al., 2010); the second part assesses DSR skepticism (Skarmeas & Leonidou, 2013), tourist forgiveness (Xie & Peng, 2009), and tourist boycott (Cissé-Depardon & N'Goala, 2009); and the third part collects the demographic characteristics (Table 1).

Sixty-one native Chinese participants (23 men and 38 women) were recruited from the Credamo (issue congruence, $n = 30$; issue incongruence, $n = 31$; Table 2). G*Power 3.1 (Faul, Erdfelder, Buchner, & Lang, 2009) was utilized to determine the sample size for Study 1, which indicated that a minimum of 52 participants was necessary. One-way ANOVA was used for statistical analysis. The result showed that, with a sample size of 61 (number of groups: 2, effect size: 0.4, significance level: 0.05), the power value was 0.87. This exceeded the recommended threshold of 0.80, indicating that the valid questionnaire had sufficient statistical power.

4.2.2. Manipulation check and descriptive analysis

The one-way ANOVA results showed that the score of the issue-congruence group was significantly higher than that of the issue-incongruence group [$M_{congruence}$ = 5.73, SD = 0.86 vs. $M_{incongruence}$ = 3.32, SD = 1.43, F (1,59) = 89, $p < 0.05$], indicating that the manipulation of issue congruence was successful. Furthermore, normality results showed that all items' skewness (<3) and kurtosis (<8) values met the recommended criteria (Kline, 2011, Table 3), and all constructs had a high reliability (issue congruence α = 0.961; DSR skepticism α = 0.908; tourist forgiveness α = 0.929; tourist boycott α = 0.851).

Table 1
Measurements of variables.

Variables	Items	References
Issue Congruence (IC)	1. The DSR initiative and the crisis issue in Scenic Area D are congruent. 2. The DSR initiative and the crisis issue in Scenic Area D are compatible. 3. The DSR initiative and the crisis issue in Scenic Area D are meaningful. 4. The DSR initiative and the crisis issue in Scenic Area D are complementary. 5. The DSR initiative and the crisis issue in Scenic Area D go together. 6. The DSR initiative and the crisis issue in Scenic Area D are logical.	Alcañiz et al. (2010)
DSR Skepticism (DS)	1. It is doubtless that Scenic Area D is a socially responsible spot. 2. It is certain that Scenic Area D is concerned to improve the well-being of society. 3. It is sure that Scenic Area D follows high ethical standards. 4. It is unquestionable that Scenic Area D acts in a socially responsible way.	Skarmeas and Leonidou (2013)
Tourist Forgiveness (TF)	1. I would disapprove of Scenic Area D. 2. I would blame Scenic Area D. 3. I would think favorably of Scenic Area D. 4. I would forgive Scenic Area D. 5. I would sympathize with Scenic Area D.	Xie and Peng (2009)
Tourist Boycott (TB)	1. I will stop my travel to Scenic Area D. 2. I will travel to other scenic spots temporarily. 3. From now on, I will travel to a scenic spot that is in competition with Scenic Area D. 4. I will never travel to Scenic Area D again. 5. I will participate in the boycott of Scenic Area D. 6. It will be easy for me to boycott Scenic D because of this.	Cissé-Depardon and N'Goala (2009)

4.2.3. Main effects of issue congruence on DSR skepticism, forgiveness, and boycott

One-way ANOVA was employed to test Hypotheses H1, H2, and H3. The analysis revealed a significant difference in DSR skepticism between

Table 2
Demographics of Study 1 participants.

	n	%		n	%
Gender			**Age in years**		
Male	23	37.7	18–24	12	19.7
Female	38	62.3	25–44	36	59
Monthly income			45–64	13	21.3
< 2000	7	11.5	**Level of education**		
2000–2999	14	23	Below high school	3	4.9
3000–4999	17	27.9	High school/Technical school	1	1.6
5000–7999	18	29.5	Undergraduate/Associate degree	50	82
≥8000	5	8.2	Postgraduate degree	7	11.5

issue congruence group and issue incongruence group [$F(1,59) = 16.60$, $p < 0.05$; partial $\eta^2 = 0.20$]. Specifically, participants' DSR skepticism of issue incongruence was stronger ($M_{incongruence} = 3.44$; $SD = 1.31$) than that of issue congruence ($M_{congruence} = 2.40$; $SD = 0.71$). Moreover, the study found that the two groups exhibited significant differences in tourist forgiveness ($F_{(1,59)} = 36.66$, $p < 0.05$, partial $\eta^2 = 0.30$). Participants in the issue-congruence group ($M_{congruence} = 5.47$; $SD = 0.69$) displayed greater forgiveness than those in the issue-incongruence group ($M_{incongruence} = 3.92$; $SD = 1.54$). Finally, the study found significant differences in tourist boycott between the different types of issue congruence [$F(1, 59) = 12.52$, $p < 0.05$, partial $\eta^2 = 0.14$]. Participants in the issue-incongruence group ($M_{incongruence} = 3.82$; $SD = 1.34$) exhibited stronger boycott tendencies than those in the issue-congruence group ($M_{congruence} = 2.91$; $SD = 0.90$). These findings support Hypotheses H1, H2, and H3.

4.2.4. The mediating effect of DSR skepticism

To examine the mediating function of DSR skepticism in the conceptual models, we used bootstrapping [model 4 (Hayes, 2013)] by running 5000 samples to obtain a 95% confidence interval (CI) of the parameter estimates. Two replicates were performed. First, the operation considered issue congruence as the independent variable, DSR skepticism as the intermediary variable, and tourist forgiveness as the dependent variable. Subsequently, the dependent variable was replaced with a tourist boycott, and another run was performed. The results revealed that DSR skepticism acted as a mediator between issue congruence, tourist forgiveness ($\beta = -0.52$, $SE = 0.34$; 95% *CI*: −1.31 to −0.38), and tourist boycott ($\beta = -0.51$, $SE = 0.30$; 95% *CI*: 0.06 to 1.24). Moreover, the direct relationship between types of issue congruence

showed significant results only for tourist forgiveness ($\beta = -1.03$, $SE = 0.31$; 95% *CI*: −1.66 to −0.41) and not for boycott ($\beta = 0.39$, $SE = 0.29$; 95% *CI*: −0.94 to 0.98). Overall, these findings support the conclusion that DSR skepticism plays a fully mediating role in the relationship between issue congruence and tourist forgiveness and a partially mediating role in the relationship between issue congruence and tourist boycott. These results support H4 and H5, as shown in Figs. 2 and 3, respectively.

5. Study 2

Study 2 tested the moderating influence of crisis history on the primary impact of issue congruence and DSR skepticism (H6). Additionally, this study investigated the validity of the moderated mediation model (H7 and H8).

University students and potential tourists were the target respondents of the pre-test and main study, respectively. Convenience sampling was used. A pre-test was conducted in Wenjuanxing to collect samples of university students, and the main experiment posted recruitment information on the Credamo platform to collect samples of potential tourists. Participants were randomly assigned to one of the stimulus materials. ANOVA was used to analyze the data.

5.1. Pre-test

5.1.1. Participants and procedure

We divided crisis history into two types: history of crises and no history of crises (see Appendix 1), and designed the corresponding stimulus materials. To test whether the stimulus materials could successfully manipulate the history of crises, we recruited 63 graduate students (master's and doctoral students, without repeating the formal experiment) from a Chinese university, including 44 women and 19 men, to participate in the test. The majority (66.7%) were 18–24 years old (31.7% were 25–44 years old). Sixty-three participants were randomly assigned to two groups: the history of crises group consisted of 32 participants, and the remaining 31 were included in the no history of crises group. Participants were first presented with the same experimental materials used in Study 1 to describe issue (in)congruence, followed by a written description of the crisis history.

5.1.2. Results and discussion

The findings of the study demonstrated that participants were able to

Table 3
Descriptive statistic and normality test.

Variables	Items		Experiment 1 (N = 61)					Experiment 2 (N = 122)			
		α	Mean	SD	Skewness	Kurtosis	α	Mean	SD	Skewness	Kurtosis
Issue Congruence	IC1	0.961	3.93	1.73	−1.38	0.08	0.964	3.83	1.93	−1.41	−0.09
	IC2		4.41	1.94	−1.33	−0.11		4.21	2.01	−1.38	−0.09
	IC3		5.05	1.86	0.22	−1.04		4.97	1.68	−0.40	−0.66
	IC4		4.51	1.80	−1.03	−0.40		4.46	1.94	−1.21	−0.35
	IC5		4.46	1.80	−1.19	−0.28		4.35	1.95	−1.33	−0.16
	IC6		4.67	1.94	−1.12	−0.44		4.62	1.99	−1.18	−0.34
DSR Skepticism	DS1	0.908	3.02	1.09	0.28	0.45	0.937	4.14	1.90	−1.49	−0.11
	DS2		2.92	1.31	1.16	0.80		3.88	1.77	−1.33	0.18
	DS3		3.02	1.45	0.05	0.68		4.32	2.02	−1.46	−0.28
	DS4		2.77	1.42	−0.02	0.89		4.15	2.08	−1.47	−0.14
Tourist Forgiveness	TF1	0.929	4.28	1.79	−1.01	−0.22	0.853	3.70	1.94	−1.45	0.19
	TF2		4.72	1.53	0.19	−0.73		4.34	1.80	−1.11	−0.32
	TF3		4.41	1.65	−0.59	−0.39		3.71	1.88	−1.41	0.11
	TF4		4.95	1.43	0.51	−0.90		4.68	1.77	−1.39	−0.26
	TF5		5.07	1.64	0.12	−0.81		4.51	1.81	−1.24	−0.21
Tourist Boycott	TB1	0.851	4.08	1.71	−1.18	0.14	0.884	4.41	1.90	−1.25	−0.36
	TB2		4.16	1.55	−0.98	0.11		4.24	1.88	−1.39	−0.15
	TB3		3.16	1.37	0.07	0.34		3.50	1.82	−1.08	0.36
	TB4		2.90	1.67	0.41	0.85		2.79	1.64	−0.18	0.90
	TB5		2.67	1.59	0.94	1.11		2.80	1.62	−0.28	0.95
	TB6		3.25	1.77	−0.47	0.64		3.52	1.79	−1.27	0.30

$\beta = -0.52, SE = 0.34;$

$LLCI = -1.31, ULCI = -0.38;$

Mediating effect is significant

DSR skepticism

Issue congruence
(congruence vs. Incongruence)

Tourist forgiveness

$\beta = -1.03, SE = 0.31;$

$LLCI = -1.66, ULCI = -0.41;$

Direct effect is significant

Fig. 2. Mediating role of DSR skepticism between issue congruence and tourist forgiveness.

$\beta = -0.51, SE = 0.30;$

$LLCI = 0.06, ULCI = 1.24;$

Mediating effect is significant

DSR skepticism

Issue congruence
(congruence vs. Incongruence)

Tourist boycott

$\beta = 0.39, SE = 0.29;$

$LLCI = -0.94, ULCI = 0.98;$
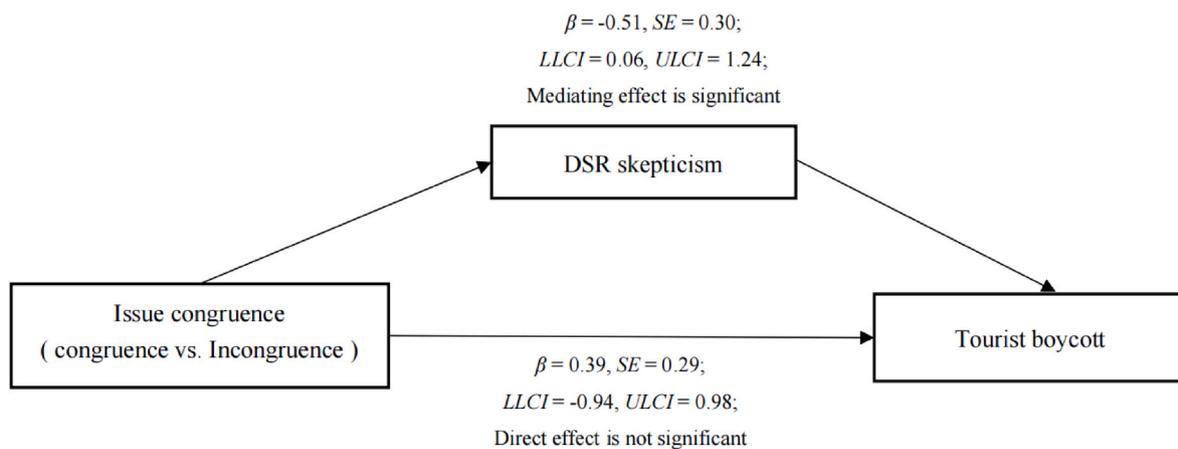
Direct effect is not significant

Fig. 3. Mediating role of DSR skepticism between issue congruence and tourist boycott.

differentiate between issue congruence and issue incongruence ($M_{congruence} = 5.08$, $SD = 1.32$; $M_{incongruence} = 3.54$, $SD = 1.11$, $p < 0.05$) based on the provided stimuli, as shown in the results of the one-way ANOVA. Moreover, the manipulation of the history of crisis and no history of crisis was successful ($M_a = 4.69$, $SD = 1.53$ vs. $M_{no} = 3.87$, $SD = 1.55$, $p < 0.05$).

5.2. Main experiment

5.2.1. Participants and procedure

Study 2 examined the moderating effects of crisis history on DSR skepticism, tourist forgiveness, and boycott with 122 participants, testing H6, H7, and H8. A 2 (issue congruence vs. issue incongruence) × 2 (a history of crises vs. no history of crises) inter-factor design was used. Participants were recruited from Credamo.

In the experiment, each participant was randomly allocated to one of two historical conditions and requested to read a paragraph about issue congruence identical to that used in Study 1, as well as a descriptive text regarding the history of crises. The participants were then instructed to respond to measurement questions specific to the experiment, which were divided into three parts. The first part measured issue congruence and crisis history; the second part measured DSR skepticism, tourist forgiveness, and tourist boycott; and the third part measured demographic characteristics. At the end of the experiment, the sample size of each group was calculated; 122 respondents participated (Table 4), including 60 in the first group (history of crises) and 62 in the second group (no history of crises).

Table 4
Demographics of Study 2 participants.

	n	%		n	%
Gender			**Age in years**		
Male	50	41	18–24	31	25.4
Female	72	59	25–44	73	59.8
Monthly income (¥)			45–64	18	14.8
< 2000	16	13.1	**Level of education**		
2000–2999	12	9.8	Below high school	6	4.9
3000–4999	20	16.4	High school and technical school	7	5.7
5000–7999	37	30.3	Undergraduate/Associate degree	99	81.1
≥8000	37	30.3	Postgraduate degree	10	8.2

G*Power 3.1 (Faul et al., 2009) was used to determine the sample size for Study 2, which indicated that a minimum of 76 participants were necessary. One-way ANOVA was used for statistical analysis. The results showed that, with a sample size of 122 (number of groups: 4, effect size: 0.4, significance level: 0.05), the power value was 0.99. This exceeded the recommended threshold of 0.80, indicating that the valid questionnaire had sufficient statistical power.

5.2.2. Manipulation check and descriptive analysis

The results of the one-way ANOVA showed that the participants could distinguish between issue congruence and incongruence [$M_{congruence} = 5.84$, $SD = 0.81$ vs. $M_{incongruence} = 3.02$, $SD = 1.27$, F

$(1,120) = 241.10, p < 0.05]$ based on the given stimuli. Manipulations of a history of crises and no history of crises were also successful [$M_a = 5.72, SD = 1.09$ vs. $M_{no} = 4.15, SD = 2.05, F(1,120) = 75.30, p < 0.05$], indicating that the manipulation of issue congruence and crisis history was successful. Furthermore, normality results showed that all items' skewness (<3) and kurtosis (<8) values met the recommended criteria (Kline, 2011, Table 3), and all constructs had high reliability (issue congruence α = 0.964; DSR skepticism α = 0.937; tourist forgiveness α = 0.853; tourist boycott α = 0.884).

5.2.3. Moderating effect of crisis history

Using the issue congruence (vs. incongruence) and history of crises (vs. no history of crises) as between-subjects factors, the two-way ANOVA showed a significant effect on DSR skepticism [$F(1,118) = 15.415, p < 0.010$, partial $\eta^2 = 0.055$]. When there was no history of crises, issue incongruence had a stronger impact on DSR skepticism than issue congruence [$M_{congruence} = 2.642, M_{incongruence} = 3.790, F(1,60) = 20.385, p < 0.05$]. DSR skepticism showed no significant difference [$M_{congruence} = 5.175, M_{incongruence} = 4.900, F(1,58) = 2.359, p > 0.05$] when there was a history of crises. Therefore, H6 was confirmed (Fig. 4).

5.2.4. The moderated mediating effect of DSR skepticism and crisis history

To test the moderated mediation model, we used PROCESS Model 7 (Hayes, 2013) and conducted a moderated mediation analysis using bootstrapping mediation tests with 5000 replications and 95% confidence intervals. The analysis revealed that crisis history moderated the impact of issue congruence on tourist forgiveness and boycott, while DSR skepticism functioned as a mediator. Specifically, the effect of issue congruence on tourist forgiveness ($b = -0.88, SE = 0.34$; 95% CI: -1.59 to -0.24) was mediated overall by DSR skepticism. When the mediation analysis was separated into different crisis history conditions, it was observed that the mediation effect was significant only in the absence of a history of crises ($b = -0.71, SE = 0.23$; 95% CI: -1.18 to -0.26), but not significant in the presence of a history of crises ($b = 0.18, SE = 0.25$; 95% CI: -0.32 to 0.67), as shown in Table 5. Thus, H7 is supported.

In addition, the overall effect of issue congruence on tourist boycott was also found to be mediated by DSR skepticism ($b = 0.65, SE = 0.27$; 95% CI:0.16 to 1.23). Further analysis of the mediation effect under different crisis history conditions revealed that the mediation effect was

significant only when there was no history of crises ($b = 0.53, SE = 0.19$; 95% CI:0.17 to 0.94) and not significant in the presence of a history of crises ($b = -0.13, SE = 0.18$; 95% CI: -0.48 to 0.23), as outlined in Table 6. Thus, hypothesis H8 was supported.

6. Conclusion and implications

6.1. Conclusion

This study proposed and tested a conceptual model to investigate how issue congruence affects DSR skepticism and tourists' behavioral intentions toward boycott and forgiveness. The moderated mediating effects of DSR skepticism and crisis history were examined using the proposed model. The results of study 1 revealed that issue incongruence causes more DSR skepticism and tourist boycott than issue congruence, but less forgiveness. This also indicates that DSR skepticism mediates issue congruence, tourist boycott and forgiveness. The findings of study 2 revealed that crisis history predicts the impact of issue congruence on DSR skepticism. Specifically, when there is no crisis history, issue incongruence causes more DSR skepticism than issue congruence. However, when there is a history of crises, this difference disappears. Moreover, the moderated mediation model shows that the mediating effect of DSR skepticism differs for different moderator values. Specifically, when there is no crisis history, DSR skepticism plays a significant mediating role between issue congruence and tourists' intention to forgive and boycott. However, the effect is not significant when there is a crisis history.

6.2. Theoretical contributions

There is growing recognition among destinations to engage in social responsibility, not only to contribute to society and the environment, but also to enhance their reputation and brand equity. Past studies have examined DSR's potential to promote trust and visit intentions (Su, Lian, & Huang, 2020), but there is a limited understanding of its effectiveness as a crisis strategy. This study addresses this gap by investigating the influence of DSR when employed as a crisis response strategy for destinations. These findings suggest that by combining DSR initiatives with crisis issue congruence, destinations can diminish skepticism and tourist
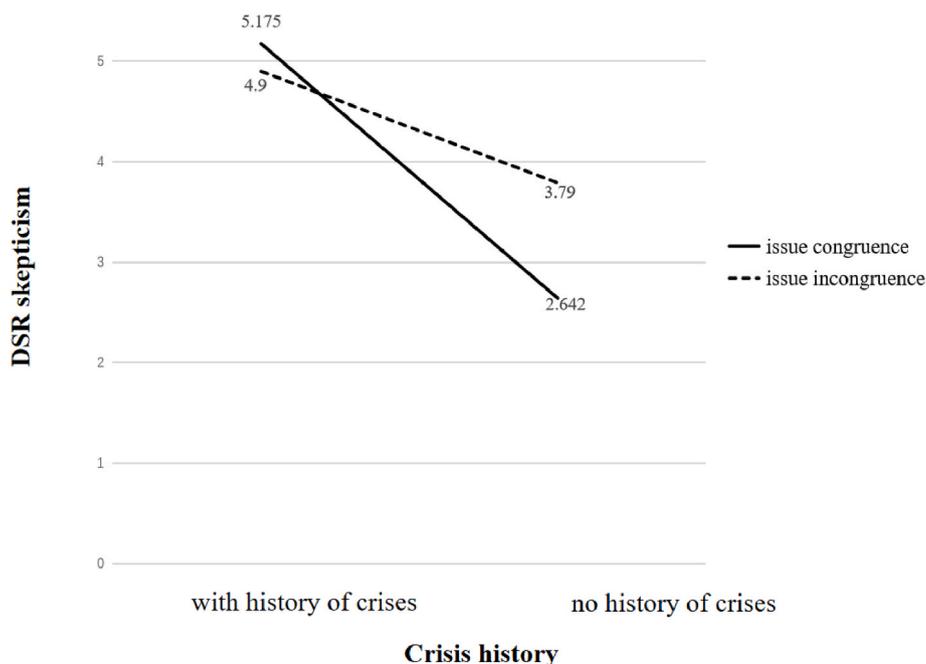
Fig. 4. Moderating effect of crisis history between issue congruence and DSR skepticism.

Table 5
Moderated mediation analysis results on tourist forgiveness.

	DSR skepticism			Tourist forgiveness		
	Coeff	*SE*	95% *CI*	Coeff	*SE*	95% *CI*
Constant	9.41	1.37	6.70,12.11	7.47	0.30	6.87,8.07
Issue congruence	−1.70	0.86	−3.40,0.01	−0.48	0.16	−0.80,-0.16
DSR skepticism				−0.62	0.05	−0.71,-0.53
History of crises	−3.96	0.86	−5.66,-2.25			
Issue congruence*History of crises	1.42	0.54	0.35,2.50			
R			0.56			0.80
R²			0.31			0.63
F			17.94			102.86
p			0.000			0.000
Conditional indirect effects						
Mediator DSR skepticism				**Effect**	**SE**	**95% *CI***
a history of crises				0.18	0.25	−0.32,0.67
no history of crises				−0.71	0.23	−1.18,-0.26
Index of moderated mediation				Index	SE	95% *CI*
Having a history of crises, or not				−0.88	0.34	−1.59,-0.24

Table 6
Moderated mediation analysis results on tourist boycott.

	DSR skepticism			Tourist boycott		
	Coeff	*SE*	95% *CI*	Coeff	*SE*	95% *CI*
Constant	9.41	1.37	6.70,12.11	1.39	0.39	0.62,2.17
issue congruence	−1.70	0.86	−3.40,0.01	0.17	0.21	−0.25,0.59
DSR skepticism				0.46	0.06	0.34,0.58
history of crises	−3.96	0.86	−5.66,-2.25			
issue congruence*history of crises	1.42	0.54	0.35,2.50			
R			0.56			0.59
R²			0.31			0.35
F			17.96			31.81
p			0.000			0.000
Conditional indirect effects						
Mediator DSR skepticism				**Effect**	**SE**	**95% *CI***
a history of crises				−0.13	0.18	−0.48,0.23
no history of crises				0.53	0.19	0.17,0.94
Index of moderated mediation				Index	*SE*	95% *CI*
Having a history of crises, or not				0.65	0.27	0.16,1.23

boycott while promoting post-crisis forgiveness. Furthermore, by investigating the congruence effect between DSR initiatives and destination crisis, this study extends the scope of CSR research to include post-crisis destinations. This research sheds light on an area that has remained underrepresented in crisis communication and CSR literature, thus making a significant contribution to the field.

Additionally, this study suggests that DSR skepticism plays a crucial mediating role in tourist boycott and forgiveness. While previous studies examined the role of CSR skepticism as a mediator between issue congruence and attitudes toward a firm, few explored the role of DSR skepticism in issue congruence, boycott, and forgiveness. This study highlights the importance of skepticism as a key mediator, and extends its application to the tourism industry. Moreover, it elucidates the potential mechanisms through which issue congruence affects tourist intentions. Overall, the findings have significant practical implications for destination managers, who can incorporate DSR initiatives into their crisis response plans to mitigate the impact of crises on tourism.

Finally, this study is the first to explore the boundary effect of crisis history on issue congruence and tourist skepticism and the moderated mediating effect of DSR skepticism and crisis history. Previous studies focused on performance history and revealed that a firm's bad reputation may increase the degree of skepticism about CSR information (Bae & Cameron, 2006; Ginder & Byun, 2022; Yoon et al., 2006). This study examined the role of crisis history in post-crisis DSR communication. When a destination has a history of crises, the implementation of DSR measures after the crisis significantly heightens skepticism, which is unaffected by the degree of congruence between the crisis and DSR

issues. When a destination does not have a history of crises, issue congruence can reduce skepticism about the DSR adopted after a crisis. Our findings have implications for existing crisis management and CSR literature: in the absence of crisis history, the public is less skeptical of issue congruence than incongruence, and in the presence of a history of crises, the difference in skepticism disappears.

6.3. Managerial implications

The results offer crucial guidance for destination managers seeking to manage crises effectively using DSR initiatives. Specifically, the research found that following a crisis, destination managers should focus on implementing DSR that is closely aligned with the specific crisis issue at hand. Additionally, maintaining a strong record of past social responsibility efforts can help reduce tourists' skepticism about these initiatives, and in turn, decrease the likelihood of boycott. Finally, this study demonstrated that the effective use of DSR initiatives can significantly increase tourists' willingness to forgive destination after a crisis, further underscoring the importance of incorporating these initiatives into crisis management plans.

First, study 1 found that the congruence of DSR initiatives and crisis issues positively affected crisis communication. Therefore, tourism destination managers must prioritize the issue or cause of crisis event and develop effective post-crisis DSR strategies. For example, for environmental pollution incidents at scenic spots, it is necessary to strengthen ecological protection and actively conduct publicity activities for environmental protection. If shopping is compulsory in scenic

areas, it is necessary to launch reasonable pricing policies and create a fair, transparent, and friendly shopping environment for tourists (Su, Pan, & Huang, 2023). In addition, for poor service, the destination can provide additional staff training activities to improve the professional competence and service level of the staff, and improve tourists' experiences.

Second, considering that skepticism inhibits forgiveness and promotes boycott, this study suggests that destination managers should carefully consider DSR as a crisis response strategy. By analyzing the crisis, the theme of the DSR strategy can make tourists believe that this action is real and sincere, and that the tourist destination is taking effective measures to deal with the crisis. Destinations can take advantage of the media and other platforms to build a platform for disclosing DSR activities and strengthening exchanges and communication with tourists after crisis to reduce tourists' skepticism, rebuild trust, and realize positive responds such as forgiveness, loyalty, or reputation.

Finally, poor crisis management history is a negative enhancer of a prevailing crisis. The crisis history has strengthened DSR skepticism, which is not conducive to repairing the relationship between destinations and tourists. Therefore, destinations should strive to build good historical records and maintain destination brand equity. If there is a history of crises, the destination should establish a stronger sense of prevention to avoid the recurrence of crisis events. Through science and technology, a large destination management database can be established to identify management problems in a timely manner and take effective measures to avoid them.

6.4. Research limitations and future research directions

This study can be enhanced in four ways. First, although our findings demonstrate the influence of issue congruence on tourist forgiveness and boycott, future research should explore additional outcome variables. Specifically, it would be valuable to design field studies that examine actual behavior beyond behavioral intentions (Cakanlar, Nikolova, & Nenkov, 2023). Second, although we examine the boundary effects of crisis history, subsequent research can probe further into the moderating effects of factors such as the frequency, intensity, and duration of crisis history (Su, Pan, & Huang, 2023). Additionally, considering CSR history (Vanhamme & Grobben, 2009) and relationship history (Eaddy & Jin, 2018) as valuable boundary conditions is worthwhile. Third, even though the sample size of this study has statistical testing ability (Faul et al., 2009; Fong et al., 2016), it is called for changes in the experimental stimulus materials or research subjects to repeatedly validate the conclusions of this article (Yuan et al., 2021). Lastly, it is important to recognize that our research may only be applicable to destination crisis communication. The effectiveness of CSR is influenced by social and cultural backgrounds (Xie & Wang, 2022). Future research should explore the combination of CSR and crisis responses in other contexts to identify more suitable crisis communication strategies.

Declaration of interest statement

The authors declare that they have no conflict of interest.

Acknowledgement

Appendix 1

The condition of issue congruence

Scenario area D is a National AAAAA level tourist attraction famous for its good ecology. However, recently, visitors have observed plastic bags and garbage strewn on grass, and the stench is so bad that visitors cover their noses. Garbage has seriously affected the ecological environment of scenic spots, causing strong negative reactions on the Internet.

Subsequently, scenic area D launched a public environmental protection action of "Beauty Pact · Protect Green" to improve the scenic spot. One million yuan will be spent on adding garbage collection spots and introducing advanced garbage recycling and treatment technologies to protect the ecological environment in scenic area D.

The condition of issue incongruence

Scenario area D is a National AAAAA level tourist attraction famous for its good ecology. However, recently, visitors have observed plastic bags and garbage strewn on grass, and the stench is so bad that visitors cover their noses. Garbage has seriously affected the ecological environment of scenic spots, causing strong negative reactions on the Internet.

Subsequently, scenic area D launched a special public welfare program of "Love and learning", donated 1 million yuan to the local Children's Growth Foundation, and sent living and learning supplies to children from poor families, committed to helping children from poor families solve school-related issues.

The condition of crisis history

Scenario D has a history of environmental problems. Seeing no impact on the operation of the scenic spot, scenic area D has been indifferent to garbage disposal, and the garbage in the scenic spot has polluted residents' water sources, seriously affecting their lives.

The condition of no crisis history

Scenario D does not involve environmental pollution. According to locals, the area has always paid attention to garbage management, sorting, and recycling, and has stressed the protection of the scenic area's environment. It has been awarded the "Environmental Protection Pioneer" by the local tourism association for many times.

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