

Exploring the Influence of Destination Sustainability, Credibility, and Trust on Rafting Behavioural Intentions: A River Tourism Perspective

USEP SUHUD¹, MAMOON ALLAN², WONG CHEE HOO^{3,*}, AW YOKE CHENG^{4,*},
DONI SUGIANTO SIHOTANG¹

¹Faculty of Economics,
Universitas Negeri Jakarta,
Jakarta,
INDONESIA

²Faculty of Tourism and Archaeology,
University of Jordan,
Amman,
JORDAN

³Faculty of Business and Communication,
INTI International University,
MALAYSIA

⁴Office of the Registrar,
BERJAYA University College,
MALAYSIA

**Corresponding Authors*

Abstract: - This study aims to research the elements that impact tourists' inclination to undertake rafting tourism in Indonesia. Due to the scarcity of research on tourist behaviour in rafting tourism, this study conducted an online survey to collect data from a sample of 238 participants using easy sampling. The individuals included in the research were tourists. This study examined the information collected by exploratory factor analysis, confirmatory factor analysis, and structural equation modelling. The findings validated all hypotheses. These demonstrated substantial effects of destination sustainability on destination publicity and destination image, as well as notable effects of destination publicity and destination image on visit intention. These findings enhance our comprehension of tourist behaviour in the context of rafting tourism and emphasise the significance of destination sustainability, publicity, and image in influencing tourists' intentions.

Key-Words: - rafting tourism, river tourism, consumer behaviour, destination marketing, destination sustainability, destination credibility, destination trust, visit intention, sustainable tourism development, SDGs.

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1 Introduction

Rafting tourism is a unique travel form that immerses individuals in the exhilarating experience of white-water rafting in rivers [1]. Adventure tourism, a subset of rafting tourism, caters to individuals seeking thrilling outdoor activities, combining the excitement of navigating fast-flowing river currents with the joy of admiring the scenic natural surroundings. Rafting tourism is a form that

involves participating in river rafting activities [2]. Participants traverse the river using inflatable rafts or similar vessels operated by crews that rely on their paddling strength. Since 1975, rafting has been a popular activity in Indonesia, renowned for its adrenaline-inducing nature.

The study of rafting tourism's potential can be further explored by emphasising its capability to evolve into a major tourist attraction, thereby

promoting local tourism growth and stimulating the regional economy [3]. Rafting tourism is a major draw, attracting visitors with its scenic river and challenging rafting routes [4]. The increasing popularity of rafting tourism among tourists is notable. This sector offers a variety of services, ranging from traditional rafting to motorised and pulled rafting. Additionally, these services often include supplementary facilities such as catering, audio entertainment, and emergency transportation, which enhance the overall rafting experience [5].

Various thrilling and sensory variables significantly influence the intention to visit in the context of rafting tourism. The visit intention of foreign active sports tourists to Sri Lanka, specifically those involved in rafting and other water sports, is motivated by factors such as the pursuit of adventure, a curiosity to engage in novel activities, and a fascination with nature and outdoor experiences. These activities increase the adrenaline rush and excitement and substantially impact tourists' choices to revisit countries such as Sri Lanka to repeat their rafting experiences [6]. Destinations can raise foreign tourists' interest in rafting activities and improve their revisit rates by comprehending these travel motivations and behaviours and developing focused initiatives. Similarly, another study ascertains that the desire for water tourism and the effectiveness of water transportation services are pivotal factors in influencing tourists' intentions. The design of boats, the efficiency of tourist transport systems, and the implementation of safety measures are essential factors influencing tourists' choices to participate in rafting activities on the Mekong River [7].

Furthermore, the many aspects of service quality significantly influence the likelihood of tourists returning to participate in rafting tourism. The physical conditions at the beginning and end points of rafting events play a crucial role in determining participants' likelihood of returning for future rafting activities. These tangible features of service quality significantly impact participants' intentions. It highlights the significance of rafting event organisers prioritising enhancing physical facilities and conditions to increase participant satisfaction and promote repeated participation [8]. Visitors' decisions to visit a place are greatly influenced by how safe they feel. It's essential to understand and address their concerns to ensure they feel secure and satisfied during their visit [9]. Another study delves deeper into the impact of various factors, such as prior rafting experiences, individual preferences, and external influences like promotional efforts and destination information, on

individuals' inclinations to participate [10]. To effectively enhance revisit intentions in rafting tourism, it is crucial to comprehend many elements, such as tourist happiness and perceived value.

Research has extensively analysed the factors influencing tourists' intentions to visit rafting tourism destinations. However, these studies have not considered destination sustainability, credibility, and trust as potential predictors. Trust is a crucial element in influencing purchase intention [11], [12], [13]. This study seeks to address this void by examining the influence of these three characteristics on the intention to visit. Doing so enhances our understanding of the factors influencing tourists' intention to visit a rafting destination and provides practical insights. It specifically examines how the perceived sustainability practices of the destination, the credibility of the information provided, and the trust tourists have in the destination impact their decision to visit. Leveraging these insights can develop better methods for managing and promoting rafting tourism areas, eventually improving their attractiveness and long-term viability.

For several reasons, destination sustainability, credibility, and trust are crucial factors that significantly influence rafting tourism. Destination sustainability encompasses a tourism destination's environmental, social, and economic practices. In a time when tourists are becoming more aware of their impact on the environment, places that promote sustainable practices are more likely to attract visitors who appreciate and seek out travel experiences that are both eco-friendly and socially responsible. Implementing sustainable practices can improve a place's overall appeal by guaranteeing its long-term sustainability and conserving the vital natural resources required for activities like rafting.

Secondly, destination credibility refers to the dependability and precision of the information presented about the destination. Establishing credibility plays a vital role in influencing travellers' views and expectations. Tourists are more inclined to have confidence in their decision to visit a rafting destination when they perceive the information about it to be reliable. The confidence level can substantially influence individuals' willingness to visit a place since it decreases the perceived dangers and uncertainties typically associated with the journey.

Furthermore, trust in the destination is a crucial aspect of the tourism sector as it represents the tourists' assurance in their capacity to provide a secure, pleasurable, and satisfying experience. Trust is established by maintaining a track record of

positive experiences, using successful management strategies, and engaging in efficient communication. Trust in the destination plays a crucial role in tourists' decision-making in rafting tourism, where safety and the quality of the experience are paramount. Destinations considered trustworthy are seen as more dependable, resulting in increased tourist satisfaction and a greater likelihood of return visits.

Given Indonesia's unique geographical features and abundant natural resources, rafting tourism has great potential. Rivers like the Comal River, with its massive water flow, provide ideal conditions for adrenaline-pumping activities like rafting. Their stunning beauty and unique features add to the appeal, attracting tourists looking for adventure and natural beauty [14]. Moreover, the Indonesian government has proactively promoted rafting tourism by using local community groups and emphasising environmental conservation. By doing these two things, rafting has become more attractive. It ensures the sustainable development of these natural resources. Thus, rafting has become a critical part of regional tourism plans, contributing to both environmental sustainability and economic sustainability.

Furthermore, rafting tourism has positively impacted several areas in Indonesia, contributing significantly to local economies and the general tourism sector. Another researcher discusses how rivers such as Citarik in Sukabumi, Pekalen in Probolinggo, and Progo in Magelang have played a crucial role in the economic growth of their respective regions. For instance, revenue from rafting on the Citarik River has steadily increased by 2-3% annually, demonstrating that rafting can be a profitable tourism business for those seeking a fun experience close to nature [15]. Rafting tourism in Indonesia still has good prospects, thanks to its extraordinary natural beauty and increasing interest in adventure tourism, even though the COVID-19 pandemic presents challenges [16]. Therefore, rafting tourism is a fun activity and a strategic way to promote sustainable tourism practices and boost local economies all over Indonesia.

2 Literature Review

2.1 Destination Sustainability

Destination sustainability involves a comprehensive strategy for managing tourism to achieve a harmonious balance between environmental, socio-cultural, and economic aspects to maintain long-term viability and beneficial effects. It is a process

that combines precise assessment and improvement of sustainability levels utilising different indicators, certifications, and indices. The main focus is reducing environmental impacts, helping local communities, and promoting economic resilience. The study has highlighted the importance of incorporating strategies that support long-term ecological well-being, sustainable community economic growth, and safeguarding social and cultural authenticity to achieve destination sustainability. Adopting a comprehensive approach is crucial to developing memorable and long-lasting tourist experiences, guaranteeing that places continue to be appealing and feasible for future tourists [17].

In addition, emphasise that managing a destination sustainably means taking care of the environment and ensuring that local communities benefit socially and economically. Effective sustainability practices involve protecting natural resources, promoting fairness between residents and tourists, and creating long-lasting economic opportunities for local people [18], [19]. Evaluating destination sustainability requires using composite indicators to measure economic benefits, social consequences, environmental factors, and cultural conservation. Their research conducted in Cuba is a prime example of how essential sustainability metrics, such as profitability, local perceptions, and waste management, play a crucial role in assessing and guaranteeing the long-term viability of tourist destinations. These viewpoints emphasise the importance of a holistic and integrated approach to destination sustainability to preserve tourism destinations' appeal and long-term viability, benefiting current and future generations [20].

2.1.1 Destination Sustainability and Destination Credibility

Our research addresses a significant gap in the literature, focusing on the underexplored relationship between destination sustainability and destination credibility. Earlier studies highlight the role of sustainability in strengthening the reliability of business performance data presented in sustainability reports. Companies with strong sustainability performance often have their reports independently verified by third parties, a practice that significantly enhances the credibility and dependability of the disclosed information [21]. Further evidence of sustainability's impact on credibility is established by systems such as the Food Trading System with Consortium Blockchain (FTSCON). This system aims to create a sustainable and trustworthy environment for food trading by

addressing the information imbalance [22]. It also demonstrates that sustainability assurance substantially impacts the credibility of sustainability reporting. Third-party reviews are instrumental in increasing user trust in the disclosed information, providing a sense of reassurance about the reliability of the research findings [23].

2.1.2 Destination Sustainability and Destination Trust

Researchers have conducted limited studies on destination sustainability related to destination trust. Nevertheless, several studies conducted in similar circumstances offer valuable and reliable insights into how sustainability impacts trust. Incorporating sustainability measures in non-financial reporting can strengthen the bond of trust between firms and their stakeholders [24]. This finding is a robust indication that implementing better sustainability practices in tourism destinations could have a comparable effect on fostering trust. Trust in the acceptance of autonomous vehicles is greatly influenced by sustainability issues. It is a clear sign that addressing security concerns related to sustainability can enhance individuals' faith in new technology [25]. The results suggest that promoting transparency and taking proactive steps towards sustainability can be highly influential in establishing trust across different sectors.

Studies highlight the crucial role of the tourism industry's environment, showing that natural landscapes and sustainable practices can greatly enhance tourists' confidence and desire to visit. This connection suggests that destinations prioritising sustainability may see an increase in trust from potential visitors [26], [27]. Another study further highlights the critical importance of sustainability in building brand trust. They show that a high confidence level in the brand enhances effective corporate sustainability management [28]. This relationship implies that destinations that defend sustainable practices could also increase trust among tourists, leading to long-term positive perceptions and repeat visits. These studies reiterate the crucial and urgent role of sustainability initiatives in establishing and preserving confidence in various sectors, such as tourism, and underline their significance in maintaining credibility.

The authors propose these theories for additional investigation based on previous research findings.

H1 – Destination sustainability will have a significant impact on destination credibility.

H2 – Destination sustainability will have a significant impact on destination trust.

2.2 Destination Credibility

Destination credibility refers to the trust and reliability that customers attribute to a tourism destination [29]. The credibility of a location can be affected by several aspects, such as the perception of the destination, the compatibility between the destination and celebrity endorsers, and the way consumers engage with the marketed image. A place's credibility substantially influences consumer attitudes, brand appraisals, intentions to visit, and associated behaviours. Additionally, destination credibility pertains to the reliability of information about a place. Data mining techniques can be employed to improve destination credibility by offering precise suggestions and insights based on extensive data analysis. When information about a destination is accurate and trustworthy, it helps in establishing a solid reputation and a strong brand. This, in turn, enhances the destination's appeal to prospective tourists, making them more likely to choose it for their travel plans [30].

The concept of destination credibility refers to the degree of trust that tourists place in the information sources about a particular destination, [31], [32]. Studies have established that destination credibility is a crucial determinant that impacts tourists' attitudes and inclinations to visit, consequently altering the overall perception of the location, [31]. Advertising, security, and the local population's perception of tourists are pivotal in determining credibility, particularly for international Indian tourists [32]. Another study asserted that the perception of dangers, information from multiple sources, and past experiences all impact destination choice. They emphasise that crises such as the COVID-19 pandemic can significantly modify the image and reliability of a place. Therefore, the credibility of a place is crucial in influencing tourists' decision-making and their planning of travel activities. It highlights the significance of preserving and improving credibility through trustworthy information and favourable experiences [33].

2.2.1 Destination Credibility and Visit Intention

There is a lack of studies in the field of tourism that examine the influence of destination credibility on people's intention to travel. This indicates a massive vacuum in the existing literature on the subject. The study has discovered a strong correlation between the credibility of Instagram influencers and travel intention. They concluded that trustworthiness, a vital aspect of credibility, is pivotal in influencing users' travel intentions. It highlights the significance of reliable information sources in shaping the

decisions of prospective travellers [34]. Research has found that the source's reliability significantly influences tourists' behavioural intentions. Their research demonstrated that the legitimacy of information and the quality of e-WOM, such as user comments and opinions on social media, substantially impact tourists' intentions to visit destinations. Influencing the correlation between e-WOM and visit intention is the quality of arguments and the trustworthiness of the source of information. It highlights the significant impact of trustworthy information in determining travel intentions [35].

Furthermore, another study has provided evidence that the trustworthiness of endorsers has a favourable impact on visitors' intentions to visit, as it affects their sentiments towards the location, trust in the source, and the parasocial interactions they form with the endorser. The correlation between this relationship and tourists' affinity for the area implies that reliable recommendations can increase the probability of developing profound emotional bonds with a destination [36]. Few other studies have provided more evidence to corroborate these findings. They demonstrate that credibility can significantly determine a destination brand's authenticity and substantially influence tourists' intentions to come. More precisely, the trustworthiness of travel blog material has a beneficial impact on tourists' intent to act, suggesting that reliable travel information might successfully influence potential travellers' choices. These studies emphasise the importance of destination credibility in shaping people's intentions. They show that reliable and trustworthy sources of information are vital in tourist marketing and destination branding [37], [38].

The subsequent hypothesis for analysis is formulated based on prior research.

H3 – Destination credibility will have a significant impact on visit intention.

2.3 Destination Trust

As numerous studies emphasise, the meaning of destination trust plays a vital role in shaping tourists' intentions to visit. Destination trust, is defined as the level of confidence one party has in the dependability and honesty of their exchange partner, with a specific emphasis on crucial aspects associated with the location, [39]. This trust comprises various factors, including honesty, friendliness, competence, and public institutions. It emphasises the importance of close relationships and promotions in the context of sustainable tourism. Similarly, in their study, it was discovered

that the confidence level in a destination substantially influences tourists' inclinations and intentions to come, specifically in the case of Ciletuh Geopark [40]. Various factors (the destination's reputation, safety and health regulations, infrastructure and service standards and the friendliness and quality of customer service) influence destination trust. Tourists evaluate these factors using several sources, including online reviews, recommendations from acquaintances, media stories, and government travel advisories.

Destination trust is defined as the collective perception of travellers about a location's expertise, compassion, and credibility. This perception can impact behaviours such as the loyalty of tourists, their aspirations to travel, their attachment to the place, and their likelihood of making repeat visits [41]. It is highlighted that destination trust includes the provision of assurances to tourists on the dependability, authenticity, and security of services. The constant and efficient conduct of personnel throughout service encounters and the effectiveness of organisational procedures establish trust [42]. It is also stated that destination trust ensures tourists that the services provided are transparent, dependable, and devoid of any hazards or problems. It indicates the extent to which travellers rely on the destination's capability to deliver the promised services and is an essential factor influencing their actions after purchasing in the tourism and hospitality sectors. These studies emphasise the significance of location trust in influencing tourists' choices and actions, showing its position as a fundamental component in the total tourist experience [43].

2.3.1 Destination Trust and Visit Intention

Trust is significant in shaping consumer behaviour, specifically in purchase and visit intentions, and is recognised in different situations extensively. Studies have found that confidence in a brand substantially impacts customers' intentions to make a purchase. This trust also affects their attitudes towards products and brands, ultimately influencing their decision-making. It highlights the significance of trust, not only in influencing consumer preferences but also in determining their purchasing choices [44]. Similarly, another study emphasises that the confidence level in a destination significantly influences tourists' inclination to visit a specific location, such as Ciletuh Geopark. The level of trust in a definite site can considerably impact tourists' visit intentions since it creates a feeling of dependability and security [40]. These results align with the findings of another study.

They also observed the substantial influence of trust in the location on visitors' inclinations to travel, highlighting the crucial importance of trust in the tourist industry [45].

Contrarily, another study has discovered that trust had a favourable, but not statistically significant, direct influence on the intention to purchase bottled water among consumers in Tangerang. However, trust did have a substantial indirect impact through its influence on brand preference. It suggests that the effect of trust on purchase intentions is enhanced when additional factors, such as brand preference, influence it, [46]. It further substantiates this concept by illustrating that trust affects customers' intentions to buy luxury brands, underscoring its significance in making high-value purchase choices [47]. Trust benefits purchase intention and provides a mediator between brand satisfaction and purchase intention [48]. These studies show that trust significantly affects consumer and tourist behaviours, whether in a brand or a destination. It increases their desire to buy or visit, influenced by their satisfaction and preferences [44].

Based on previous scholarly research, and as a result, the study has developed the following hypothesis:

H4 – Destination trust will have a significant impact on visit intention.

Figure 1 displays the structural model used to evaluate the hypotheses. Assessing the model's adequacy used many crucial indicators. The model obtained a probability score of 0.123, representing the likelihood of witnessing the data within the model's framework. In addition, the CMIN/DF score, which assesses the model's fit relative to the degrees of freedom, was recorded as 1.347. Although this is somewhat higher than the ideal ratio of 1.00, it falls well within the $0 \leq X^2/DF \leq 2.00$ range identified by [49] as indicating a good fit, so this metric indicates a good, not merely satisfactory, level of model fit. In addition, the CFI score achieved a value of 0.996, indicating a strong level of agreement between the model and the collected data. Finally, the RMSEA score was 0.038, suggesting a minor difference between the model's anticipated correlations and the actual relationships found in the data. Generally, these measures indicate that the structural model has a robust fit, offering significant insights into the relationships between the studied variables.

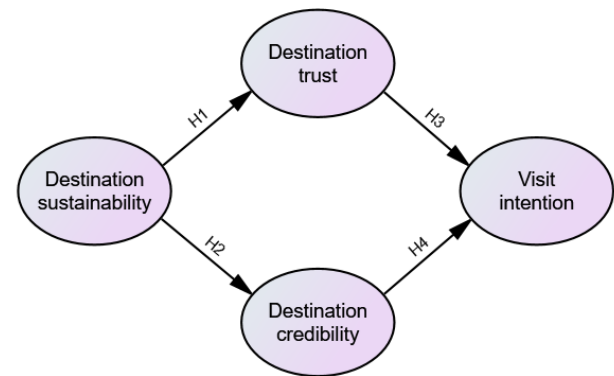


Fig. 1: The theoretical framework

Source: created by the authors.

3 Methods

3.1 Measures

The study measured the variables by utilising indicators derived from prior research. This study evaluated destination sustainability [50], destination credibility [51], and destination trust [52], using indicators from prior studies. The measurement of visit intention was conducted by utilising indicators derived from the works of earlier studies [53], [54]. Each indicator was evaluated using a 6-point Likert-type scale, where respondents could choose from options ranging from 1 (indicating strong disagreement) to 6 (indicating strong agreement). This measure comprehensively evaluated participants' perspectives and intentions towards tourism at Mount Anak Krakatau.

3.2 Data Analysis Methods

The quantitative data in this study were analysed using four primary procedures. Firstly, the EFA performed in SPSS version 29 evaluated the data's validity. It deems a given indicator legitimate if it demonstrates a factor loading of 0.4 or above, showing a robust association with its underlying concept. Furthermore, the data's reliability was assessed by computing Cronbach's alpha coefficient, performed using SPSS version 29. It considers a construct reliable if it achieves a Cronbach's alpha score of 0.7 or higher. It shows that its constituent items are internally consistent. In the third step, this study evaluated the AVE to determine the convergent validity of the measurement model. It deems an AVE score of at least 0.5 satisfactory, suggesting that the construct's indicators captured more variance than measurement error.

In addition, it conducted a second evaluation of validity by employing CFA in AMOS version 29. While the publication did not explicitly provide the

CFA results, it did use CFA as an additional validation step to support the structure and linkages proposed in the theoretical model. Ultimately, carrying out the process of hypothesis testing used SEM in AMOS version 29. It deems a hypothesis supported if it attains a CR value of 1.96 or higher, showing a statistically significant link between the variables.

4 Results

Table 1. Criteria for a fitted model

Fit measure	Good fit indices	Sources
Probability	$0.05 < p \leq 1.00$	[54]
X^2/DF	$0 \leq X^2/DF \leq 2.00$	[49]
CFI	$0.95 \leq CFI \leq 1.00$	[55]
RMSEA	$0 \leq RMSEA \leq 0.05$	[56]

Source: [49], [54], [55], [56].

Table 1 displays the outcomes of data validity and reliability assessments performed on the variables and indicators utilised in the study. The analysed factors include destination sustainability, destination trust, destination credibility, and visit intention. All indicators in destination sustainability showed strong factor loadings, ranging from 0.940 to 0.955. It indicates a high level of correlation with the underlying concept. The AVE for Destination Sustainability was 0.900, which exceeds the required threshold of 0.5. It shows that there is strong convergent validity. The composite reliability (CR) for the construct was 0.973, further supporting its reliability.

In addition, Cronbach's Alpha coefficient for destination sustainability was 0.963, well above the minimum value required for ensuring internally consistent reliability. Similarly, all indicators for destination trust showed strong factor loadings, ranging from 0.797 to 0.927. This indicates a high level of reliability. The AVE for Destination Trust was 0.796, suggesting a high level of convergent validity, and its composite reliability (CR) was 0.951. Additionally, Cronbach's Alpha value was 0.935, exceeding the minimum requirement for internal consistency dependability. In terms of Destination Credibility, all indicators exhibited strong factor loadings ranging from 0.873 to 0.902, indicating a high level of correlation with the underlying concept. The AVE for destination credibility was 0.794, which indicates a high level of convergent validity, with a composite reliability (CR) of 0.951. In addition, Cronbach's Alpha value was 0.935. It is above the minimum criterion for internal consistency dependability. All indicators of

visit intention displayed robust factor loadings, ranging from 0.788 to 0.942. It indicates a good level of reliability. The AVE of visit intention was 0.813, which exceeded the acceptable threshold, and its composite reliability (CR) was 0.956. Finally, Cronbach's Alpha value was 0.942. It shows a satisfactory level of internal consistency and dependability. As shown in Table 2 (Appendix), the composite reliability (CR) values for all four constructs exceeded the recommended threshold of 0.7, providing further, complementary evidence of the reliability of the measurement model alongside the AVE and Cronbach's Alpha statistics.

4.1 Hypotheses Testing

The hypothesis tests were conducted using the structural model depicted in Figure 2. Significantly, the model produced multiple crucial indicators that indicate its accuracy. More precisely, the model achieved a probability score of 0.123, indicating the probability of the observed data within the model's framework. In addition, the CMIN/DF score, which assesses the model's fit relative to the degrees of freedom, was recorded as 1.347. As shown in Table 1, this value falls comfortably within the accepted range of $0 \leq X^2/DF \leq 2.00$ established by [49], confirming a good level of fit rather than a merely satisfactory one, and this metric assists in evaluating the extent to which the model accurately replicates the observed covariance structure. In addition, the CFI score achieved a value of 0.996, which signifies the degree to which the model accurately represents the data if compared to a null model. A high CFI score indicates a strong correspondence between the model and the observed data. Finally, the RMSEA score was 0.038, indicating the degree to which the model's predicted associations differ from those observed in the data. These measures simultaneously give insights into how well the structural model explains the relationships between the studied variables. Supplementary fit indices such as the NFI, TLI, and GFI were not part of the AMOS output examined for this study; convergence across the four indices reported above (Probability, CMIN/DF, CFI, and RMSEA) was nonetheless considered sufficient to establish a good model fit, consistent with the criteria summarised in Table 1.

Table 2 (Appendix) and Table 3 present a concise overview of the findings obtained from the hypothesis tests carried out in the study. It provides information on the paths investigated, the standardised path coefficients (β), the critical ratio (C.R.) values, the p-values, and the accompanying outcomes. Hypothesis 1 (H1), which examined the correlation between the sustainability of a

destination and the amount of confidence placed in it, produced a standardised path coefficient of $\beta = 0.90$ and a significant critical ratio (C.R.) value of 17.861, indicating a prominent level of significance (***).

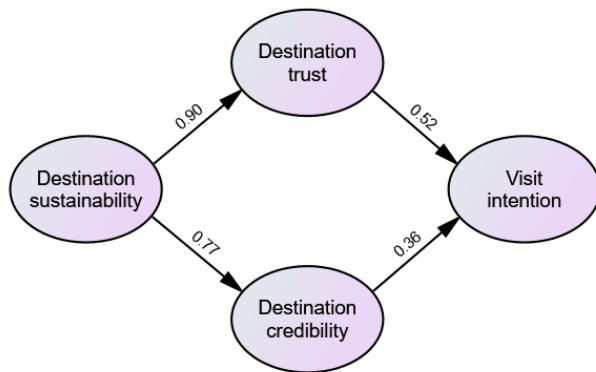


Fig. 2: Structural Model of the Hypotheses Tests
Source: created by the authors.

Table 3. Results of the Hypotheses Tests (with Standardised Path Coefficients)

Hypotheses	Paths	C.R.	P	Results	Std. β
H1	Destination sustainability > Destination trust	17.861	***	Accepted	0.90
H2	Destination sustainability > Destination credibility	13.449	***	Accepted	0.77
H3	Destination trust > Visit intention	7.452	***	Accepted	0.52
H4	Destination credibility > Visit intention	5.278	***	Accepted	0.36

Source: created by the authors.

As a result, this study accepted the hypothesis. Similarly, Hypothesis 2 (H2), which examined the connection between destination sustainability and credibility, produced a standardised path coefficient of $\beta = 0.77$ and yielded a significant C.R. score of 13.449 (***), verifying the hypothesis and demonstrating its acceptability. In addition, Hypothesis 3 (H3) investigated the relationship between destination trust and visit intention, producing a standardised path coefficient of $\beta = 0.52$ and resulting in a significant C.R. value of 7.452 (***). As a result, this study accepted the hypothesis. Hypothesis 4 (H4), which examines the connection between destination credibility and visit

intention, produced a standardised path coefficient of $\beta = 0.36$ and showed a substantial C.R. value of 5.278 (***), confirming the hypothesis and justifying its approval. Taken together, the standardised coefficients indicate that destination sustainability exerted the strongest influence on destination trust, followed by destination credibility, while destination trust and destination credibility each exerted a positive, moderate-to-strong influence on visit intention.

4.2 Discussion

The initial hypothesis confirms the significant influence of destination sustainability on destination trust within rafting tourism. This discovery is consistent with prior studies which also emphasised the significant impact of destination sustainability on the formation of destination trust [21], [22], [23]. Destination sustainability encompasses multiple dimensions, including environmental preservation, community engagement, and economic advancement, all contributing to the overall perception of reliability and credibility among travellers. When tourists view a destination as environmentally friendly and socially responsible, they are more inclined to have faith in the destination and feel assured in their choice to visit.

The correlation between destination sustainability and destination trust underscores the need to implement sustainable practices in the tourist sector. Destinations prioritising sustainability enhance their ability to withstand environmental and social challenges and foster trust among tourists, leading to beneficial outcomes for both the destination and the tourism stakeholders. By implementing sustainable projects, destinations can cultivate trust among travellers, enhancing their reputation and ultimately achieving enduring success in the fiercely competitive tourism industry. Hence, it is the pivotal role of policymakers and tourism stakeholders to persist in allocating resources towards sustainable practices and effectively conveying their sustainability initiatives, thereby empowering them to influence trust and loyalty among tourists.

The second hypothesis confirms that destination sustainability has a noteworthy influence on destination credibility in rafting tourism. This finding aligns with research conducted by others, which also identified a positive connection between destination sustainability and destination credibility [24], [25], [26]. Destination sustainability, which encompasses ecologically conscious activities, community engagement, and initiatives to preserve local culture, significantly influences travellers'

impressions of a destination's legitimacy. Tourists are more inclined to have confidence in the legitimacy of a location and believe that it is devoted to keeping its commitments and offering exceptional experiences when they see it as sustainable.

The correlation between destination sustainability and destination credibility emphasises the interdependence of sustainable practices and destination reputation. Sustainable activities not only help protect the environment and preserve socio-cultural aspects but also improve the general reputation of the destination among tourists. Locales can cultivate a favourable image, attract more tourists, and nurture enduring connections with visitors by focusing on sustainability intentionally. Hence, destinations must allocate resources towards sustainable practices and proficiently convey their sustainability initiatives to bolster destination reputation and ultimately contribute to the sustainable advancement of tourism.

The confirmation of the third hypothesis suggests that destination trust notably influences the intention to visit in the context of rafting tourism. This discovery is consistent with prior investigations [34], [35], [36], which have also illustrated the significant impact of destination trust on influencing tourists' inclinations to visit. Destination trust encompasses tourists' assurance and conviction in a tourism location's dependability, security, and honesty. For rafting tourism, if tourists view the place as reliable and trustworthy, they are more likely to have the intention to visit and engage in rafting activities.

The correlation between trust in a destination and the intention to visit highlights the significance of establishing trust and credibility in tourism destinations. Trust is vital in defining how tourists perceive and feel about a destination, impacting their decision-making and intentions to visit. Tourists who have confidence in a destination are more inclined to have a favourable perception of it, feel at ease participating in tourism activities, and be ready to revisit. Hence, destination managers and policymakers must give utmost importance to initiatives aimed at establishing and preserving trust using open and honest communication, delivering high-quality services, and implementing sustainable practices. By cultivating confidence in rafting tourism places, they may successfully allure and maintain guests, ultimately helping the sustainable expansion and advancement of the tourism industry.

The confirmation of the fourth hypothesis demonstrates a substantial influence of destination credibility on the intention to visit in the context of

rafting tourism. This study supports the findings of previous studies conducted, which have also shown that destination credibility has a significant influence on tourists' intentions to visit. Location credibility encompasses a tourism location's perceived dependability, integrity, and genuineness. For rafting tourism, if tourists view the place as reliable, they are more likely to show an intention to visit and participate in rafting activities [40], [44], [45].

The correlation between the credibility of a destination and the intention to visit highlights the significance of developing and upholding credibility in tourism destinations. Credibility is vital in shaping tourists' impressions and attitudes towards a location, affecting their decision-making process and intent to visit. Tourists who view a site as credible are more inclined to have confidence in their decision, hold great expectations about their experience, and demonstrate a higher inclination to revisit in the future. Hence, destination managers and policymakers must emphasise improving destination credibility through clear communication, constant provision of high-quality services, and sustainable management methods. By cultivating trustworthiness in rafting tourism places, they can successfully allure and maintain guests, ultimately contributing to the enduring growth and triumph of the tourism business.

5 Conclusion

Analysing the elements that affect the intention to visit in the context of white-water rafting tourism is the objective of this novel study. The study primarily focuses on the influence of destination publicity, destination credibility, and environmental motivation in mangrove tourism settings. The results demonstrate substantial correlations among the factors examined. The initial hypothesis affirms the significant impact of the sustainability of a location on the trust placed in that destination. It implies that implementing sustainable practices at a destination can strengthen tourists' trust. It is consistent with prior research that suggests sustainable measures have a favourable impact on how reliable and trustworthy a place is.

The second hypothesis supports the idea that destination sustainability significantly influences destination credibility, suggesting that sustainable practices improve the overall credibility of a destination. Moreover, the third hypothesis establishes that the trust level in a location considerably impacts the intention to travel, suggesting that greater trust levels can result in a

more significant intent to visit. The fourth hypothesis validates that the credibility of a place has a considerable influence on the intention to visit, indicating that a location with high credibility is more likely to attract visitors. These findings underscore the profound significance of sustainability, trust, and credibility in influencing tourists' intentions to visit. It provides tourism managers with invaluable insights for promoting white-water rafting and mangrove tourism.

The results of this study provide crucial theoretical insights into the current corpus of tourism literature by emphasising the vital significance of destination sustainability in improving both destination trust and credibility. This study expands our knowledge of how sustainable practices at a tourism location can directly impact tourists' perceptions and attitudes. It addresses a gap in the existing literature, specifically in the under-researched area of mangrove tourism. The study examines the correlation between destination sustainability, trust, and credibility, highlighting their substantial influence on travel intentions. This information is significant for scholars interested in studying the complex connections between sustainability practices and customer behaviour in the tourism industry.

From a managerial standpoint, the findings have practical consequences for operators in the tourism industry and managers of tourist destinations. Highlighting sustainable practices fosters trust and credibility among potential tourists and amplifies their inclination to attend. Therefore, this study recommends that tourism managers provide resources and actively promote sustainable activities to enhance visitor attraction. Moreover, transparent and efficient communication on these sustainability initiatives can increase the destination's trustworthiness. Tourism management should prioritise establishing and preserving confidence by guaranteeing transparency and uniformity in their sustainable policies. In summary, implementing these tactics can improve the appeal of white-water rafting and mangrove tourist areas, leading to increased visitor involvement and contentment.

The study's shortcomings mainly arise from its exclusive focus on white-water rafting tourism within the context of mangrove tourism, which may restrict the applicability of the findings to other forms of tourism or other biological environments. In addition, based on participant-reported data about themselves, the study may be subject to biases like the propensity to give socially acceptable responses or to recall information incorrectly. One further constraint is the study's cross-sectional design,

which only collects data at a specific moment and does not consider any changes in perceptions or behaviours over time. These characteristics indicate that although the findings are valuable, researchers should approach them cautiously when extrapolating them to broad contexts.

Subsequent studies should focus on researching the effects of destination publicity, destination credibility, and environmental motivation on visit intention in tourist settings other than mangrove habitats, such as mountainous or urban tourism locations. It aims to overcome these limitations. Longitudinal studies have the potential to offer a more profound understanding of the impact of destination sustainability initiatives on trust, credibility, and visit intention as time progresses. Finally, including qualitative methodologies, such as interviews or focus groups, can enhance the comprehension of tourists' motivations and impressions. It would be beneficial to broaden the range of people and places included in the research to improve the usefulness and significance of future studies.

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Conflict of Interest

The authors have no conflicts of interest to declare that are relevant to the content of this article.

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APPENDIX

Table 2. Results of Data Validity and Reliability Tests (including Composite Reliability)

	Variables and Indicators	Factor Loadings	AVE	Cronbach's Alpha	CR
	Destination Sustainability		0.900	0.963	0.973
Ds2	Rafting Management will support the goal of preserving rafting activities.	0.955			
Ds4	The rafting Manager will support the sustainability of rafting tourism.	0.951			
Ds3	The rafting Manager will pay attention to the interests of visitors.	0.948			
Ds1	Rafting Management will provide good service to the community.	0.940			
	Destination Trust		0.796	0.935	0.951
Dt5	I believe there are management standards for rafting management.	0.927			
Dt3	I hope for humane service facilities for rafting participants.	0.918			
Dt2	I hope the rafting managers will actively offer help when I am in trouble.	0.909			
Dt4	I believe there are clear guidelines for rafting participants	0.904			
Dt1	I believe that the rafting managers will try to understand my needs.	0.797			
	Destination Credibility		0.794	0.935	0.951
Dc4	Rafting reminds me of someone who delivers what he promises.	0.902			
Dc3	Rafting reminds me of someone who can provide clear, organised, and expert information.	0.901			
Dc5	Rafting reminds me of someone who has a name I can trust.	0.898			
Dc2	Rafting reminds me of someone who can deliver what he promises.	0.883			
Dc1	Rafting reminds me of someone who is competent and knows what he is doing.	0.873			
	Visit Intention		0.813	0.942	0.956
Vi5	I want to go rafting.	0.942			
Vi3	If everything is as I hope, I will plan to go rafting.	0.937			
Vi4	In the next 12 months, I hope I can go rafting.	0.919			
Vi1	I hope that I will go rafting in the future.	0.914			
Vi2	I prefer rafting compared to other activities.	0.788			

Source: created by the authors.