

**Research Article**

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# Sustainable Tourism and Internet User Commitment on Social Networks

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This study examines the effect of Facebook- experienced sustainable tourism communication on Internet user attitudes and intentions, specifically those towards environmental causes. To this end, a survey was administered to 220 Internet users, with collected data processed using the PLS (Partial Least Squares) method. The results revealed that a positive perception of sustainable communication on Facebook positively affects the attitude towards the brand delivering it. This effect is further enhanced when users show a strong environmental commitment. A positive attitude towards this communication also correlates with a positive attitude towards the brand, subsequently affecting both electronic word-of-mouth (E-wom) intention and purchase intention.

**Keywords:** Sustainable tourism; environmental commitment; attitude; purchase intention; E-wom**Introduction**

For years, tourism has held the title of the world's largest and fastest-expanding industry, serving as a lifeline for numerous countries during recent economic crises (PACE, [1]). It contributes to over 20% of the GDP in some countries, securing its position as the third-largest export sector in the global economy (Bosone and Nocca [2]). Despite its indisputable economic importance, tourism carries inherent challenges, especially in terms of its environmental, economic, and social impacts (Einarsson and Sorin, [3]). While tourism is expected to sustain its growth in the upcoming years, it concurrently inflicts harm on the environment, local communities, and natural resources. The sector's expansion frequently results in environmental imbalances, marked by excessive consumption of precious resources like water, energy, and food (Nekmahmud et al, [4]; Lenzen et al, [5]). Furthermore, it generates substantial quantities of waste, noise, and air pollution (Rodríguez et al, [6]).

Sustainable tourism is imperative for the long-term survival of the tourism industry, simultaneously fostering trustworthiness in the actions of tourism businesses and the participation of travelers (Asmelash and Kumar, [7]). Some countries highlight the need to alter current consumption patterns, which involves implementing a series of guidelines to influence tourist behavior (Mercade-Mele et al, [8]). The aim is to promote sustainable, socially responsible, and conscientious tourism consumption. In this regard, the number of sustainable tourism certifications is on the rise each year, incorporating various sustainability criteria such as cultural heritage, responsible management, environmental impact, and economic and social considerations. The effect of social media in developing sustainable tourism is undeniably significant (Gulati, [9]), as it enables the attraction of untapped customer segments through highly targeted promotional strategies (Hysa et al, [10]). These platforms are transforming conventional communication practices, allowing

internet users to not only observe but also interact with and share relevant tourism content (Chatterjee and Dsilva [11]). Additionally, they are likely to stimulate user engagement and elicit positive responses from brands that adopt this sustainable strategy.

Nonetheless, while numerous tourism companies are currently using social media platforms to convey their tourism offerings (Sun et al., [12]), there is a notable gap in research on tourists' perceptions of this form of communication and their behavioral inclinations towards sustainable tourism brands within these digital spaces (Hysa et al., [10]). Despite the significant expansion of sustainable tourism discourse in recent decades (Ayad et al., [13]), research in this field has predominantly focused on the impact of host communities on sustainable tourism (Sidali et al., [14]), the incorporation of digital elements in corporate sustainability communication, or tourists' choices of 'responsible' destinations (Villamediana-Pedrosa, et al., [15]). To the best of our knowledge, incorporation of individual variables and exploration of tourists' commitment to sustainable values have not been adequately investigated in the past, particularly when considering the novel landscape of social networking platforms. The effectiveness of a sustainability-oriented approach likely hinges on tourists' beliefs and the extent of their dedication to sustainable tourism brands active on these platforms. This leads us to propose the following research question: What is the extent of the impact of internet user engagement on their attitudes and intentions concerning sustainable tourism brands on social media platforms?

## Theoretical Background

Tourism companies are continually increasing their investments in communication through social networking platforms (Aftab et al., [16]). Drawing from the "new environmental paradigm (NEP)," which allows for the exploration of pro-environmental aspirations of individuals (Dunlap et al., [17]), one of the objectives of our study is to assess the attitudes and intentions of internet users in response to the communication efforts of tourism companies. Furthermore, we aim to investigate the potential effect of these companies' commitment to sustainability principles.

### Sustainable Tourism, Tourist Attitudes and Commitment

Sustainable tourism denotes practices that yield present and future economic, social, and environmental effects on the tourism industry, visitors, host communities, and the environment (Kent et al, [18]). Researchers have identified several variants of sustainable tourism: Responsible tourism focuses on minimizing its impact on the environment and local culture during travel. Ethical tourism includes a range of activities rooted in fair trade principles. Slow tourism involves unhurried exploration of travel destinations, emphasizing environmental respect. Solidarity tourism is primarily geared towards territorial development and fostering closer connections within local communities. Evolution of communication on sustainable tourism approaches has prompted new behaviors, especially in social networking platforms (Lee et al, [19]). These platforms are increasingly used by internet users seeking tailored solutions for their needs (Chua et al, [20]), under intricate exchange relationships (Hysa et al, [21]).

The latter group seeks emotional connections with tourism brands and tends to gravitate towards those that show responsible communication and sustainable practices (Pozo et al, [22]). Capitalizing on this interactivity, the communication efforts of tourism companies on social networks harvest interest and garner support from their target audience (Jacobson and Harrison, [23]). When this communication is seen as dedicated to sustainability, it becomes entirely plausible to elicit favorable attitudinal responses (Bahri et al, [24]). This 'attitude' towards communication messages can be viewed as a one-dimensional concept centered on the 'overall evaluation of the message's content' (Le Roux, [25]). In contemporary times, if a number of tourism brands incorporate a series of educational elements of sustainable tourism into their social media communication, it is likely to contribute to a long-term adjustment of the attitudes and behaviors of internet users. A positive disposition towards such communication will subsequently extend to the brand itself, which is now perceived as socially responsible (Lin et al, [26]).

Furthermore, numerous tourism brands active on social media use images, videos, and live broadcasts to vividly portray destinations, preserve references, and share feedback. These communication channels, rich in significance, have the potential to foster brand loyalty (Goodrich et al., [27]). In parallel, brand attitude, conceived as a one-dimensional construct reflecting a relatively enduring internal appraisal of the brand (Mitchell et al., [28]), appears to be bolstered by visual communication. The outcome, if any, is the cultivation of positive beliefs (Schulthei and Lewandowski, [29]) and a more favorable disposition towards brands that embrace a sustainability-oriented approach (Hughes et al., [30]). These observations lead us to propose the following hypothesis:

H1: A positive attitude towards the communication efforts of sustainable tourism businesses enhances a positive attitude towards the brand on social media platforms.

Some studies propose that the tourist, a central Figure 1 in the realm of sustainable tourism, is frequently overlooked in sustainable development research (Lee et al, [19]). Nonetheless, their commitment is crucial for the success of sustainability initiatives (Kent et al, [18]). Beyond merely acting as a catalyst for the efficacy of industry actions, this commitment appears to mold the tourist's relationship with the brand. Additionally, the tourist's beliefs in favor of sustainable development are instrumental in shaping their choice of travel destinations and the role they assume in the implementation of sustainable tourism strategies (Zahid et al., [31]). Regarded as a one-dimensional concept (Davis et al, [32]), sustainability commitment reflects the tourist's dedication to environmental responsibility, conscientiousness, and nature preservation (Kent et al, [18]). According to Sharpley [33], this commitment is expected to exert an effect on their beliefs regarding ethical and responsible tourism brands. This seems quite rational, given that well-informed and conscientious consumers are more likely to support brands that promote more respectful and sustainable patterns of consumption and production (Rao et al, 2022). In the somewhat parallel context of smart tourism, Graziano et al [34] intriguingly discover that brand attitudes tend to be more favorable among consumers who

embrace innovative, cutting-edge technologies (Corte et al, [35]). By analogy, among tourists displaying genuine commitment and exemplary behavior towards sustainable tourism, It is reasonable to anticipate that a shift from a mere attitude towards social media communication to a positive attitude towards the brand responsi-

ble for this communication will be more consistent. Commitment is thus presumed to act as a moderator, influencing the progression towards brand loyalty. With that in mind, we propose the following hypothesis:

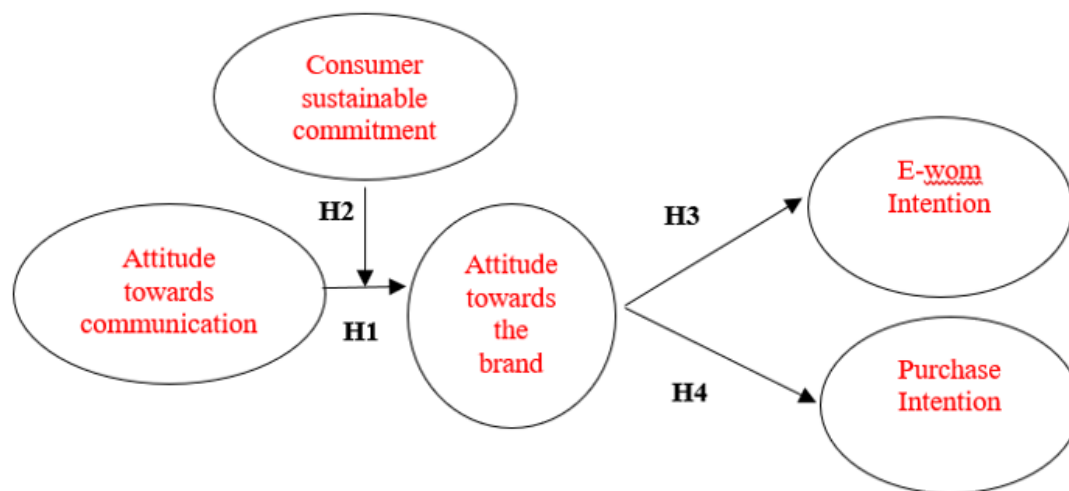


Figure 1: Research model.

H2: Consumer's environmental commitment to sustainable tourism positively moderates the strength of the relationship between a favorable attitude towards communication and the attitude towards the sustainable tourism brand on social networks.

### Intentions of Internet Users

E-WOM, or Electronic Word-of-Mouth, refers to the sharing of information among internet users through social media channels (Erkan and Evans, [36]). On social networks, E-WOM communication benefits from greater accessibility and persistence, owing to archiving features, making it a valuable feedback tool for companies (Cheung and Thadani, 2010). E-WOM intention is a one-dimensional concept (Okazaki, [37]), denoting the intention to share information and informal content online, without any business affiliation (Azeroual and Qmichchou [38]). The inclination to engage in E-WOM favoring a tourism brand appears to be influenced by tourists' attitudes towards that brand (Lee et al., [39]). A positive attitude encourages exchange of information and the sharing of comments and opinions online (Teng et al., [40]). Internet users with a favorable attitude towards a brand on social media platforms are more likely to share images, narrate stories, or use hashtags (#) to promote the brand.

The latter group is becoming more involved in sharing activities, taking pleasure in discussions, and readily posting positive reviews of the brand (Hussain et al., [41]). Therefore, it is reasonable to anticipate that beliefs formed around a tourism brand perceived as responsible will boost the intention to engage in Electronic Word-of-Mouth (E-WOM) in support of this brand (Ismagilova et al., [42]). Bearing on this reasoning, we propose the following hypothesis:

H3: A consumer's positive attitude towards the sustainable tourism brand positively influences their intention to engage in E-WOM on the brand on social media platforms.

The significance of studying purchase intention from a managerial perspective stem from the premise that individuals who express positive purchase intentions generally show higher active purchasing behavior, particularly among internet users (Abumalloh et al, [43]). Regarded as a one-dimensional concept (Moon and Kim, [44]), purchase intention denotes the individual's subjective inclination to purchase a brand and the strategies devised to acquire it (Goyal [45]). However, this intention appears to be amplified when there is a positive attitude towards the brand (Hernández and Küster, [46]) and a prior inclination to support sustainable tourism practices (Zahid et al, [31]). Previous research has pointed to a substantial connection between a positive attitude towards a sustainable tourism brand and the intention to make purchases from a brand present on social media platforms (Cheung et al, [47]). For a brand advocating sustainable development, tourists' para-social interactions with the brand and their community members (Han et al, 2017) foster the adoption of sustainable behaviors within a communal context (Sun et al, [48]). This heightened awareness about the environmental and social consequences of consumption activities (Ayad et al, [13]) culminates in a more pronounced intention to purchase the associated brands (Nekmahmud et al, [4]). Consequently, we propose the following hypothesis:

H4: A consumer's positive attitude towards a sustainable tourism brand has a positive effect on the intention to purchase that brand on social networks.

Therefore, we can propose the following research model:

## Methodology

We used a quantitative approach through an online questionnaire survey conducted on Facebook. Our focus was on the interactions of internet users within Facebook pages and groups dedicated to discussing brands that endorse a sustainable development approach. In tourism, Facebook stands out as the most frequently used social network among internet users because of its features and its substantial capacity for sharing content in the form of images, videos, or live broadcasts (Ariani et al., 2016).

## Questionnaire Survey

The questionnaire was designed to gain insight into the responses of Facebook users on the communication efforts of tourism brands committed to sustainable development. It incorporates a measurement of attitude towards communication of sustainable tourism brands, using the scale developed by Taylor et al. [49], and an assessment of consumer environmental commitment, drawing on the scale developed by Davis et al. [32]. To assess attitude towards the brand, we used the Chattopadhyay and Basu scale [50], adapted by Ignatieff (2012).

We opted for the Moon and Kim [44] scale to measure brand purchase intention on Facebook and the Shon [72] scale to assess E-WOM intention. These scales are unidimensional, as shown in Appendix 1, and underwent a rigorous double back-translation process (Urien [52]) to ensure their faithfulness to the original versions. Our selection was grounded on their sound psychometric qualities, simplicity, and alignment with the five-point Likert scale format (Frikha [53]). To check item clarity and respondent comprehension, we conducted a pre-test involving 100 participants.

## Sample

Our sample selection approach involved targeting social net-

work users engaged in the consumption of online tourism products and services using a snowball sampling procedure. Initially, we assembled a group of individuals known for their commitment to sustainable tourism consumption and expanded the sample by enlisting their assistance in identifying other potential participants for the study.

This study allowed us to reach a diverse sample of 220 consumers, characterized by a range of attributes, as outlined in Appendix 2. The final dataset underwent an exploratory factor analysis to check unidimensionality of the selected measurement scales, to refine them, and a reliability analysis, to check their coherence and consistency, reported in Appendix 3.

## Results and Discussion

To validate the research model, we used the Partial Least Squares method (using SmartPLS3 software), which is a structural equation technique well-suited for model and theory extensions (Hair et al., [54]). The 'new environmental paradigm' is a model widely embraced by tourism research (Luo and Deng, 2008). Its adaptation to social networks underscores the significance of stakeholders' attitudes and their dedication to developing sustainable tourism (Kent et al., [18]).

Our analytical approach involves first estimating the measurement models and then estimating the structural model. The results of the measurement model indicate that all measures show strong psychometric qualities (see Table 1). Composite reliability coefficients all exceed 0.7, meeting the commonly accepted thresholds (Hair et al., [55]), affirming their reliability. Additionally, AVE coefficients, exceeding 0.5, confirm a robust convergent validity of the constructs (Hair et al., [56]). Discriminant validity is confirmed by examining the HTMT matrix, which displays coefficients below 0.85 (Hair et al., [54]), in addition to AVEs square roots greater than the correlation between the latent variables (Henseler, [57]).

**Table 1:** Measurement Model Results.

Constructs	Items	CR	AVE	Discriminant validity				
				ATTC	ENG	ATTMQ	INT-E	INTA
Attitude towards communication	ATTC1	0,83	0,54	0,72	0,28	0,09	0,23	0,45
	ATTC2							
	ATTC3							
Sustainable commitment	ENG1	0,87	0,80		0,89	0,29	0,32	0,28
	ENG2							
	ENG3							
	ENG4							
Attitude towards the brand	ATTMQ1	0,92	0,81			0,91	0,53	0,47
	ATTMQ2							
	ATTMQ3							
E-wom Intention	INTE-W1	0,89	0,78				0,89	0,64
	INTE-W2							
	INTE-W3							



Purchase Intention	INTA1	0,91	0,81					0,90
	INTA2							
	INTA3							
	INTA4							

The structural model was estimated using a bootstrap with 5000 iterations (Hair et al., [55]). The overall model shows good goodness of fit (Table 2). R2 coefficients are greater than 0.1

(Sanchez-Franco, 2009), Q2 coefficients are all positive and SRMR is less than 0.8 (Hair et al., [54]).

**Table 2:** structural model fit.

Constructs	R2	Q2	SRMR
Commitment to environment	-	-	
Attitude towards communication	-	-	
Attitude towards the brand	0,18	0,11	0,049<0,08
E-wom Intention	0,41	0,32	
Purchase Intention	0,31	0,25	

**Table 3 :** Test des hypothèses du modèle propose.

Hypotheses	Regression Coefficient	(t ; p)	Hypotheses validation
H1 : ATTC -->ATTMQ	0,39	(3,75 ; 0,00)	Confirmed
H2 : ENG * ATTC-->ATTMQ	0,34	(2,69 ; 0,01)	Confirmed
H3 : ATTMQ -->INTE-W	0,65	(11,17 ; 0,00)	Confirmed
H4 : ATTMQ -->IA	0,54	(9,94 ; 0,00)	Confirmed

Analysis of the structural links reveals that all the effects tested are significant. The hypotheses are all validated as the indicators show (Table 3).

Confirmation of the first hypothesis (H1) affirms that a tourist's positive attitude towards the communication of a sustainable tourism brand on Facebook has a positive impact on their attitude towards the tourism brand responsible for that communication. This finding aligns with those of Lin et al. [26], emphasizing that recognizing responsible intentions enhances acceptance of communication and encourages recipients to cultivate a more positive disposition towards the brand. Furthermore, the effect transfer principle proposed by McKenzie and Lutz [58] suggests that the attitudinal assessment of communication can be extended to the source, in this case, the brand itself. Notably, awareness of a brand's intentions through its social media communications serves as a trust and credibility guarantee (Song et al., [59]) and fosters brand loyalty (Guen, [60]). Numerous studies have affirmed the pivotal role of social media communication in altering or positively influencing consumer attitudes towards eco-friendly brands (Sun and Wang, [73]; Zhao et al., [61]). The attitude developed in response to this communication significantly shapes consumer perceptions of brands advocating environmentally conscious and sustainable products (Pop et al. [62]). Consequently, the more consumers acquaint themselves with the information disseminated on a tourism brand's social media page, the more positive their attitude towards the brand tends to be (Leung and Bai, [63]).

Confirmation of the second hypothesis (H2) indicates that an internet user's environmental commitment facilitates the promotion of a positive attitude in response to the communication efforts of sustainable tourism brands observed on Facebook. It is worth noting that user commitments are often less overt, as they tend to manifest their dedication in more subtle ways through less conspicuous actions and behaviours. Individuals who have a strong commitment to environmental issues are likely to place greater significance on responsible communication (Huy et al., [64]). Consequently, they tend to form more favourable perceptions of brands that engage in such discourse, categorizing them as more trustworthy and credible (Dekker, Meijerink, [65]). The inclusion of a consumer's ecological sensitivity, particularly their commitment to the environment, as a moderating variable between their attitude towards communication and their attitude towards the brand, appears to enhance the model's explanatory power. Indeed, ecology-wise, it is widely accepted that highly committed consumers are more likely to participate in environmental initiatives on social networks and are more prone to sharing their experiences with environmentally friendly destinations (Huy et al., [36]). In this regard, commitment functions as a perceptual filter that expedites the transition to a favourable attitude towards tourism brands after perceiving their communication on social media.

Confirmation of the third hypothesis (H3) underscores that Facebook users with a positive attitude towards a brand are more likely to develop Electronic Word-of-Mouth (E-WOM) intention to-

wards the brand (Chu and Chen, [66]; Shareef et al., [67]) through actions such as sharing, engaging in discussions, or posting favourable reviews (Hussain et al., [41]). This finding is consistent with the literature showing that consumers' intentional behavior towards a brand is affected by their attitude toward it (Wang et al., [68]). Particularly within the context of sustainable development, inclination towards E-WOM in support of a tourism brand operating on Facebook appears to hinge on the attitude cultivated by subscribers towards that brand (Teng et al., [49]; Rosli et al., [65]). Additionally, Ismagilova et al [42] propose that the beliefs formed around brands on social networks stimulate the intention to exchange opinions (Arghashi et al., [3]) and foster internet user engagement in E-WOM (Chu and Chen, [12]). In a broader context, multiple studies have revealed that the more positive the attitude towards a brand, the higher the level of E-WOM (Lien and Cao, [47]).

Validation of the fourth hypothesis (H4) indicates that the attitude towards the tourism brand promoted on Facebook serves as a pivotal precursor to future purchase intentions for that same brand. Essentially, consumers' attitudes are influential factors that shape their intentions to make purchases under the responsible consumption principle (Rao et al., 2022). This finding is consistent with previous research, which indicated that a positive attitude towards a particular brand triggers purchase intention (Kawa et al., [40]; Ayad et al., [5]). Essentially, the initial attitude towards a tourism brand operating on Facebook can be strengthened to stimulate heightened purchase intentions, akin to a brand reward (Honkanen and Young, [33]). In this regard, the insights from Murwaningtyas et al. [57], within the context of eco-conscious consumption of organic cosmetics brands, suggest that a favourable attitude towards these brands leads to greater purchase intentions on social networks [69-75].

## Conclusion

Tourism can offer numerous advantages to a country, but its potential for harm is evident without proper management. Therefore, adhering to the principles of sustainable tourism is essential, not only to mitigate the negative effects of inadequate tourism management but also to deliver tangible benefits to all stakeholders and local communities. Communication by tourism brands on social networks has evolved towards more interactive formats that take into account users' lifestyles and their contemporary concerns, particularly with regard to sustainable tourism. Consumer sustainability aspirations and commitment appear to serve as precursors to the development of more favorable attitudes and intentions toward tourism brands. Our study has aimed to explore the role of environmental commitment among social network users as a potential perceptual filter. This filter has the capacity to moderate their attitudes towards tourism brands present on these platforms, especially following their experience with the brand's communication apparatus. In our study, we set out to explore the evolution of attitudinal effects that influence E-WOM and purchase intentions for tourism brands promoted on Facebook. Our findings indicate that a consumer's environmental commitment has the potential to facilitate the shift from a simple attitude towards communication to a more favourable attitude towards the tourism brand responsible

for this communication on Facebook. This brand is already regarded as socially and environmentally responsible because of consumer's sustainability aspirations and level of commitment.

Furthermore, we have demonstrated that a positive attitude towards tourism communication on Facebook triggers a favourable attitude towards the brand, subsequently fostering the intention to engage in E-WOM and purchase the same brand on the network. These findings suggest that environmental concerns have led to significant shifts in consumer attitudes towards sustainable products and services, calling for a re-evaluation of marketing strategies [76-80].

## Managerial Implications, Limitations, and Future Research Avenues

The findings provide valuable insights for managers of the tourism industry looking to enhance the effectiveness of their social media communication campaigns. Notably, adoption of a sustainable development perspective in tourism communication emerges as a precursor to garnering support for brands on these platforms. Consequently, one of the key recommendations is to incorporate this approach into the various content disseminated by the brand in a clear and impactful manner. This entails emphasizing the sustainable attributes of products and underscoring the environmental and social advantages they offer to resonate with the target audience. This sustainability-oriented approach should be genuinely embedded in a corporate strategy, taking into consideration the influence of individual factors on consumer attitudes and intentions (Sun and Wang, 2020). Therefore, it becomes particularly important to target individuals with a high level of commitment, as they are more likely to endorse beliefs and intentions that favor the brand.

However, it is important to acknowledge some limitations in this study. First, the study was conducted on Facebook, and the findings may not be generalizable to other social media networks. Additionally, the study focused on sustainable tourism brands, and the results may not be applicable to other types of products or services. Future research could explore these factors in different social media contexts and industries to broaden our understanding of consumer attitudes and intentions. Furthermore, longitudinal studies could provide insights into how these attitudes and intentions change over time.

Younger generations tend to be more environmentally conscious, feeling the impacts of climate change more acutely than their predecessors. They generally show a stronger inclination towards supporting sustainable tourism. They express a desire to travel shorter distances, embark on longer journeys, and do so in the most eco-friendly manner. Identifying and reaching out to these target demographics through tailored retargeting strategies has the potential of leveraging their commitment, thereby fostering greater engagement, E-WOM, and purchase intent. Furthermore, on social networks, it is essential to explore innovative approaches to enhance this commitment.

Social networks can be seamlessly integrated into the co-creation of tourism products or sustainable tourism communication.

This can be achieved through storytelling techniques that revolve around sharing narratives linked to specific brand initiatives. To further bolster this commitment, it is imperative to reward engaged consumers with exclusive benefits associated with the brand, such as behind-the-scenes access or special events. Such strategies not only optimize the brand's equity but also enhance the target audience's affinity and commitment, subsequently empowering them to influence other consumers.

All stakeholders involved in sustainable tourism hold significant roles. Effective collaboration among these various parties is vital and should be marked by its enduring nature, inclusivity, and adaptability. It should be noted in this respect; non-governmental organizations (NGOs) dedicated to environmental causes and local community development; organizations within the tourism industry, such as hotels and travel agencies; local communities in tourist destination and tourists themselves. These actors need to work together to better engage tourists in actions that prioritize responsible purchasing; opt for eco-friendly transportation methods, such as trains, car-sharing, and cycling and select environmentally conscious accommodation options. It's also about encouraging traveling during off-peak seasons, using travel agencies that demonstrate a commitment to sustainability how respect for cultural and heritage sites and refraining from purchasing souvenirs made from endangered species.

This study, while valuable, has certain limitations that also open doors to future research directions. Specifically, as we did not delve into the type of engagement in sustainable tourism on social networks, there is potential to replicate our study with a focus on other individual characteristics, thereby enhancing our research model. Inclusion of additional variables such as age of Facebook users, their level of expertise, or their roles as micro-influencers in promoting sustainability within the tourism industry could be relevant to future model development.

Additionally, the opportunity presented by Facebook as a platform for advocating sustainable tourism practices encourages further exploration of the applicability of our model across other social networks. This invites us to investigate whether our model holds true in diverse social media environments.

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## APPENDIX

### Appendix 1: Measurement scales used.

Attitude to communication Taylor, Lewin and Strutton (2011)	Aad1-I like Facebook posts created by brands
	Aad2 -I like videos shared on Facebook and created by brands
	Aad3 -I like information posted on Facebook by brands
Sustainable commitment Davis et al (2009)	ENG 1- I am committed to maintaining the environmental interests of some tourist destinations.
	ENG 2 - I feel closely connected to the environment of some tourist destinations.
	ENG 3- I will be interested in strengthening the connection with the environment of some tourist destinations in the future.
	ENG 4- I expect a strong connection with the environment of some tourist destinations.
Brand attitude Chattopadhyay and Basu (1990)	Ab1-The brands advertised on Facebook are good.
	Ab2-I like the brands advertised on Facebook.
	Ab3-The brands advertised on Facebook are nice.
E-wom intention Shon (2009)	EWOM1-I'm interested in sharing posts with my friends on Facebook.
	EWOM2-I would like to share my experience with the brand with my friends on Facebook.
	EWOM3-I'm ready to spread the word about the brand on my Facebook page.
	EWOM4- I am willing to share the brand's publications on my Facebook profile.
Purchase intention Moon and Kim (2001) (2001)	IA1-I would definitely buy tourism brands from facebook in the near future
	IA2-I intend to buy from facebook in the near future
	AI3-I am likely to buy from facebook in the near future
	AI4-I plan to buy from facebook in the near future

### Appendix 2: Sample characteristics.

Socio-demographic characteristics	Number
<b>Age :</b>	
Under 20	46
Between 20 and 30	94
Between 31 and 45	51
Between 46 and 60	9
<b>Genre :</b>	
Male	89
Female	111
<b>Education:</b>	
No baccalaureate	29
Bac level	24
Higher education	161
<b>Profession :</b>	
Student	107
Executive	67
Worker/Craftsman	3
Liberal profession	19
Unemployed	4

**Appendix 3:** Results of PCA and reliability analyses (final).

Constructs /Items	KMO	Bartlett's test	Reliability
Environmental commitment ENG1 ENG2 ENG3	0,729	348,832 (Sig=0,000)	0,797
E-wom intention IEW1 IEW2 IEW3 IEW4	0,620	190,305 (Sig=0,000)	0,777
Attitude to communication Aad1 Aad2 Aad3	0,751	312,877 (Sig=0,000)	0,834
Attitude towards the brand Ab1 Ab2 Ab3	0,819	447,833 (Sig=0,000)	0,883
Purchase intention AI1 IA2 IA3 IA4	0,849	586,913 (Sig=0,000)	0,921