

CITIZENSHIP BEHAVIOUR IN TOURISM AND HOSPITALITY: A SYSTEMATIC REVIEW AND RESEARCH AGENDA

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Abstract: *This study provides a comprehensive and up-to-date systematic review of tourist/customer citizenship behaviour (TCB/CCB) conducted exclusively within tourism and hospitality, synthesizing 103 peer-reviewed empirical articles (2014-2025) from Scopus and Web of Science using the PRISMA protocol and TCCM framework across three evolutionary periods. The field has grown exponentially, with 86.4% of publications post-2020. Social Exchange Theory dominates (48.5%), followed by Stimulus-Organism-Response (23.3%) and Service-Dominant Logic (15.5%), and the four-dimensional structure (advocacy 62.1%, feedback 60.2%, helping 57.3%, tolerance 30.1%) predominates. CSR/sustainability (15.5%) and social interaction (10.7%) lead antecedents, emotions/affect (20.4%) is the dominant mediator, and TCB serves as dependent variable in 87.4% of studies. Temporal analysis reveals shifts from SDL to SET dominance, from CB-SEM to PLS-SEM parity, and from airline-focused to destination-centred research, while concentration in China (36.9%) and Asia (69.9%) limits generalizability. The review establishes TCB as a domain-specific construct distinct from general service CCB, identifies tourism-unique mechanisms (destination attachment, tour leader effects), and offers an integrative framework and prioritized research agenda.*

Keywords: *Customer citizenship behaviour; Hospitality; PRISMA; Systematic literature review; Tourism; Tourist citizenship behaviour; Value co-creation*

Introduction

Research Context and Significance

The tourism and hospitality industry has shifted from transactional exchanges to relationship-based value co-creation (Vargo & Lusch, 2004). Tourists and hospitality customers are no longer conceptualized as passive recipients of pre-packaged services but as active participants who contribute to service delivery, destination development, and organizational success through discretionary behaviours beyond their formal role as paying customers—a phenomenon conceptualized as tourist citizenship behaviour (TCB) or customer citizenship behaviour (CCB), extending organizational citizenship behaviour (OCB) to the distinctive context of tourism and hospitality consumption.

TCB/CCB encompasses voluntary, extra-role behaviours performed to benefit service providers, fellow tourists, destinations, and the broader tourism ecosystem (Liu & Tsaur, 2014; Yi & Gong, 2013), manifesting in four primary dimensions: constructive feedback to service providers; recommendations and positive word-of-mouth advocacy to potential visitors; helping other tourists with directions, photography, or local knowledge; and tolerance toward service failures (Groth, 2005; Yi & Gong, 2013).

The strategic value of citizenship behaviour extends well beyond customer goodwill: feedback provides low-cost market intelligence (Bettencourt, 1997; Groth, 2005), helping reduces staff workload and enhances service atmosphere (Rosenbaum & Massiah, 2007), advocacy generates credible word-of-mouth (Litvin et al., 2008), and tolerance lowers complaint escalation and recovery costs (Yi & Gong, 2013; Gong & Yi, 2021)—collectively constituting a cultivable organizational resource (Groth, 2005).

Conceptually, citizenship behaviour in tourism traces from Organ's (1988) organizational citizenship behaviour, through its extension to the customer domain (Ford, 1995; Bettencourt, 1997; Groth, 2005) and its four-dimensional consolidation by Yi and Gong (2013), to its tourism-specific application as TCB by Liu and Tsaur (2014); this evolution is detailed in the Conceptual Background.

As elaborated in the Conceptual Background, tourism's extended service encounters, intensive social interactions, emotional intensity, and place-based experiential nature suggest that findings from general service CCB research may not transfer directly to tourism contexts (Liu & Tsaur, 2014; Assiouras et al., 2019), warranting domain-specific investigation.

Research Gap and Positioning

Despite exponential publication growth, a critical examination of existing literature reviews reveals a significant gap warranting this study; Table 1 summarizes prior reviews related to citizenship behaviour and value co-creation, highlighting the absence of a tourism-hospitality-specific systematic review.

Table 1: Positioning Vis-à-vis Existing Reviews

Review	Scope	Context	Tourism/Hospitality coverage
Mitrega et al. (2022)	CCB systematic (98 articles)	General services	General service focus; no tourism-specific analysis
Gong & Yi (2021)	CCB narrative review	General services	Limited tourism examples; no tourism-unique factors
Carvalho & Alves (2023)	VCC systematic (216 articles)	Tourism & Hospitality	Value co-creation focus, not citizenship specifically
Ribeiro et al. (2023)	VCC systematic (298 articles)	Tourism & Hospitality	Co-creation antecedents/consequences; citizenship peripheral
John & Supramaniam (2024)	VCC TCCM review	Tourism & Hospitality	Comprehensive VCC; citizenship mentioned not focal
This study	TCB/CCB systematic (103)	Tourism & Hospitality exclusively	FIRST dedicated TCB systematic review in Tourism & Hospitality

Note: VCC = Value Co-Creation; T&H = Tourism & Hospitality

Mitrega et al. (2022) systematically synthesized 98 CCB articles into six resource-based antecedent categories, but their general services scope (banking, retail, telecommunications, healthcare) could not surface tourism-specific factors such as tour leader characteristics or place attachment, while the narrative review of Gong and Yi (2021) established CCB's conceptual foundations and seven dimensions but was non-systematic and touched tourism only incidentally. Value co-creation reviews in tourism (Carvalho & Alves, 2023; Ribeiro et al., 2023; John & Supramaniam, 2024) are comprehensive, yet citizenship behaviour is conceptually distinct: co-creation is the broader joint-production process, whereas citizenship concerns voluntary, extra-role prosocial actions, with co-creation acting as an antecedent to citizenship (Assiouras et al., 2019). This distinction warrants separate systematic examination. Most directly, Rasheed and Balakrishnan (2024a) provide a dedicated TCB systematic review; the present study extends it through a larger corpus (103 articles, 2014-2025), a combined PRISMA–TCCM protocol, explicit antecedent–mediator–moderator–outcome mapping, and a temporal evolution analysis across three periods.

This gap has both theoretical and practical costs. Theoretically, tourism researchers risk importing findings from banking, retail, or healthcare that may not transfer to tourism's unique consumption environment (Liu & Tsaur, 2014; Walls et al., 2011); practically, destination managers and hospitality operators lack consolidated guidance and must rely on generic service recommendations that ignore emotional intensity, place attachment, and tour group dynamics (Gong & Yi, 2021; Mitrega et al., 2022). Accordingly, this review—synthesizing 103 peer-reviewed empirical articles (2014-2025)—pursues three research questions: (RQ1) how citizenship behaviour has been conceptualized and operationalized in tourism and hospitality, and what dimensional structures have emerged; (RQ2) what theoretical perspectives, antecedents, mediators, moderators, and outcomes have been identified, and how these differ from general service contexts; and (RQ3) what critical gaps and promising directions exist for future research specific to tourism and hospitality.

The review contributes in five primary ways: it provides the first tourism-hospitality-specific systematic synthesis, complementing general service reviews (Mitrega et al., 2022; Gong & Yi, 2021); develops an integrative conceptual framework organizing fragmented findings; identifies domain-specific factors unique to tourism (emotional mediation prominence, destination attachment as mediator, tour leader effects as antecedent); provides comprehensive

variable mapping across 103 studies with verified statistics; and proposes an actionable research agenda spanning methodological, contextual, and theoretical advancement.

Conceptual Background

Evolution of Citizenship Behaviour Concept

The citizenship behaviour concept has evolved through three phases. Organ (1988) introduced organizational citizenship behaviour to describe discretionary employee behaviours—altruism, conscientiousness, sportsmanship, courtesy, civic virtue—that enhance organizational functioning beyond formal requirements. Ford (1995) first extended the concept to customers; Bettencourt (1997) defined customer voluntary performance with three dimensions (loyalty, cooperation, participation); and Groth (2005) formally established customer citizenship behaviour, grounded in Social Exchange Theory, with three dimensions: feedback, helping, and recommendations.

The extension to the customer domain began with Ford (1995), who identified voluntary cooperative behaviours customers direct toward organizations; Bettencourt (1997) defined customer voluntary performance with three dimensions (loyalty, cooperation, participation); and Groth (2005) formally established the CCB construct, grounded in Social Exchange Theory, with three refined dimensions: providing feedback, helping other customers, and recommendations.

Yi and Gong (2013) advanced measurement by distinguishing in-role participation from extra-role citizenship and adding tolerance as a fourth dimension, producing the dominant four-dimensional framework with distinct antecedents and consequences. Liu and Tsaur (2014) then introduced tourist citizenship behaviour (TCB), defining it as “tourists’ discretionary behaviors, not required, that in aggregate promote the effective functioning of tourism and hospitality organizations” (p. 89), establishing TCB as a distinct research stream.

Liu and Tsaur (2014) pioneered the tourism application, defining TCB as “tourists’ discretionary behaviors, not required, that in aggregate promote the effective functioning of tourism and hospitality organizations” (p. 89) and establishing TCB as a distinct research stream.

Distinguishing TCB from Related Constructs

Researchers alternate between CCB and TCB by empirical setting—CCB in hotels, restaurants, and airlines; TCB in destination, ecotourism, and group-tour contexts—and for synthesis purposes the two are treated as capturing the same underlying extra-role prosocial mechanism. As Table 2 details, TCB is further distinguished from customer participation, which is in-role rather than discretionary (Dong & Sivakumar, 2017), and from customer engagement, a broader construct spanning cognitive and emotional states (Brodie et al., 2011). This equivalence is nonetheless applied with caution: TCB may carry domain-specific features, such as destination-directed advocacy and place-based tolerance, that general CCB scales do not fully capture (Liu & Tsaur, 2014); accordingly, the measurement-source analysis distinguishes tourism-specific scales (Liu & Tsaur, 2014; Tsaur et al., 2021) from general CCB instruments. Table 2 summarizes these distinctions.

Table 2: TCB Versus Related Constructs

Construct	Definition	Key distinction from TCB
Value co-creation	Joint creation of value through customer participation in service processes	Broader process; TCB is a specific voluntary prosocial action, and co-creation can be an antecedent to TCB.
Customer engagement	Psychological and behavioural manifestations of customer connection with a brand	Engagement includes cognitive and emotional states; TCB focuses specifically on extra-role behaviours.
Customer participation	In-role behaviours required for successful service delivery	Participation is expected and required; TCB is discretionary and beyond role requirements.
Customer loyalty	Commitment to repurchase or revisit despite situational influences	Loyalty benefits the focal customer; TCB benefits others (the organization, other tourists, the destination).
Tourist citizenship behaviour	Voluntary, extra-role prosocial behaviours benefiting providers, fellow tourists, and destinations	The focal construct: discretionary, other-directed, and enacted during extended, emotionally engaging encounters.

Note: TCB = Tourist Citizenship Behaviour.

Why Tourism and Hospitality Contexts are Unique

Five characteristics distinguish tourism and hospitality from routine service settings and justify domain-specific investigation (Liu & Tsaur, 2014; Assiouras et al., 2019). Extended service encounters spanning hours to weeks—rather than minutes—give tourists sustained opportunities to observe service processes, build relationships, and enact helping behaviours impractical in brief transactions (Pine & Gilmore, 1999; Walls et al., 2011). Intensive social interaction across shared transport, dining, and accommodation creates natural openings for helping—photography, local knowledge, directions—largely absent from individual-focused services (Rosenbaum & Massiah, 2007). Tourism’s hedonic, emotionally intense consumption generates gratitude and attachment that motivate reciprocation (Hosany & Gilbert, 2010), and 15.5% of reviewed studies identify emotional/affective mediators. Its place-based nature creates destination attachment and identification absent from placeless services (Yuksel et al., 2010)—a tourism-unique mediator appearing in 3.9% of studies and entirely absent from general service CCB research. Finally, tour leaders, whose leadership, humour, and emotional labour shape group experiences, constitute a tourism-specific antecedent (4.9% of studies) with no general service equivalent (Tsaur et al., 2021; Mitrega et al., 2022; Gong & Yi, 2021). These characteristics directly informed the review design: the inclusion criteria restricted the corpus to tourism and hospitality settings, and the coding framework explicitly captured tourism-specific antecedents (tour leader characteristics), mediators (destination attachment/love), and contexts, so that domain-unique mechanisms absent from general service CCB could be surfaced rather than obscured.

Methodology

This systematic review followed PRISMA guidelines (Page et al., 2021) to ensure transparency, rigor, and replicability, addressing the methodological limitations of prior narrative reviews while enabling comprehensive coverage and minimizing selection bias.

Search Strategy

The database search was executed on 25 December 2025 (final search date), supplemented by forward citation tracking of seminal articles (Liu & Tsaur, 2014; Yi & Gong, 2013) completed prior to submission; no further update search was conducted thereafter.

Inclusion and Exclusion Criteria

Unlike Mitrega et al. (2022) who examined general services, this review applied strict tourism-hospitality criteria to ensure domain-specific synthesis. Table 3 summarizes inclusion and exclusion criteria.

Table 3: Inclusion and Exclusion Criteria

Criterion	Inclusion	Exclusion
Focal construct	TCB/CCB as primary DV, IV, or mediator with substantive analysis	Peripheral mention of citizenship without operationalization
Context	Tourism & hospitality per UNWTO: destinations, hotels, airlines, tours, restaurants, attractions	General services: banking, retail, telecom, healthcare, beauty salons
Document type	Peer-reviewed journal articles	Conference papers, book chapters, dissertations, editorials
Contribution	Empirical studies with primary data collection	Purely conceptual without empirical validation
Language	English	Non-English publications
Perspective	Customer/tourist perspective on citizenship	Employee OCB only without customer component

Selection Process

Figure 1 presents the PRISMA flow diagram documenting the systematic selection process from initial identification through final inclusion. Of 847 records identified in Scopus and Web of Science, 198 duplicates were removed, leaving 649 records for title-and-abstract screening; 412 were excluded as employee-OCB-only, non-tourism, or conference papers, and the remaining 237 full texts were assessed for eligibility, of which 134 were excluded (78 general-services context, 39 peripheral mention, 17 non-English), yielding 103 studies for final synthesis.

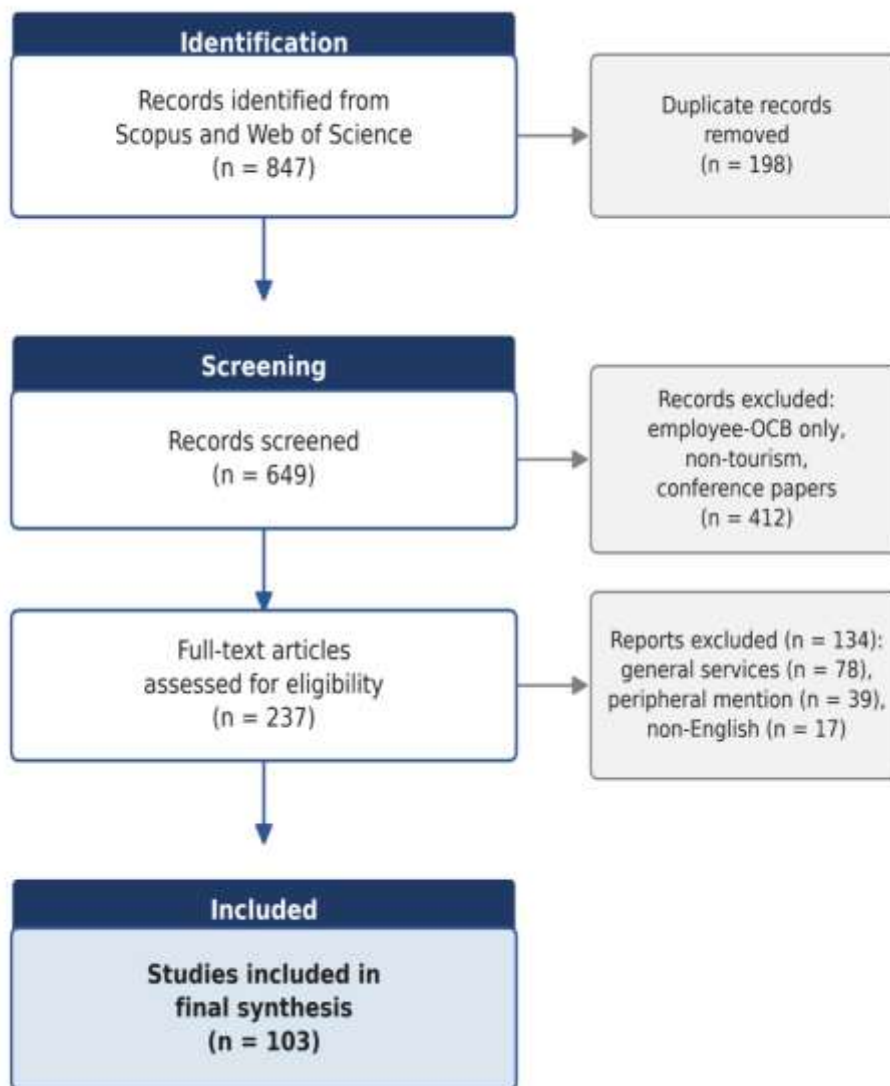


Figure 1: PRISMA Flow Diagram

Source: Page et al., 2021

Data Extraction and Quality Assessment

Structured data extraction captured bibliographic, theoretical, methodological, and variable-operationalization information. Screening, extraction, and coding were conducted by a single researcher; consequently, no inter-coder reliability statistic was applicable, and this single-reviewer design is acknowledged in the limitations. Consistency was supported by applying the predefined inclusion and exclusion criteria, recording extracted data in a structured coding sheet, and re-checking entries against the full texts. Variables were classified by their role in each study's structural model—antecedent (direct predictor of TCB/CCB), mediator (transmitting an antecedent's effect), or moderator (conditioning a specified relationship)—and a construct serving different roles across studies was counted separately in each role; destination attachment, for example, was coded as a mediator where it transmitted antecedent effects and as an antecedent where modelled as a direct predictor (Mitrega et al., 2022; Paul & Rosado-Serrano, 2019). Quality appraisal was qualitative rather than score-based: each study

was assessed against four parameters—sampling adequacy, measurement validity and reliability, appropriateness of statistical techniques, and common-method-bias mitigation—with no study excluded on quality grounds, and recurrent weaknesses are reported transparently and reflected in the limitations.

The assessment revealed generally high statistical rigor—90 studies (87.4%) employed structural equation modelling (CB-SEM or PLS-SEM) and the vast majority adapted validated scales (e.g., Yi & Gong, 2013; Groth, 2005), ensuring construct validity—but also documented recurrent limitations, most notably pervasive reliance on cross-sectional designs (over 90%) and non-probability convenience sampling. These boundaries do not invalidate the findings but are explicitly incorporated into the limitations and research agenda of this review.

Descriptive Results

Temporal Distribution

Tourism citizenship behaviour research has grown exponentially since Liu and Tsaur's (2014) seminal introduction, with annual publications of 1, 1, 1, 2, 3, and 6 articles across 2014-2019 (14 articles, 13.6%), accelerating to 8, 9, 16, 14, 21, and 21 across 2020-2025 (89 articles, 86.4%). The years 2024-2025 alone contributed 42 articles (40.8%), a growth trajectory significantly exceeding that of the general service CCB literature and indicating particularly strong scholarly interest in tourism-specific citizenship dynamics.

Journal and Geographic Distribution

Publications span 55 distinct journals, led by Sustainability (9, 8.7%), Current Issues in Tourism and Frontiers in Psychology (6 each, 5.8%), and Journal of Hospitality and Tourism Management (5, 4.9%), with the remaining articles distributed across mainstream tourism outlets and interdisciplinary venues—indicating citizenship behaviour's relevance across multiple scholarly communities.

Geographic concentration is notable and differs markedly from general service CCB research (Table 4): China dominates (38 studies, 36.9%), reflecting both tourism's rapid growth in China and Chinese scholars' strong engagement, followed by Turkey (9, 8.7%), South Korea (7, 6.8%), and Taiwan and the USA (6 each, 5.8%); Asian contexts collectively represent 69.9% of studies versus 14.6% European, 10.7% Americas, and 4.9% Africa/Middle East. This heavy Asian concentration, particularly Chinese sample reliance, limits generalizability to Western contexts and cross-cultural validation—a significant gap addressed in the research agenda.

Table 4: Geographic Distribution of Study Samples

Country/Region	N	%
China	38	36.9
Turkey	9	8.7
South Korea	7	6.8
Taiwan	6	5.8
USA	6	5.8
Pakistan	5	4.9
India	5	4.9
Egypt	4	3.9
Iran	3	2.9

Chile	3	2.9
Other (13 countries)	17	16.5
Asian total	72	69.9
European total	15	14.6
Americas total	11	10.7
Africa/Middle East	5	4.9

Note: Other countries include Vietnam (2), Malaysia (2), North Cyprus (2), Indonesia (2), Greece, Sri Lanka, Balkans, Ecuador, Spain, Bangladesh, Ghana, Puerto Rico, and Portugal (1 each).

Research Contexts

Tourism-specific contexts dominate the reviewed literature, confirming the domain-specific focus of the inclusion criteria (Table 5).

Table 5: Research Context Distribution

Context	N	%	Examples
Destinations/Attractions	46	44.7	Heritage sites, museums, national parks, theme parks
Online/Digital platforms	42	40.8	eWOM, review platforms, social media, service robots
Hotels/Accommodations	38	36.9	Hotels, resorts, hostels
COVID-19 contexts	12	11.7	Pandemic-period studies
Tour groups	9	8.7	Package tours, guided tours
Airlines	8	7.8	Full-service, low-cost carriers
Restaurants/Food services	7	6.8	Restaurants, cafes, coffee shops
Sharing economy/P2P	7	6.8	Airbnb, homestays, sharing economy
MICE/Events	5	4.9	Conferences, festivals, business events

Note: Categories are not mutually exclusive; studies may examine multiple contexts. Percentages sum to >100%.

Methodological Characteristics

Methodological examination reveals several distinctive patterns. Structural equation modelling dominates TCB research, employed in 90 studies (87.4%), with CB-SEM using AMOS or LISREL accounting for 55 studies (53.4%) and PLS-SEM using SmartPLS for 36 studies (35.0%). Cross-sectional designs predominate, representing 95 studies (92.2%), while longitudinal research remains minimal with only 1 study (<1%). Sample sizes demonstrate concentration in the 300-499 range (46 studies), with mean sample size of 450 and median of 400 (range: 40-1324).

Thematic Analysis

Conceptualization and Dimensional Structure

Building on Organ's (1988) OCB foundations and Groth's (2005) customer extension, tourism researchers have conceptualized TCB as voluntary behaviours beyond role requirements that benefit tourism organizations, destinations, fellow tourists, and the broader ecosystem. The four-dimensional framework derived from Yi and Gong (2013) dominates tourism research, with 39 studies (37.9%) explicitly citing their scale. Table 6 presents the dimensional operationalization approaches and Table 7 the individual dimension frequencies and their tourism manifestations.

Table 6: TCB/CCB Dimensional Structure Approaches (N = 103)

Structure type	N	%
3D Groth model (Recommendation, Helping, Feedback)	31	30.1
4D Yi & Gong model (+Tolerance)	28	27.2
Unidimensional composite	26	25.2
2D Other (selected dimensions or brand-specific)	9	8.7
2D Target-based (toward organization vs. toward customers)	4	3.9
3D Liu & Tsaur model (Benevolent acts, Communication facilitation, Voice)	3	2.9
Novel structure (11D, Ghaffari et al., 2024; other)	2	1.9

Table 7: TCB Dimensional Structure in Tourism and Hospitality

Dimension	N	%	Definition and tourism manifestations
Helping	59	57.3	Assisting fellow tourists: directions, navigation, photography, language translation, luggage handling; sharing local knowledge; providing support during travel difficulties
Feedback	62	60.2	Providing constructive suggestions to service providers; completing satisfaction surveys; writing online reviews; reporting service problems; offering improvement ideas
Advocacy	64	62.1	Recommending destinations/hotels to friends and family; positive word-of-mouth; defending destination/brand reputation; social media endorsement and sharing
Tolerance	31	30.1	Accepting service failures patiently; understanding operational constraints; forgiving service mistakes; adapting to unexpected changes without complaint

Note: Dimensions were coded based on each study's reported TCB/CCB operationalization in the "TCB/CCB Dimensions" column. A study was counted for a dimension if it explicitly included that dimension in its measurement. Categories are not mutually exclusive: a 4-dimensional study (e.g., Yi & Gong, 2013 scale) contributes to all four dimensions, while a 3-dimensional study (e.g., Groth, 2005 scale) contributes only to the dimensions it measured. Unidimensional studies that did not disaggregate specific dimensions were not counted. N values therefore sum to >103.

Dimensional Structure Approaches. Beyond the three dominant structures summarized in Table 6, two-dimensional classifications (13 studies, 12.6%) include target-based distinctions between citizenship directed toward the organization versus other customers (Bartikowski & Walsh, 2011), while the Liu and Tsaur (2014) three-dimensional framework was adopted in 3 studies (2.9%). Notably, Ghaffari et al. (2024) proposed a novel eleven-dimensional structure through exploratory factor analysis, suggesting the traditional framework may not fully capture TCB in all cultural contexts.

Measurement Scale Sources. Yi and Gong (2013) represents the most frequently cited measurement source (39 studies, 37.9%), followed by Groth (2005) with 19 studies (18.4%), Liu and Tsaur (2014) with 4 studies (3.9%), and Bartikowski and Walsh (2011) with 4 studies (3.9%). The remaining 37 studies employ adapted, combined, or independently developed scales, reflecting ongoing measurement diversity.

Novel and Emerging TCB Conceptualizations. Green/eco-citizenship behaviour has emerged as an environmentally focused variant, with Luu (2017) introducing eco-civic engagement, eco-helping, and eco-initiatives dimensions and green CCB operationalized as a distinct

construct (Tran et al., 2024; Waris et al., 2024). Online/digital citizenship behaviour forms another emerging stream, including SNS citizenship behaviour (Kim et al., 2018) and user online citizenship defending destinations during digital crises (Ruan et al., 2023), while two recent studies examine tolerance as a standalone construct (Jiang et al., 2025; Zhou et al., 2025). These extensions reflect the field's maturation from applying generic CCB frameworks toward tourism-specific conceptualizations.

TCB Role in Structural Models. TCB serves primarily as the outcome/dependent variable in 90 studies (87.4%), examining factors that drive citizenship behaviour. However, 25 studies position TCB as antecedent or mediator—investigating how citizenship behaviour influences subsequent outcomes such as destination loyalty, organizational performance, employee attitudes, or tourist well-being. This expanding role reflects growing scholarly interest in TCB's downstream consequences, though the outcome domain remains underexplored relative to antecedent research.

Theoretical Foundations

Theoretical grounding provides the explanatory mechanisms through which antecedents influence citizenship behaviour; Table 8 summarizes framework prevalence and application.

Table 8: Theoretical Frameworks in Tourism Citizenship Research

Theory	N	%	Core mechanism and application in tourism
Social Exchange Theory	50	48.5	Reciprocity: Tourists who receive excellent service, memorable experiences, or fair treatment feel obligated to reciprocate through discretionary contributions
Stimulus-Organism-Response	24	23.3	Process model: Environmental/experience stimuli trigger internal psychological states (emotions, attitudes) that generate citizenship behaviour responses
Service-Dominant Logic	16	15.5	Value co-creation: Tourists as operant resources who actively co-create value through citizenship contributions beyond passive consumption
Social Identity Theory	14	13.6	Identification: Destination/brand identification creates psychological membership motivating identity-consistent prosocial behaviours
Affective Events Theory	3	2.9	Emotional episodes: Workplace/service events trigger affective reactions that influence discretionary behaviours
Broaden-and-Build Theory	2	1.9	Positive emotions: Positive emotional experiences broaden thought-action repertoires, building resources that enable citizenship

Social Exchange Theory (SET) dominates (50 studies, 48.5%): tourists who receive excellent service, memorable experiences, or fair treatment develop felt obligations discharged through feedback, helping, advocacy, and tolerance (Blau, 1964). Its dominance exceeds the approximately 37% observed in general service CCB research (Mitrega et al., 2022), suggesting reciprocity is even more salient in tourism's emotionally intensive contexts.

The Stimulus-Organism-Response framework (24 studies, 23.3%) models how experiential stimuli (servicescape quality, employee behaviour, experience elements) trigger internal states that generate citizenship responses—well suited to tourism's emphasis on experience design and emotional engagement.

Service-Dominant Logic (16 studies, 15.5%) casts tourists as operant resources whose citizenship contributions are integral to value creation (Vargo & Lusch, 2004), while Social Identity Theory (14 studies, 13.6%) explains citizenship through identification with

destinations or brands that become part of the self-concept—particularly relevant to tourism’s place-based nature.

Antecedent Variables

Antecedent variables precede and influence citizenship behaviour; analysis reveals both universal antecedents shared with general services and tourism-specific factors (Table 9, organized by prevalence).

Table 9: Antecedent Variables in Tourism Citizenship Research

Antecedent category	N	%	Representative studies and findings
CSR/Sustainability/Green practices	16	15.5	Luu (2017); Hassan & Suki (2022); Tran et al. (2024). CSR triggers moral-based reciprocity and identification with organizational values.
Social interaction/ support	11	10.7	Wong & Lin (2022); Zhou et al. (2024). Social support and interpersonal interaction create reciprocal obligations and positive emotional contagion.
Individual traits/ Personality	9	8.7	Choi & Hwang (2019); Tu et al. (2023). Prosocial personality, gratitude, religiosity, and relative deprivation predispose citizenship engagement.
Value co-creation	9	8.7	Assiouras et al. (2019); Zhang et al. (2024). Co-creation and co-destruction behaviours generate reciprocity beyond transactional exchange.
Brand-related factors	8	7.8	Tang et al. (2023); Rather et al. (2023). Brand experience, equity, and reputation motivate citizenship through identification.
Destination-related factors	8	7.8	Zhang et al. (2022); Ruan et al. (2023); Wang et al. (2025). Destination social responsibility, nostalgia, biodiversity, and crisis management motivate place-based citizenship.
Service quality	7	6.8	Woo (2019); Liu et al. (2021). Service quality signals organizational investment warranting reciprocation.
Experience quality/value	5	4.9	Lin & Choe (2022). Experiential and hedonic value perceptions drive citizenship through positive evaluation.
Relationship/Engagement	5	4.9	Hassan & Suki (2022); Yao et al. (2023). Relational benefits and engagement invest discretionary effort in service ties.
Tour leader/guide characteristics*	4	3.9	Tsaur et al. (2021); Li et al. (2022). Leader likeability, humor, emotional labour shape group citizenship.
Digital/Technology factors	4	3.9	Lin et al. (2023); Yin et al. (2024). Service robots, livestreaming, and vlogger support drive digital citizenship.
Justice/Service recovery	4	3.9	Kim et al. (2018); Tengilimoglu & Öztürk (2024). Perceived fairness and recovery satisfaction motivate reciprocal citizenship behaviours.

Note: *Tourism-unique antecedent absent from general service CCB reviews (Mitrega et al., 2022; Gong and Yi, 2021).

Tourism-Specific Antecedents. Tour leader characteristics (4 studies, 3.9%)—likeability, humour, attachment, and emotional labour—constitute an antecedent category entirely absent from general service reviews (Mitrega et al., 2022; Gong & Yi, 2021). Tsaur et al. (2021) demonstrated that tour leader likeability promotes TCB through attachment mechanisms, and Li et al. (2022) found that tour guide humour enhances citizenship through positive emotional contagion, identifying leader selection and training as a tourism-specific cultivation lever unavailable to general service managers.

Mediating Mechanisms

Mediating variables are the psychological states or processes through which antecedents influence citizenship; emotional mechanisms play a markedly more prominent role in tourism than in general service contexts (Table 10).

Table 10: Mediating Variables in Tourism Citizenship Research

Mediator category	N	%	Representative studies and mechanisms
Emotions/Affect	21	20.4	Wong & Lin (2022); Zhang et al. (2022). Positive/negative emotions, gratitude, customer love, and delight mediate antecedent effects.
Satisfaction	17	16.5	Thai & Nguyen (2022). Overall satisfaction with experience motivates citizenship as reciprocation.
Perceived value	12	11.7	Woo (2019); Torres-Moraga et al. (2021); Lin et al. (2023). Functional, emotional, and social value perceptions translate antecedent effects into felt obligations.
Trust	11	10.7	Thai & Nguyen (2022); Kim et al. (2018). Trust reduces perceived risk of citizenship contributions.
Brand/Image	10	9.7	Wong & Lin (2022); Tang et al. (2023). Brand attachment, experience, and identification transmit antecedent effects to citizenship.
Identification	9	8.7	Rather et al. (2023); Tu et al. (2023). Brand/destination identification and perceived insider status motivate protective behaviours.
Commitment	6	5.8	Xu et al. (2021). Psychological attachment to organization/destination sustains citizenship.
Engagement	5	4.9	Rather et al. (2023); Yao et al. (2023). Customer engagement transmits antecedent effects through active psychological investment.
Relationship quality	5	4.9	Tu et al. (2023); Tang et al. (2023). Trust, satisfaction, commitment transmit antecedent effects to citizenship.
Destination attachment/love*	4	3.9	Jiang et al. (2025); Yao et al. (2025). Place-based emotional bonds unique to tourism contexts.

Note: *Tourism-unique mediator reflecting place-based emotional connections absent from general service CCB research.

Emotional Prominence in Tourism. Emotional/affective mediators (21 studies, 20.4%) constitute the most frequently coded mediator category, reflecting tourism's fundamentally hedonic nature: experiences are designed to generate excitement, wonder, relaxation, and delight that become powerful motivators of reciprocal citizenship. Combined with destination love/attachment (4 studies, 3.9%), emotional mechanisms account for approximately 24.3% of identified mediation pathways—the dominant psychological route to citizenship in tourism contexts.

Destination Love and Attachment (4 studies, 3.9%) is a tourism-unique mediator entirely absent from general service CCB reviews, capturing the deep emotional bonds tourists develop with places—identity, belonging, and separation anxiety. Tourists who love a destination protect its reputation through advocacy, contribute to its improvement through feedback, help fellow visitors, and tolerate service imperfections; this place-based mechanism is unavailable in placeless service contexts.

Moderating Variables

Moderating variables strengthen or weaken antecedent-citizenship relationships; demographic factors dominate moderation testing, though cultural variables show particular promise (Table 11).

Table 11: Moderating Variables in Tourism Citizenship Research

Moderator category	N	%	Typical findings
Age	7	6.8	Older tourists often show stronger citizenship effects due to greater relationship orientation and lower switching propensity.
Gender	6	5.8	Mixed findings; some studies find women more prone to helping behaviours, others find no significant differences.
Trust	3	2.9	High trust strengthens effects of service quality and perceived value on citizenship.
Culture (collectivism/individualism)	1	1.0	Collectivistic tourists show stronger citizenship effects due to group orientation and social harmony values.

Outcome Variables and Downstream Consequences

While TCB serves predominantly as a dependent variable (87.4% of studies), an emerging subset conceptualizes it as an independent or mediating variable, revealing that TCB is not merely an endpoint of good service but a catalyst of distinct marketing, organizational, psychological, and environmental outcomes.

Marketing and loyalty outcomes. TCB fosters customer loyalty and bridges positive experiences to future loyalty (Rasheed & Balakrishnan, 2024b), drives destination evangelism (Sharma et al., 2025), and raises willingness to sacrifice for the destination (Torres-Moraga et al., 2021).

Organizational and pro-environmental outcomes. Robust CCB reduces customer turnover intention (Raza et al., 2020), and TCB predicts environmentally responsible behaviours at destinations alongside moral credits and destination identification (Rasheed & Balakrishnan, 2024a).

Psychological and experiential outcomes. TCB generates intimacy and deepens engagement (Wang et al., 2023), reinforces experience memorability (Rodríguez-Negrón et al., 2025). Despite these insights, the outcome domain remains underexplored relative to antecedents. Despite these vital insights, the outcome domain remains significantly underexplored relative to TCB antecedents, representing a pressing gap in our understanding of the tangible return on investment from citizenship cultivation.

Digital, Virtual, and Technologically-Mediated Citizenship Behaviour

A critical thematic shift toward digital and technologically-mediated contexts is evident, with TCB increasingly conceptualized within virtual environments (online CCB) and human-machine interactions.

Human-Robot Interaction (HRI): service robots' communication quality and problem-solving competence drive CCB through enhanced perceived service quality, and their anthropomorphism and economic rewards foster citizenship by generating functional and social experiential value (Lin et al., 2023).

Social Media, Livestreaming, and eWOM: empowerment elements in tourism livestreaming translate into psychological empowerment, value co-creation, and CCB (Liu et al., 2025); informational and emotional support from tourism vloggers enhances perceived value and online CCB (Yin et al., 2024); and during digital crises, authoritative correction of negative rumours evokes sympathy and perceived authenticity that mobilize tourists to defend the destination online (Ruan et al., 2023).

Temporal Trends and Field Evolution

Table 12 presents the temporal evolution of the field across three periods—emergence (2014-2019, N=14), growth (2020-2022, N=33), and acceleration (2023-2025, N=56)—revealing significant evolutionary patterns in theoretical orientation, methodological approaches, research contexts, and TCB conceptualization.

Table 12: Temporal Evolution of TCB/CCB Research Across Three Periods

Indicator	2014-2019 (N=14)	2020-2022 (N=33)	2023-2025 (N=56)
Dominant theory	SDL (43%)	SET (61%)	SET (46%)
SOR framework	0%	30%	25%
Social Identity Theory	7%	24%	9%
CB-SEM usage	57%	70%	43%
PLS-SEM usage	14%	30%	43%
Experimental designs	0	0	5
Hotel/Accommodation context	14%	45%	38%
Destination/Attraction context	14%	30%	61%
Digital/Online context	50%	27%	46%
Airline context	36%	6%	2%
China sample	7%	42%	41%
4D structure usage	36%	27%	25%
Unidimensional usage	21%	18%	32%
TCB as DV only	100%	85%	86%
TCB as IV or Mediator	7%	30%	25%

Note: Percentages calculated within each period. Italics indicate notable trends.

Theoretical and methodological evolution. Service-Dominant Logic dominated the emergence period (43%) before SET surged to 61% in the growth period—when the SOR framework first appeared (30%)—then moderated to 46% amid diversification, with Affective Events Theory and Broaden-and-Build Theory emerging in 2025 and Social Identity Theory declining from its 24% peak to 9%. Methodologically, CB-SEM fell from 57% to 43% while PLS-SEM rose from 14% to 43%, and all five experimental studies appeared in 2023-2025—a methodological breakthrough toward causal investigation after a decade of exclusively survey-based designs. Contextual and geographic evolution. Early research centred on airlines (36%) and digital platforms (50%); the growth period pivoted to hotels/accommodations (45%); the acceleration period saw destination research surge to 61% and digital contexts re-emerge (46%) around service robots, livestreaming, and AI-mediated encounters, while airline research fell to 2%. China's share rose from 7% to 42% and persisted (41%), and previously unrepresented regions (Ghana, Bangladesh, Puerto Rico, Portugal, Indonesia) appeared, though systematic cross-cultural comparison remains absent.

Conceptualization evolution. The Yi and Gong (2013) framework maintained steady adoption (36%, 27%, 25% across periods) while unidimensional treatments rose from 21% to 32%; novel conceptualizations—green/eco-citizenship, tolerance-only studies, the eleven-dimensional framework—emerged exclusively in the acceleration period, and TCB shifted from purely dependent-variable treatment (100% in emergence) toward antecedent/mediator roles (25-30% subsequently).

Integrative Conceptual Framework

Figure 2 presents an integrative conceptual framework synthesizing the nomological network of citizenship behavior in tourism and hospitality. The framework delineates how distinct antecedent categories trigger specific mediating mechanisms that ultimately culminate in the four dimensions of TCB (helping, feedback, advocacy, and tolerance).



Figure 2: Integrative Conceptual Framework of Citizenship Behaviour in Tourism and Hospitality

Crucially, antecedents operate through divergent psychological pathways. Cognitive-relational: service quality and perceived value activate satisfaction, trust, and commitment, translating into reciprocal behaviours such as constructive feedback. Affective-experiential: tourism-unique antecedents—tour leader humour and emotional labour, immersive destination experiences—generate intense affect and destination love/attachment, the emotional mediation

that defines tourism contexts and explains why tourists passionately advocate for destinations they love. Moral-normative: CSR and sustainability initiatives foster moral identification that intrinsically motivates citizenship as an expression of shared identity. Boundary conditions—age and cultural orientation (collectivism)—shape pathway strength, suggesting segmented cultivation approaches.

Discussion

Comparison with General Service CCB Reviews

Systematic comparison with Mitrega et al. (2022) and Gong and Yi (2021) reveals both convergence and consequential divergence that validates the importance of domain-specific synthesis. Table 13 summarizes key comparisons.

Table 13: Comparison with General Service CCB Reviews

Dimension	Mitrega et al. (2022)	Gong & Yi (2021)	This study
Sample size	98 articles	Narrative review	103 articles
Review approach	Systematic	Narrative	Systematic/PRISMA
Context	General services	General services	Tourism & Hospitality
Dominant theory	SET (~37%)	SET	SET (48.5%)
Emotional mediators	~25%	Moderate	20.4%*
Place attachment	Not identified	Not identified	3.9%*
Tour leader effects	N/A	N/A	3.9%*
Cross-sectional designs	~95%	Dominant	92.2%
Geographic diversity	More diverse	Diverse	China 36.9%

Convergence appears in SET's dominance (48.5% versus ~37% in Mitrega et al., 2022), the shared four-dimensional operationalization enabling cross-context comparison, and core antecedents (service quality, perceived value, relationship quality) common to both literatures. Divergence appears in tourism's emotional-mediator prevalence (20.4%) and in two constructs with no general-service equivalent—destination love/attachment (3.9%) and tour leader characteristics (3.9%)—validating domain-specific investigation.

Cultural Foundations of Citizenship Behaviour

The concentration of TCB research in China (36.9%) and Asia (69.9%) likely reflects more than research productivity: TCB dimensions align with collectivistic paradigms emphasizing group harmony, Guanxi, and face (Mianzi), with which helping and tolerance behaviours strongly resonate. The threshold for extra-role citizenship may thus be lower for collectivistic than individualistic tourists—underscoring the need for systematic cross-cultural validation of whether current frameworks are universally applicable or culturally bounded.

Theoretical Contributions

Theoretically, the review establishes citizenship behaviour as a distinct tourism research domain rather than a derivative of general service CCB; provides an integrative framework to guide future work; identifies tourism-unique factors (emotional mediation prominence, destination attachment, tour leader effects) that bound the transfer of general-service findings;

delivers comprehensive variable mapping across 103 studies; and clarifies, through comparison with general service reviews, what transfers across contexts versus what requires domain-specific investigation.

Practical Implications

The review findings carry substantial strategic implications for tourism practitioners and destination marketing organizations (DMOs) seeking to cultivate citizenship behaviors. The findings carry strategic implications for practitioners and destination marketing organizations. Because emotional mediation and destination love dominate identified pathways, managers should design affectively resonant experiences—surprise-and-delight moments and meaningful social connection—rather than purely functional delivery. In premium sectors, prestige service labelling such as VIP recognition is the strongest catalyst of SNS citizenship behaviour (Kim et al., 2018), and intangible resources outweigh tangible ones in driving perceived value and advocacy (Woo, 2019). During service failures, perceived justice directly fuels CCB—distributive justice for severe failures, interactional justice for minor ones (Tengilimoglu & Öztürk, 2024)—and authoritative correction of online rumours mobilizes tourists to voluntarily defend the destination (Ruan et al., 2023). Finally, tour leaders should be selected for interpersonal skills and emotional intelligence and trained in appropriate humour and emotional labour to build the attachment that drives group citizenship.

Limitations and Future Research Agenda

Several limitations warrant acknowledgment: only English-language articles were included—consequential given the Asian concentration; database coverage was restricted to Scopus and Web of Science; synthesis was qualitative without meta-analytic effect sizes; the newest publications (38.8% appeared in 2024-2025) may not be fully integrated; and quality appraisal used adapted rather than standardized instruments. Nevertheless, documented criteria, comprehensive coverage of 103 articles, and PRISMA-guided procedures provide domain-specific synthesis unavailable from general service reviews.

The systematic review identifies critical gaps that warrant future research attention. Table 14 organizes priority directions with specific recommendations.

Table 14: Priority Research Directions and Recommendations

Direction	Gap identified	Recommended approaches
Methodology	100% cross-sectional; 0% longitudinal designs	Panel studies tracking citizenship evolution; field experiments testing interventions; experience sampling capturing real-time behaviours; diary studies
Geography	China dominance (36.9%); limited Western validation	European destinations; Americas contexts; Africa/Middle East; systematic cross-cultural comparisons; multi-country studies
Digital contexts	Limited virtual/platform focus despite 38.8% online mention	Metaverse tourism citizenship; AI chatbot interactions; sharing economy platforms; social media citizenship behaviours
Outcomes	TCB as DV (87.4%); consequences underexplored	Organizational performance effects; destination sustainability; tourist well-being; dark side of excessive citizenship
Theory	SET dominance (48.5%); limited integration	Psychological ownership theory; self-determination theory; conservation of resources; multi-theory frameworks

Among these, the absence of longitudinal research (<1%) is the most pressing gap: cross-sectional designs cannot establish causality or track citizenship across the tourist journey, calling for panel studies, field experiments, experience sampling, and diary methods. Geographic expansion with explicit cross-cultural comparison, systematic study of TCB's organizational, sustainability, and well-being outcomes—including potential dark sides such as tourist fatigue—and integration of psychological ownership, self-determination, and conservation of resources theories would together advance multi-theory sophistication.

Conclusion

This systematic review advances the boundaries of citizenship behaviour research by contextualizing it exclusively within tourism and hospitality. Synthesizing 103 empirical studies (2014-2025), it transitions TCB from a derivative of general service management to a distinct, domain-specific construct characterized by profound emotional intensity, place-based attachment, and unique social dynamics such as tour leader influence.

The evolution toward relationship-based value co-creation redefines the tourist from passive consumer to active co-producer of value. Cultivating TCB—through affectively resonant experiences, visible sustainability initiatives, and the emotional intelligence of service personnel—is therefore no longer merely an operational tactic but a strategic imperative for organizational resilience and destination competitiveness.

While the field has witnessed exponential growth, its maturation depends on transcending the pervasive reliance on cross-sectional designs and heavily Asian samples that constrain understanding of how TCB unfolds across time and diverse cultural landscapes. Future scholarship must pivot toward longitudinal tracking, cross-cultural comparative designs, and deeper exploration of TCB's tangible outcomes—ultimately unlocking tourist citizenship behaviour's full potential to build more sustainable and deeply connected tourism ecosystems.

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