

Editorial: Sustainable tourism behavior formation and sport tourism engagement

This issue, Volume 46, Issue 2, of *ABAC Journal* continues the journal's established focus on tourism, marketing and business management, with sustained attention to sustainability and psychological behavioral research. Recent bibliometric evidence indicates that these themes represent two of the most prominent and enduring directions within the journal, particularly in tourism, where sustainability-related studies are widely represented and behavioral perspectives demonstrate strong scholarly contribution (Chumwichan & Meesing, 2025). In this issue, this continuing focus is reflected through two complementary perspectives within tourism research. The first emphasizes sustainable tourism behavior, focusing on how cognitive, affective and normative mechanisms shape environmentally responsible actions. The second highlights sport- and event-based tourism, focusing on how engagement is shaped by structural design, symbolic meaning and contextual conditions.

1. Sustainable tourism behavior value formation

Prior research published in *ABAC Journal* demonstrates that sustainable tourism behavior emerges from the interplay of structural conditions, psychological mechanisms, experiential factors and broader contextual influences. Low-carbon attributes act as key drivers of sustainable behavior (Worrachananun, 2025), while low-carbon gastronomy experiences shape satisfaction, destination image, revisit intentions and environmentally responsible behavior (Suwannakul, Khetjenkarn, Suppavorasatit, & Nan, 2025). Responses to sustainability initiatives are shaped by identity and symbolic interpretation, where misalignment between moral identity and economic incentives may reduce engagement despite pro-sustainability positioning (Wattanawaraporn & Manosuthi, 2025), while sustainable behavior can also emerge from dual motivational pathways in which normative influences and heritage-based values operate across different stages of behavior (Manosuthi, 2025). Green practices influence behavioral intentions through cognitive–affective processes, where perceived value mediates their effects on satisfaction and intention to stay, while individual innovativeness and cultural differences shape these relationships (Inprasertkul, Boonparkob, Khetjenkarn, & Boonyasam, 2025). Sustainable tourism outcomes are further shaped by destination development factors such as brand identity and regional attributes that influence tourist preferences and satisfaction (Manosuthi, 2024), as well as by broader economic conditions, including foreign direct investment and energy price dynamics that affect tourism growth trajectories (Nghiem, Duong, Pham, & Yang, 2024).

Extending prior research, Fakfare, Sertsri, Hemapanpairo, and Worrachananun (2026) advance the literature by reframing sustainable behavior as an outcome of persuasion-driven normative processes rather than solely structural or experiential influences. Grounded in the Elaboration Likelihood Model, the study integrates dual-route persuasion with moral norm activation, highlighting how cognitive and affective cues jointly shape norm-based engagement within UNESCO Creative Cities of Gastronomy contexts. By combining partial least squares structural equation modeling (PLS-SEM) with necessary condition analysis (NCA), the study further distinguishes between influential and indispensable factors, showing that sustainable behavior depends not only on persuasive strength but also on the



presence of critical conditions that enable normative activation. This perspective positions moral norms as a pivotal mediating mechanism linking dual-route persuasion to behavior, highlighting how both central and peripheral cues jointly shape norm-based sustainable actions.

2. Sport tourism engagement behavioral intentions

Prior research published in *ABAC Journal* demonstrates that engagement and behavioral intentions in sport tourism are shaped by a combination of motivational drivers, experiential design, marketing stimuli and multi-layered psychological mechanisms. Volunteer participation and engagement in sports events are shaped by diverse and heterogeneous antecedents, highlighting the need for integrative frameworks to capture the complexity of underlying motivations across contexts (Chutipongdech, Zhao, & Kim, 2024). Traditional Theory of Planned Behavior (TPB) approaches are extended through necessity logic, demonstrating that attitudes, subjective norms and perceived behavioral control serve not only as predictors but also as indispensable conditions for the intention to visit sport events (Wattanawaraporn & Manosudhtikul, 2024). Engagement in sport events is influenced by event-related attributes, where marketing mix elements such as product, people and physical evidence enhance spectator interest and participation (Napontun *et al.*, 2023), while push–pull factors and commitment processes further explain how engagement is formed and sustained in sport event contexts (Satitsamitpong, Napontun, Senachai, Tovara, & Daengmeesee, 2024). Behavioral intentions in sport tourism are shaped by cognitive, affective and situational factors, including perceived behavioral control, subjective norms, nostalgia, satisfaction, perceived benefits and perceived risk, with evidence highlighting the strong influence of satisfaction and nostalgia in driving future engagement (Manosudhikul, 2024). Research synthesizing sport tourism literature highlights destination image, event quality and tourist satisfaction as core constructs that shape behavioral intentions, with satisfaction mediating the relationship between perceptions and future engagement (Senachai, Leruksa, & Sathatip, 2025).

Extending prior research, Manosuthi and Senachai (2026) advance the literature by reframing incentive effectiveness in sport tourism as a configurational outcome shaped by alignment rather than linear causal effects. The study introduces the propositional set on configurational incentives (PSCI), emphasizing that participation, satisfaction and stewardship outcomes depend on the alignment among structural design, symbolic meaning and contextual capacity. Using a multi-method approach that integrates structural equation modeling (SEM) with response surface analysis, the findings show that structural incentives operate through perceived fairness and authenticity, with outcomes strengthened under conditions of congruence between structural and symbolic attributes. Importantly, misalignment generates asymmetric effects, where symbolic deficits produce disproportionately stronger negative consequences than structural limitations. The study further demonstrates that contextual capacity acts as a contingency factor, intensifying alignment effects in resource-constrained settings, while symbolic meaning complements rather than substitutes structural incentives.

To clarify how the articles in this issue collectively extend existing scholarship, Table 1 summarizes established knowledge and highlights the novel contributions across the two themes.

Table 1. Summary of established knowledge and novel contributions across two themes

Theme	What is known	What is new
(1) Sustainable Tourism Behavior Value Formation	Sustainable tourism behavior emerges from the interplay of structural enablers, experiential value and psychological interpretation. Sustainability attributes act as key drivers and necessary conditions, while tourism experiences shape satisfaction, destination image and intentions. Identity alignment and symbolic meaning influence responses and behavior is mediated by perceived value and satisfaction, with outcomes shaped by destination strategies and broader economic conditions	Sustainable tourism behavior can be understood as a persuasion-driven, norm-based process. Dual-route persuasion highlights how cognitive and affective cues jointly shape behavior, while outcomes depend not only on influential factors but also on necessary conditions. Moral norms function as a pivotal mediating mechanism and indispensable prerequisite, linking persuasion to behavior through conditional pathways
(2) Sport Tourism Engagement Behavioral Intentions	Sport tourism engagement and behavioral intentions are shaped by diverse motivations, experiential design, marketing stimuli and psychological factors. Participation reflects heterogeneous antecedents, while attitudes, subjective norms and perceived behavioral control function as both predictors and indispensable conditions. Engagement is influenced by event attributes, push–pull factors and commitment, with destination image, event quality, satisfaction and nostalgia shaping future behavioral intentions	Sport tourism engagement can be understood as a configurational process in which outcomes depend on the alignment of structural design, symbolic meaning and contextual capacity. Incentive effectiveness is shaped by perceived fairness and authenticity, with outcomes strengthened under congruence and showing asymmetric effects under misalignment. Symbolic meaning complements structural incentives, while contextual capacity acts as a contingency factor. Multiple pathways to outcomes highlight a geometry-based, context-sensitive understanding of engagement

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