

Title: The Moderating Role of State Regulation on Stakeholder Market Orientation and Sustainability Performance at Tourism Destinations

Abstract:

Using a survey method, the study used responses from 313 Ghanaian tourism businesses in selected regions and the PLS-SEM in analysing the data. The study established that ecological regulation significantly moderates the StMO-SP relationship while political regulation negatively moderates the StMO-SP nexus. State regulations significantly influence Stakeholder market orientation and sustainability performance at tourism destinations. The study recommends that tourism managers and planners be cognisant with state regulation requirements in fashioning and implementing their StMO-SP strategies. Tourism destination managers and planners who are involved in using StMO in improving sustainability management practices to take into account the role of key stakeholders in fashioning and implementing their sustainability strategies. Future research directions have been discussed