

Perceived Sustainability and Its Influence on Tourist Trust

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Abstract— Tourism sustainability has become the center of international attention, local government, environmentalists, researchers, and practitioners. The aim of this research is to examine the influence of perceived sustainability including perceived environmental sustainability, cultural sustainability, and economic sustainability on tourist trust. A survey was conducted on 390 international tourists visiting Bali in the May-June 2018 period. The measurement scale employed was a Likert scale and WarpPLS as the analysis tool. The results show that those three variables have a significant influence on tourist trust. This research fills the gap from the previous studies related to the influence of perceived cultural sustainability and economic sustainability on tourist trust. Therefore, the management of tourism destinations should consider and maintain the sustainability of the natural environment, preserving local culture, and appreciating the tourists' value for money to establish tourist trust in the future.

Keywords— Sustainability; Tourism; Trust; Indonesia

I. INTRODUCTION

Sustainability in tourism development is very important to be studied because tourism has become a strategic, at the same time, controversial issue. UNWTO-World Tourism Organization estimates that by 2030 the number of international tourists will reach 1.8 billion people (UNWTO, 2011). Tourism development boosts income, but it may also harm the environment. The increasing number of tourists will certainly increase income, but inadequate planning will cause environmental damage. The phenomenon of reduced environmental quality (natural, social and cultural environment) due to tourism activities has received attention from UNEP (United Nations Environment Program) and UNWTO (United Nations World Tourism Organization) in 2005. UNEP recommends the concept of sustainability to protect the environment and to establish tourist satisfaction and interest in tourism destinations. The ideal tourism development strategy employs a sustainability approach that focuses on optimizing the use of local assets, aligning current and future needs of stakeholders, and ensuring high experience and satisfaction for tourists (UNEP, 2005).

Tourists' perceived sustainability is very important to be studied because it guides the future of tourism destinations. Tourists are stakeholders mainly related to the decision-making process because their perceptions shape the desired tourism destinations (Weaver & Lawton, 2004). Tourists show their supports for establishing sustainability through their interests and behavior in visiting tourism destinations. Moreover, tourists' perception of sustainability will construct trust and determine their decision to revisit and to recommend to others. UNWTO (2011) determines sustainable development based on three main aspects: environmental, socio-cultural, and economic aspects (Farsari, 2012; Jamrozy, 2007; Ramgulam, Raghunandan-Mohammed, & Raghunandan, 2013).

Perceived sustainability has received a lot of attention from researchers. Iniesta-Bonillo, Sánchez-Fernández, & Jiménez-Castillo (2016) has examined the effect of perceived sustainability on tourist satisfaction, while Kim, Thapa, & Kim (2017) has investigated each perceived sustainability indicator separately (economic, environmental, and cultural indicators) on tourists' revisit and word-of-mouth intentions. Chen, Lin, & Weng (2015) have examined the effects of environmental sustainability on tourist trust, but studies that examine other sustainability aspects (environmental and economic aspects) have not received adequate attention. Therefore, this study promotes a new path on the influence of perceived cultural sustainability and perceived economic sustainability on tourist trust.

This study focused on international tourists visiting Bali, Indonesia. Bali is the main tourism destination in Indonesia awarded as one of the 100 TOP Sustainable Destinations in the world (Green Destination, 2018). Furthermore, TripAdvisor has recommended Bali by placing it in the first position of the 25 best destinations in the world in 2018 (Tempo.co, 2018). The purpose of this study is to: (1) examine the influence of perceived environmental sustainability on tourist trust; (2) examine the influence of perceived cultural sustainability on the tourist trust; and (3) examine the influence of perceived economic sustainability on the tourist trust.

Sustainable tourism is tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment, and host communities (UNEP, 2005). Sustainable development in the tourism industry is "development that meets the needs of the present without compromising the ability of future generations to meet their own needs" (Brundtland, 1987). Finally, it can be concluded that sustainable tourism is a tourism management concept that takes into account the long-term benefits and impacts of tourism destinations for stakeholders. The perceived benefits or impacts include the environmental, socio-cultural, and economic dimensions. Sustainable tourism is tourism satisfying current tourists and meeting the needs of the surrounding communities, while simultaneously protecting and increasing future opportunities (Iniesta-Bonillo et al., 2016).

Tourism stakeholders include government, surrounding communities, business people, and tourists. Visitors have an interest in the destination quality in the future (UNEP, 2005). Sustainable tourism development not only satisfies tourists for a moment, but it must also protect and enhance future opportunities (Díaz & Espino-Rodríguez, 2016). Stakeholders mitigate the effects of rapid growth through sustainability (Chung & Whang, 2011; Hwang, Stewart, & Ko, 2012; Iniesta-Bonillo et al., 2016).

Sustainability measurement refers to each tourism stakeholder; hence, the indicators used by researchers are different. Some authors develop sustainability indicators for specific geographical areas (for example, Cernat & Gourdon, 2012; Ko, 2005). Martínez & Rodríguez del Bosque (2014) develop a multidimensional approach consisting of three dimensions: economic, social, and environmental dimensions. Meanwhile, Cottrell, Vaske, & Roemer (2013) propose four dimensions covering economic, socio-cultural, environmental, and institutional aspects. Bramwell, Henry, Jackson, Prat, Richards, and Van Der Straaten (1996) suggest seven dimensions: environmental, cultural, political, economic, social, managerial, and governmental dimensions. International organizations (e.g. United Nations, 2012; UNWTO, 2011) specify sustainable development based on three main aspects: environmental, socio-cultural, and economic aspects (Farsari, 2012; Jamrozy, 2007; Ramgulam et al., 2013). This study follows the dimensions used by Iniesta-Bonillo et al., (2016) and Kim et al. (2017) which include perceived environmental sustainability, perceived cultural sustainability, and perceived economic sustainability.

The environmental dimension is a component dealing with natural capital and the conditions of renewable and non-renewable resources (Iniesta-Bonillo et al., 2016). The socio-cultural dimension covers human-environmental interactions and protection of the socio-cultural resources of local communities and host regions, which emphasize the cultural interactions and activities needed to develop cultural exchanges in the tourism sector (Pearce, 2005). The third dimension is economic sustainability that implies meeting the economic needs of the community and producing the maximum output to achieve a high standard of living within the limits of the existing capital (Mbaiwa, 2005).

Berry and Parasuraman (1991) state that the relationship between consumers and producers/service providers requires trust to be a long-term relationship. Morgan and Hunt (1994) define trust as one party has confidence in an exchange partner's reliability and integrity. Hennig-Thurau & Klee (1997) state that trust is the hope or desire on which service providers can be trusted to do what has been promised. In the customer context, customer trust is the customer's expectation presuming the seller's non-negative and harmless behavior to buyers. Meanwhile, Gefen & Straub (2000) defines trust as the customer's assessment that a provider can be trusted. Sirdeshmukh, Singh, & Sabol (2002) state that trust is the expectation held by the customers related to trusted and reliable service providers in fulfilling promises. Barnes (2003) states that trust involves a person's willingness to behave in a certain way because of the belief that his/her partner will give what s/he wants for and a hope those someone else's words, promises, or statements can be trusted. Koeszegi (2004) state that trust is the knowledge of avoiding any possible risk-taking actions considered as a threat to the buyer. Finally, we can conclude that customer trust is the customer's assessment upon which service providers can be trusted to meet their expectations. This definition illustrates that trust is a partnership for both parties as conveyed by Morgan & Hunt (1994).

Basini (2011) classifies trust into six aspects: (1) Functional trust is the basis of trust and focuses on delivered functional benefits. This trust is about how a product can function according to its basic characteristics; (2) Affective trust is the next level of trust focusing on the quality of relationship. This trust is based on the level of preference and a relationship value; (3) Bonded trust is the highest level of trust which is usually owned for a very meaningful relationship with the closest partner, such as spouse, child, and parent; (4) Generalized trust is a general level of trust in certain communities, societies or cultures characterized by loose affiliations; (5) Self-trust is a trust on the ability of a person; and (6) Group trust occurs when a group gathers, especially within the behavior guiding framework such as a set of values or moral codes. Group trust is created based on that.

Green (2006) states that customers believe they will do more beneficial things for producers/service providers, such as willing to listen, to share useful information for the company, willing to be contacted, being more tolerant to company standards, giving producers good special status, willing to forgive mistakes, willing to share important information with other parties, and willing to accept advice. Trust is considered as an important key to maintain the relationship between customers and service providers (Han & Hyun, 2015). Dos Santos & Basso (2012) state trust plays an important role in determining customers' intention to spread positive word-of-mouth and to repurchase. Some researchers classify trust into several indicators. Lewis & Weigert (1985) measure trust based on cognitive, affective, and behavioral aspects. Chang (2014) measures trust into two indicators, affective and cognitive. Meanwhile, Morgan & Hunt (1994) measure trust in several aspects

including confidence, reliability, and integrity. Indicators of trust in the tourism context according to Pujiastuti, Nimran, Suharyono, Kusumawati (2017) includes reliability, ability to serve, best service enticement, satisfaction provision to tourists, and pleasurable tourism destinations to tourists. The measurement of trust in this study follows the dimensions used by Morgan & Hunt (1994) and Pujiastuti, Nimran, Suharyono, Kusumawati (2017).

Trust is considered as a pivotal element to maintain the relationship between customers and service providers (Han & Hyun, 2015). Berry and Parasuraman (1991) state that the relationship between consumers and producers/service providers requires trust to be a long-term relationship. Strong trust shows a high quality relationship. Moreover, the quality of the relationship is not only about establishing the current relationship, but also maintaining the long-term relationship. Iniesta-Bonillo et al. (2016) statement asserts that sustainable tourism development not only satisfies the current tourists and meets momentary needs, but must also protect and increases long-term opportunities. This means that sustainability will increase trust by protecting the relationship between tourists and tourism destinations. Perceived sustainability is measured in three dimensions, namely perceived environmental sustainability, perceived cultural sustainability, and perceived economic sustainability. Chen's et al. (2015) research results show that environmental friendliness has a significant impact on Green Trust. Researches examining the influence of two other trust dimensions (the perceived cultural sustainability and economic sustainability) are still very limited, offering a great opportunity for further research. Therefore, the logical/rational relationship between sustainability and trust is that if tourists have a positive perception on the sustainability efforts of tourism destinations, they will believe that the quality of destinations will not alter; furthermore, the destination will always provide satisfaction for them (reliability). This is because many tourism destinations experience quality reduction due to management factors that cause environmental damages and conflicts with surrounding communities. Through sustainability, tourists will not worry about the declining quality of destinations. Thus, the following hypothesis can be formulated:

Hypothesis 1: Perceived environmental sustainability influences tourist trust.

Hypothesis 2: Perceived cultural sustainability influences tourist trust.

Hypothesis 3: Perceived economic sustainability influences tourist trust.

II. METHOD

A. Sample

The survey method employed in this study was by collecting data from international tourists visiting Bali and originating from various countries. The questionnaire was in four languages (English, Chinese, Japanese, and Arabic). The questionnaire was translated by linguists and verified by native to support consistency and accuracy. Respondents of this study were international tourists aged at least 18-year-old who had visited Bali for at least 3 days and had visited natural and cultural tourism destinations. Questionnaires were handed to international travelers when they left Bali, during their return trip or at the airport. A total of 400 questionnaires were distributed during May to June 2018. Of the 390 answers returned, they were all completed so that they were worth analyzing. The number of tourists visiting Bali is more than 100.00 tourists. Referring to Sekaran (2003) and Krejcie & Morgan (1970), the minimum sample size is 384. Therefore, the answers accumulated have met the minimum number of samples.

TABLE I. RESULTS OF CONFIRMATORY FACTOR ANALYSIS FOR MEASUREMENT MODEL¹

<i>Construct and Items</i>	<i>Standardized Loading</i>	<i>p-Value</i>
Perceived Environmental Sustainability ($\alpha= 0.758$)		
I think Bali has low pollution level	0.697	0.000
I think Bali can control unpleasant smell	0.870	0.000
I think Bali has a low complexity level	0.892	0.000
Perceived Cultural Sustainability ($\alpha= 0.920$)		
I think Bali always keep the historical heritage (monument and museum) well	0.918	0.000
I think in Bali, cultural heritage (celebrations and traditions) are well preserved	0.903	0.000
I think Bali looks to maintain the authenticity of the local culture well	0.851	0.000
Perceived Economic Sustainability ($\alpha= 0.841$)		
I think Bali makes an investment to attract tourists.	0.898	0.000
I think Bali has a good basic infrastructure	0.791	0.000
I consider that tourist services in Bali are affordable	0.698	0.000
Trust ($\alpha= 0.935$)		
Bali's destinations can be relied upon to meet recreational needs	0.761	0.000
Tourism destination managers in Bali have high integrity to satisfy tourists	0.868	0.000
I am confident in the ability of Bali Tourism Management in serving tourists	0.879	0.000
I believe Bali offers a quality destination service	0.944	0.000
I believe tourism destinations in Bali ensure tourist satisfaction	0.844	0.000

Note: ¹APC=0.296, $p<0.001$; ARS=0.756, $p<0.001$; AARS=0.755, $p<0.001$; AVIF=4.793; AFVIF=4.478; GoF=0.735; SPR=1.000; SSR=1.000; NLBCDR=1.000.

B. Measurement

The author measured all constructs using literature. Moreover, perceived sustainability employed three dimensions adapted from Andereck & Vogt (2000); Byrd, Bosley, & Dronberger (2009); Iniesta-Bonillo et al. (2016); Kim et al. (2017); Tsaor, Lin & Lin (2006). Tourist trust operated five items adapted from Morgan & Hunt (1994) and Pujiastuti, Nimran, Suharyono, Kusumawati (2017). To measure all items, the author utilized a Five-Point Likert Scale from strongly disagree (1) to strongly agree (5) and tested the validity and reliability of the instrument in 30 respondents. The instrument test results showed the correlation coefficient of > 0.3 and the Cronbach's Alpha coefficient of > 0.6, indicating valid and reliable data produced from the instrument and applicable to measure variables with larger respondents.

C. Analysis

The analysis of this research data utilized Statistical Product and Service Solution (SPSS) 20.0 and WarpPLS 6.0.

III. FINDING AND DISCUSSION

A. Sample Characteristic

Based on the sample, women represented 47.7% and men represented 52.3% of the respondents. Nationality was dominated by China of 26.9% and Australia of 25.1%, while other nationalities were 48% cumulatively. The details of the age group were as follows: 30.3% aged <31 years, 42.3% aged 31-40 years, 20.3% aged 41-50 years, and 7.2% aged > 50 years. Travel composition was as follows: with friends (62.8%), family (28.7%), colleagues (5.4%), and alone (3.1%). The majority of respondents (57.7.3%) was on the first visit in Bali, 34.6% respondents was on the second visit, 5.4% respondents was on the third visit, and 2.3% respondents was on the fourth visit. Visit duration was as follows: 52.1% for 3-4 days, 28.5% for 5-6 days, and 19.4% for more than 6 days.

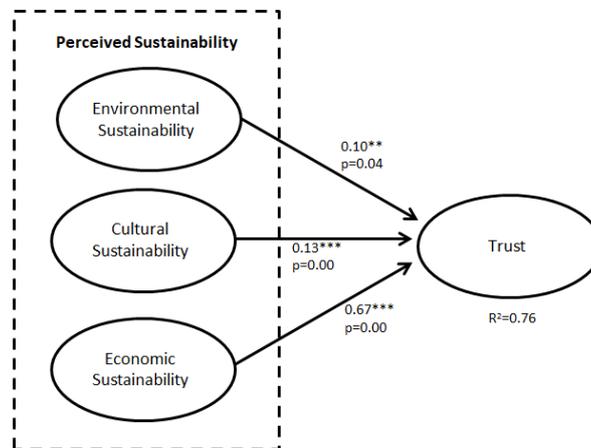
TABLE II. CONSTRUCT INTERCORRELATIONS, MEAN, STANDARD DEVIATION (SD), CCR, AND AVE

Constructs	Mean	SD	CCR ¹	AVE ²	TRS
ENS	4.23	0.63	0.862	0.679	0.736***
CLS	4.30	0.77	0.920	0.794	0.782***
ECS	4.34	0.62	0.841	0.640	0.836***
TRS	4.23	0.73	0.935	0.742	1

ENS: Perceived Environmental Sustainability; CLS: Perceived Cultural Sustainability; ECS: Perceived Economic Sustainability; TRS: Trust; *** p-value<0.01; ¹ Composite Construct Reliability; ² Average Variance Extracted

B. Structural Model

Model fit and quality indices refer to the WarpPLS analysis tool (Knock, 2015). Measurement results show: Average Path Coefficient (APC) = 0.296, p <0.001; Average R-squared (ARS) = 0.756, p <0.001; Average Adjusted R-squared (AARS) = 0.755, p <0.001; Average block VIF (AVIF) = 4.793, acceptable if ≤ 5; Average full collinearity VIF (AFVIF) = 4.478, acceptable if ≤ 5; Tenenhaus GoF (GoF) = 0.735, acceptable if ≥ 0.36; Sympon's Paradox Ratio (SPR) = 1.000, acceptable if ≥ 0.7; Statistical Suppression Ratio (SSR) = 1,000, acceptable if ≥ 0.7; Nonlinear Bivariate Causality Direction Ratio (NLBCDR) = 1.000, acceptable if ≥ 0.7. These results indicate that the model is accepted by good data and has quality indicators meeting WarpPLS requirements.



Note: Standardized coefficient, *** p < 0.01, ** p < 0.05

FIGURE I. FINAL STRUCTURAL MODEL

C. Test of Hypotheses

H1 predicts that perceived environmental sustainability influences trust. The results show that perceived environmental sustainability has positive and significant influence on tourist trust (coefficient = 0.10, $p=0.04$). Thus, H1 is supported.

H2 predicts that perceived cultural sustainability influences trust. The results show that perceived cultural sustainability has positive and significant influence on tourist trust (coefficient = 0.13, $p=0.00$). Thus, H2 is supported.

H3 predicts that perceived economic sustainability influences trust. The results show that perceived economic sustainability has significant influence on tourist trust (coefficient = 0.67, $p=0.00$). Thus, H3 is supported.

TABLE III. STANDARDIZED PARAMETER ESTIMATES

<i>Path</i>	<i>Standardized Estimates</i>	<i>Standardized Error</i>	<i>p-Value</i>
Perceived Environmental Sustainability → Trust	0.100	0.061	0.040
Perceived Cultural Sustainability → Trust	0.130	0.057	0.000
Perceived Economic Sustainability → Trust	0.670	0.070	0.000

D. Discussion

The research findings show that perceived environmental sustainability has a significant and positive influence on trust. The results of this study are in line with Chen's et al. (2015) research that environmental friendliness has a significant impact on green trust. Environmentally friendly destinations make tourists believe that the tourism destinations will always be well maintained. Tourists who have positive perception on environmental sustainability will believe in the efforts established by the managers of tourism destinations in preserving the natural environment.

The results of the study have indicated that perceived cultural sustainability has a significant and positive influence on trust. Destinations showing great concern for the authenticity of local culture make tourists believe that the tourist attractiveness will be maintained. This finding closes the research gap that previously did not receive much attention. Trust is very important in directing tourist behavior. When tourists believe in the authenticity of local culture, it will encourage their intentions to revisit and give positive word-of-mouth.

Perceived economic sustainability has a direct positive influence on trust. Tourists perceive the economic tourism benefits for tourists and the surrounding community. Infrastructure development and the value for money received by tourists will increase tourist trust. Tourists will not experience any existing loss in visiting a destination and believe that they will get the same treatment in the future. This finding is important in closing the research gap that has not been widely studied by previous researchers.

E. Implications

The findings of this study have academic implications by presenting the results of the influence of the dimension of perceived sustainability on trust. Previous researchers focused on the effect of perceived environmental sustainability on trusts (such as Chen et al. (2015), but not many researchers have examined the effects of perceived cultural sustainability and perceived economic sustainability on trusts. Conclusively, tourist trust is not only shaped by environmental sustainability but also by cultural and economic sustainability.

This finding also has practical implications in managing eco-tourism destinations. Authorities in tourist destinations must remember that the tourism industry and the market are driven by consumers (Cooper & Hall, 2016). Thus, destination management must pay attention to the perception of tourists on the sustainability aspect to improve competitiveness and performance (Martin, Marsolais, & Rolloff, 2009; Sun, Geng-Qing Chi, & Xu, 2013). Tourists will present faith on tourist destinations if they positively perceive on environmental, cultural and economic aspects. Environmental and cultural preservation and fair treatment (cost and benefit) for tourists is very important to ensure tourist trust. Tourists expect natural environment, a well maintained culture, and good appreciation on their expenditures.

F. Limitations and Recommendations

This study has limitations so that it is expected to be developed in future researches. First of all, this study does not compare between first-time visitors with those revisiting. The results will probably be different because it is related to the experience of tourists; therefore, it is recommended for researchers to pay attention to the aspect of the number of visits. Secondly, this study does not include cultural aspects, considering the respondents of this study came from various countries with different cultural backgrounds. It is recommended to conduct further research by including cultural elements as independent variables or moderating variables. Thirdly, this research is cross-sectional so that it will be more accurate to carry a longitudinal study.

IV. CONCLUSION

As part of sustainability, perceived environmental sustainability, perceived cultural sustainability, and perceived economic sustainability found to be a significant variables effected tourist trust. Thus, preservation of the environment, culture and appreciation of the value of money play a vital role on developing tourist trust. The results of this study support Iniesta-Bonillo et al. (2016) and Chen et al. (2015) research finding which reveals that sustainable tourism not only satisfy short-term demands, but also protect and increase long-term opportunities. Indeed, tourist trust will lead to their future behavior toward the destination, especially if it managed by employing sustainable principles.

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