



Analyzing the effect of trust toward destination on behavioral intentions, pro-economic behavior, and pro-social behaviors

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Abstract

Purpose: This study aims to examine the effect of trust toward destination on behavioral intentions, pro-economic behavior, and pro-social behavior. For this purpose, the four-dimensional conceptualization of tourist trust proposed by Li and Yang (2022), comprising trust in experience, trust in security and safety, trust in friendship, and trust in destination benefit, was adopted as the theoretical framework.

Design/methodology/approach: An online survey was conducted with residents of Türkiye who had travelled at least once within the previous two years, and participants responded to the items by considering the destination visited on their most recent trip. Data collected from 301 valid responses were analyzed using partial least squares structural equation modeling (PLS-SEM) through SmartPLS.

Results: The findings reveal that behavioral intentions are positively affected by trust in experience and trust in friendship, whereas trust in destination benefit and trust in security and safety are not found to be related to behavioral intentions. Pro-economic behavior is positively influenced only by trust in destination benefit. Pro-social behavior is positively affected by both trust in destination benefit and trust in friendship. Contrary to the proposed hypothesis, trust in security and safety is found to exert a significant and negative effect on pro-social behavior.

Discussion: The results indicate that personal experience and social bonds developed at the destination are prioritized in the formation of behavioral intentions, while contribution-oriented trust does not appear to be decisive. The finding that only trust in destination benefits encourages economic contribution suggests that altruistic, benefit-oriented trust is the primary driver of pro-economic behavior. The negative effect of trust in security and safety on pro-social behavior may be explained by safety being perceived as a baseline condition at a previously visited destination, which may reduce the perceived need to support the local community. Several practical implications are drawn for sustainable destination management, including emphasizing experiential and relational aspects in destination promotion and highlighting the contribution of tourists' behaviors through local businesses and tour guides' storytelling.

Keywords: Trust in Destination Benefit, Trust in Experience, Trust in Friendship, Trust in Security and Safety, Behavioral Intentions, Pro-Economic Behavior, Pro-Social Behavior

Introduction

The concept of trust has long been a subject of study in interpersonal relationships (Chang et al., 2016; Zhang, 2021). It also stands out as an expected and desired concept in the business context. Studies conducted in this field provide clues about the possible effects of trust on both management (Blois, 1999; Karma Lhaden et al., 2026) and various responses of consumers (Salem et al., 2026; Wang et al., 2025). In this regard, trust can be considered an important variable in analyzing tourists' attitudes toward a destination and understanding tourist behavior, as shown by existing studies on destination trust (Abubakar et al., 2017; Han et al., 2024; Lee et al., 2025; Shen et al., 2022; Zorlu et al., 2025).

Research on trust in the field of tourism has examined the antecedents and consequences of destination trust. For instance, Marinao Artigas et al. (2017) considered reputation, cognitive perception and affective evaluation as antecedents of trust toward destination. In another study, the mediating role of destination trust in the effect of monetary sunk cost on visit intention was examined (L. Su, Chen, et al., 2022). However, the effects of trust toward destination on pro-economic behaviors and pro-social behaviors were not explored in a detailed way.

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The importance of these two concepts lies in the fact that tourists' pro-sustainable behaviors consider more than just their interaction with the physical aspects of the destination (Salinero et al., 2025).

X. Li and Yang (2022) have proposed a conceptual framework in which, through self-interested trust, the tourist considers elements focused on themselves; through mutual benefit, they derive their interactions; and with altruistic trust, they take into account their potential contributions to the destination. This different perspective has not been sufficiently examined in the literature and indicates a research gap. Based on this, examining the relationship between trust toward destination, behavioral intentions, pro-social behavior, and pro-economic behaviors constitutes the main objective of this study.

The contributions of this study can be explained in two main points. First, by testing the conceptual framework developed by X. Li and Yang (2022) for trust toward destination and determining how much the trust factors within this scope explain behavioral tendencies, it will be understood how tourists develop tendencies with different dimensions of trust. Second, the link between the tendencies to impact the destination both economically and socially in terms of sustainability and a comprehensive examination of trust may provide important implications for sustainable destination management.

Conceptual Framework

Trust toward destination and behavioral intentions

Given the nature of tourism, people leave the environment where they conduct their daily lives and visit a tourist destination. During their visit, they interact with the opportunities offered by the destination (Buhalis, 2000; Shaw and Williams, 1994). Therefore, spending time in a destination they trust is important. Destination trust depends on whether the anticipated service is delivered to the tourists. It is also related to the reputation of the destination (L. Su, Yang, et al., 2022). More specifically, Su et al. (2022, p. 3) defined destination trust "as potential visitors' perception that service quality is high and based on consideration of the desires of tourists in their chosen destination.", whereas Li and Yang, (2022, p. 565) conceptualized tourism trust as "a kind of perception state that tourists think that tourism destination will act according to their own way, and tourists are willing to bear the corresponding risk." They analyzed tourist trust based on three aspects. The first is self-interest is shaped by factors such as avoiding various costs, ensuring that safety is maintained, and increasing the quality provided by the destination (X. Li and Yang, 2022). Li and Yang (2022) found that self-interest trust is conceptualized with two factors, namely trust in experience and trust in security and safety. Trust in experience focused on the quality of the service. This is similar to destination service quality framework, which was captured by several factors such as accommodation, local transport, hospitality (Tosun et al., 2024). Trust in security and safety is related to the existence of safety tips, warning systems and personal and financial security (X. Li and Yang, 2022). Xie et al. (2021) referred to various safety hazards affecting destinations and drew attention to the sustainability of destination management. The second concept is mutual-benefit and trust, which is measured with the variable named trust in friendship (Li and Yang, 2022). As tourism research indicated, tourists' interactions with other people in the destination play a significant role in their tourism experience (Stylidis, 2022; Zhou et al., 2023). For instance, Sop et al. (2023) revealed that tourists were open to communicating with local people, other tourists and hotel employees. In fact, some tourists stated that, despite the language barriers, they might still attempt to communicate with other tourists. Finally, altruistic trust was conceptualized with trust in destination benefits. Within the framework of this concept, the tourists' contribution to the destination image, and environmental and economic development were taken into consideration (Li and Yang, 2022). Consequently, these four factors were used to conceptualize tourist trust toward destination in this study.

Behavioral intentions of tourists is generally conceptualized based on revisiting intention, saying positive things, and willingness to recommend the destination besides other indicators (Afshardoost and Eshaghi, 2020; M. Li and Cai, 2012; Osiako and Szente, 2024), and it is a key variable in analyzing tourists' preferences (Afshardoost and Eshaghi, 2020). In their seminal article on the commitment-trust theory, Morgan and Hunt (1994) touched on how the concept of behavioral intentions is related to trust. They stated that willingness can be considered an outcome of trust. According to Morgan and Hunt (1994, p. 24), willingness should not be seen "as a part of how one defines it." Furthermore, they suggested that it could be an indicator.

There is research supporting the relationship between trust toward destination and behavioral intention. For instance, in the context of rural tourism, local tourists' trust was found to be one of the predictors of behavioral intention (Pujiastuti et al., 2017). A study from China showed that trust affected both revisit intentions and word-of-mouth positively (L. J. Su et al., 2014). Hassan and Soliman (2021) displayed that perceived trust's

effect on revisit intention was positive for domestic travelers in Egypt. They measured the factors related to trust toward destination using a single dimension. Lee et al. (2025) revealed that the effect of destination trust in post-pandemic travel intention was positive. Authors stated that the pandemic did not alter the mentioned relationship. There is research indicating similar findings (Lee et al., 2025; Sodawan and Hsu, 2022; Zorlu et al., 2025) Given this background on the relationship between trust toward destination and behavioral intentions, these hypotheses were suggested:

H1a: Trust in destination benefit positively affects behavioral intentions.

H1b: Trust in experience positively affects behavioral intentions.

H1c: Trust in friendship positively affects behavioral intentions.

H1d: Trust in security and safety positively affects behavioral intentions.

Trust toward destination, pro-economic behavior, and pro-social behavior

In the tourism literature, it is common to analyze the antecedents of pro-environmental behaviors (e.g., Q. Li et al., 2025; Rao et al., 2022). The examination of pro-environmental behavior has mostly focused on tourists' interaction with the physical environment of a destination (e.g., Abu Elsamem et al., 2025; Q. Li et al., 2025). It is reasonable to assert that climate change has exerted a substantial role in this situation. However, Salinero et al. (2025) approached the topic from a broader perspective and focused on pro-sustainable tourism behavior by including pro-environmental behavior in their scope. In addition to pro-environmental behaviors, pro-economic behaviors, pro-social behaviors, and pro-cultural behaviors were also addressed within this context. Salinero et al. (2025) pointed out the merits of this holistic approach, noting that it allows for a comprehensive analysis of sustainable behaviors. The present study examined pro-social and pro-cultural behaviors within its scope. This is because, in X. Li and Yang's (2022) conceptualization of trust toward destination, both individual economic benefit and social interest was emphasized. In this regard, trust toward destination may be related to both pro-economic behaviors and pro-social behaviors. Pro-economic behaviors is a concept that refers to tourists' behaviors focusing on contributing to the economic structure of the place they visit. In this context, it is analyzed through indicators such as valuing the economic contribution of the local population and choosing local businesses (Assaker, 2025; Salinero et al., 2025). Shopping at local business can support the local economy (García-Milon and Juaneda-Ayensa, 2024). Pro-social behaviors is conceptualized based on helping local communities and interacting with the local communities (Salinero et al., 2025). This type of behavior can be seen as "voluntary, intentional, and positive" (Jia et al., 2024, p. 2520). Although it is also analyzed in a more comprehensive way by Jia et al. (2024) including environmental behavior and economic contribution and other factors, current study follows Salinero et al. (2025)'s perspective thus measuring pro-social behaviors and pro-economic behaviors separately.

Although Li and Yang (2022) draw attention to the contribution of social interest in the conceptualization of trust toward destination, the lack of empirical findings regarding the relationships between trust toward destination, pro-economic and pro-social behaviors indicates an important research gap. It should be noted that it is possible to consider pro-environmental behavior and related concepts. By collecting data from participants who visited rural destinations, Rao et al. (2022) analyzed the effects of destination trust on private and public pro-environmental behavior. Based on the literature, while private pro-environmental behavior measured considering water conservation, caring for animals and other elements, public pro-environmental behavior was assessed through measures such as monetary donations and participation in cleanup activities. Their analysis showed that destination trust affected both private pro-environmental behavior and public environmental behavior. Rao et al. (2022) also showed that destination trust several roles in configuration analysis predicting both private pro-environmental behavior and public pro-environmental behavior. The findings of studies conducted in different contexts and for different purposes were also taken into account. For instance, Tan et al. (2024) displayed that institutional trust and interpersonal trust positively influenced environmental willingness to pay. These two predictors also played various roles in configural models. Si et al. (2022)'s study demonstrated that social trust affected pro-environmental behavior positively. In addition to these findings, the notion that an individual's actions are perceived as benefiting the destination-as examined in X. Li and Yang (2022)'s conceptualization of trust toward destination-supports the suggestion of the following hypotheses:

H2a: Trust in destination benefit positively affects pro-economic behavior.

H2b: Trust in experience positively affects pro-economic behavior.

H2c: Trust in friendship positively affects pro-economic behavior.

H2d: Trust in security and safety positively affects pro-economic behavior.

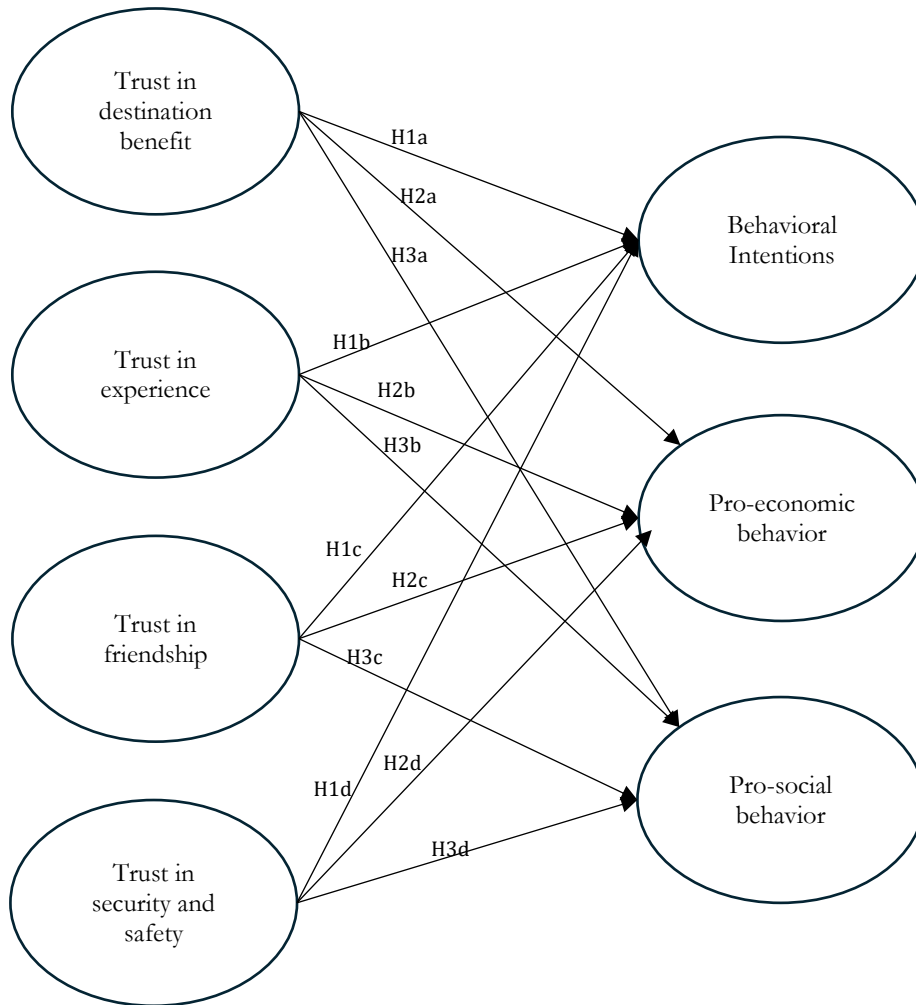
H3a: Trust in destination benefit positively affects pro-social behavior.

H3b: Trust in experience positively affects pro-social behavior.

H3c: Trust in friendship positively affects pro-social behavior.

H3d: Trust in security and safety positively affects pro-social behavior.

Figure-1. Research Model



Methods

Measures

To measure the relevant concept provided in the research model (see Figure-1), the items were used based on the existing research. Tourist trust toward destination scale was adopted with its 17-items (X. Li and Yang, 2022). Li and Yang (2022) explored and confirmed four factors. These are trust in experience (6-items), trust in security and safety (4-items), trust in friendship (3-items), and trust in destination benefit (4-items). By benefiting from the items of the existing studies (Filimonau et al., 2018; Park et al., 2018), Salinero et al. (2025) measured pro-sustainable tourism behavior with four dimensions. As highlighted above, two of dimensions were included in this study, namely pro-economic behavior (4-items) and pro-social behavior (4-items). Finally, behavioral intentions were measured with 4-items adopted from the study of M. Li and Cai (2012). The items used by the authors were based on Zeithaml et al. (1996)'s study. All the items were measured with 7-point Likert scale. Because the original items were in English, back translation technique was used to translate the items into Turkish (Brislin, 1976).

Data Collection and Sampling Profile

An online survey was conducted to collect data. Participants who passed the initial screening questions were able to join the study. The screening questions detected whether participants were residents of Türkiye and they travelled at least once in two years. Positive answers must be provided by participants to pass the initial screening. The participants also stated the destination that they visited on their last trip, and they answered the questions considering that destination.

To calculate the minimum sample size, G*power was used (Faul et al., 2007). Considering the conceptual model (see-Figure-1), it was found that the minimum sample size calculated to be 85 ($\alpha=0.05$, power:0.80, effect size: 0.15). However, it is recommended that the researchers should multiply it by three (Ringle et al., 2015). 255 usable responses were targeted. 327 participants joined this study, though some of them were removed for several reasons. Two participants did not provide a positive response for being volunteer to join the study. Five participants did not write acceptable tourism destinations. Two participants were not Turkish citizen and another two of them did not travel in last two years. 15 participants were removed due to straight lining problem. 301 valid responses were used in further analysis, which is higher than the required minimum sample size.

When the profile of participants was examined, it was observed that 52.2% were male. While undergraduate education stood out as the primary level of education (59.8%), high school education ranked second (19.9%). In terms of participants' income levels, 34.2% had an income of 43,001 TL to 63,000 TL, while 29.2% fell within the 63,001 TL to 83,000 TL range. Finally, 60.8% of those included in the study were married.

Data Analysis

The data analysis was completed running PLS-SEM. To obtain results, SmartPLS software was used (Ringle et al., 2022). PLS-SEM was preferred considering its capability in the prediction (Chin et al., 2020). Although existing research analyzed the effect of tourist trust toward destination on several outcome variables (Abubakar and Ilkan, 2016; X. Li and Yang, 2022), the research model of the study can be considered explorative since it includes pro-economic behavior and pro-social behavior.

Findings

Measurement Model

Before analyzing the results of structural model, measurement model was examined (Hair et al., 2022). The values used in the assessment of measurement model were provided in Table-1.

Table 1. Measurement Model

Measurement Items	Outer Loadings	CR	AVE
Trust in destination benefit		0.858	0.642
TRUSTben1	0.709		
TRUSTben2	0.878		
TRUSTben3	0.806		
TRUSTben4	0.804		
Trust in experience			
TRUSTexp1	0.882	0.938	0.762
TRUSTexp2	0.872		
TRUSTexp3	0.872		
TRUSTexp4	0.873		
TRUSTexp5	0.884		
TRUSTexp6	0.855		
Trust in friendship		0.942	0.885
TRUSTmut1	0.915		
TRUSTmut2	0.958		
TRUSTmut3	0.949		
Trust in security and safety		0.933	0.811

TRUSTsec1	0.950		
TRUSTsec2	0.890		
TRUSTsec3	0.922		
TRUSTsec4	0.835		
Behavioral Intentions		0.948	0.857
BI1	0.957		
BI2	0.891		
BI3	0.951		
BI4	0.902		
Pro-economic behavior		0.767	0.528
PROECON1	0.650		
PROECON2	0.686		
PROECON3	0.730		
PROECON4	0.829		
Pro-social behavior		0.902	0.764
PROSOC1	0.887		
PROSOC2	0.863		
PROSOC3	0.883		
PROSOC4	0.863		

Indicator reliability was analyzed through outer loadings. As seen in Table-1, only two items of pro-economic behavior had loadings lower than 0.7. They were not removed from the model, since they did not lead internal consistency and convergent validity values fell below their thresholds (Hair et al., 2022). Reliability coefficients were not lower than 0.6, indicating a good internal consistency reliability (Hair et al., 2022). Convergent validity was also met, because average variance extracted (AVE) values were not lower than 0.5 (Fornell and Larcker, 1981).

Table 2. HTMT values

	Behavioral Intentions	Pro-economic behavior	Pro-social behavior	Trust in destination benefit	Trust in experience	Trust in friendship	Trust in security and safety
Behavioral Intentions							
Pro-economic behavior	0.261						
Pro-social behavior	0.231	0.371					
Trust in destination benefit	0.442	0.511	0.329				
Trust in experience	0.805	0.250	0.129	0.496			
Trust in friendship	0.653	0.237	0.261	0.497	0.552		
Trust in security and safety	0.625	0.273	0.071	0.466	0.678	0.663	

Fulfilling the criteria of discriminant validity is another important step in measurement model evaluation (Hair et al., 2022). As shown in Table-2, HTMT values were below 0.85. Hence, discriminant validity was achieved (Henseler et al., 2015).

Structural Model

In the assessment of structural model, multicollinearity check was fulfilled, since the VIF values were observed for the effects of trust in security and safety on relevant variables to be 2.1, which is lower than the threshold

of 3 (Hair et al., 2022). In examining effect size values, interpretations were made based on the thresholds of 0.02, 0.05, and 0.35 for small, medium and large effects, respectively (Cohen, 1992).

Table 3. Structural Model (Hypotheses)

Hypotheses	Paths	b	p	Confidence Intervals	
H1a	Trust in destination benefit → Behavioral Intentions	0.000	0.996	-0.094	0.099
H1b	Trust in experience → Behavioral Intentions	0.589	0.000	0.447	0.716
H1c	Trust in friendship → Behavioral Intentions	0.287	0.000	0.188	0.397
H1d	Trust in security and safety → Behavioral Intentions	0.039	0.597	-0.102	0.190
H2a	Trust in destination benefit → Pro-economic behavior	0.413	0.000	0.189	0.550
H2b	Trust in experience → Pro-economic behavior	-0.005	0.968	-0.230	0.204
H2c	Trust in friendship → Pro-economic behavior	-0.056	0.573	-0.250	0.136
H2d	Trust in security and safety → Pro-economic behavior	0.079	0.335	-0.079	0.241
H3a	Trust in destination benefit → Pro-social behavior	0.296	0.000	0.146	0.409
H3b	Trust in experience → Pro-social behavior	-0.031	0.712	-0.195	0.134
H3c	Trust in friendship → Pro-social behavior	0.292	0.000	0.148	0.419
H3d	Trust in security and safety → Pro-social behavior	-0.280	0.000	-0.439	-0.135

R² Behavioral Intentions: 0.651 Pro-economic behavior: 0.179 Pro-social behavior: 0.153

As displayed in Table-3, trust in experience ($b=0.589[0.447;0.716]$, $p<0.05$, $f^2:0.533$) and trust in friendship ($b=0.287[0.188;0.397]$, $p<0.05$, $f^2:0.129$) had significant and positive effects on behavioral intentions, whereas trust in destination benefit ($b=0.000[-0.094;0.099]$, $p>0.05$) and trust in security and safety ($b=0.039[-0.102;0.190]$, $p>0.05$) did not have significant effects. Given these results, H1b and H1c were supported, yet H1a and H1d were not supported.

Pro-economic behavior was only predicted by trust in destination benefit ($b=0.413 [0.189;0.550]$, $p<0.05$, $f^2:0.145$). Trust in experience ($b=-0.005[-0.230;0.204]$, $p>0.05$), trust in friendship ($b=-0.056 [-0.250;0.136]$, $p>0.05$), and trust in security and safety ($b=0.079[-0.079;0.241]$, $p>0.05$) did not have a significant impact on pro-economic behavior. While H2a was supported by the results, H2b, H2c and H2d were not supported. Both trust in destination benefit ($b=0.296 [0.146;0.409]$, $p<0.05$, $f^2: 0.072$) and trust in friendship ($b=0.292 [0.148;0.550]$, $p<0.05$; $f^2:0.055$) had positive and significant effects on pro-social behavior, however trust in experience did not have a significant on it ($b=-0.031[-0.195;0.134]$, $p>0.05$). Furthermore, the effect of trust in security and safety on pro-social behavior was negative ($b=-0.280 [-0.439;-0.135]$, $p<0.05$, $f^2: 0.044$), which is the opposite direction of the expected effect. Hence, H3a and H3c were supported, however H3b and H3d were not.

CVPAT results were investigated to see the predictive validity of the model based on overall values. It was seen that PLS loss was significantly lower than indicator average loss ($p<0.05$). When PLS-SEM and linear model were compared, it was found that although PLS loss value was lower than linear model loss, it was not significant ($p<0.05$). Thus, the model approved its standard predictive validity (Sharma et al., 2023).

By using a random dependent variable, it was controlled whether common method bias was a problem for the study (Castillo et al., 2026). The results indicated that there were no VIF values higher than 3.3, showing that CMB was not considered a problem for this study (Kock and Lynn, 2012).

Conclusions And Discussions

In this study, trust toward destination was examined through four constructs. Based on the framework suggested by Li and Yang (2022), the data analysis revealed that trust in experience and trust in friendship positively influenced behavioral intentions. The other two components, trust in destination benefit and trust in security and safety, were not found to be related to behavioral intentions. Pro-economic behavior is influenced only by trust in destination benefit, while trust in experience is the only variable that does not significantly affect pro-social behavior. However, among these three factors, trust in destination benefit and trust in friendship had appositive effect, while, contrary to what was proposed in the hypothesis, the effect of trust in security and safety is negative.

Discussions

According to first group of hypotheses proposed within the scope of the study, the positive and significant effects of trust in experience and trust in friendship on behavioral intentions were observed as expected when compared with existing research (Hassan and Soliman, 2021; Pujiastuti et al., 2017; L. J. Su et al., 2014; Zorlu et al., 2025). The insignificant effect of trust in security and safety can be interpreted with perspective provided by the study of Huang et al. (2013). They included safety within the concept of negative image beside other elements. When they considered their whole sample, negative image did not significantly affect travel intention. Nevertheless, when dividing the sample into sub-samples such as potential and actual visitors, this effect was negative and significant. It is also important to note that in the relevant models, the impact of negative image resulted in an R-square change of 0.01. Taking these findings into consideration, it is possible to suggest that the effect of safety may be at a low level. Indeed, since tourists in the current study evaluated a destination that they had previously visited, the effect of their perception of safety regarding that place can be explained by familiarity. The insignificant effect of trust in destination benefit indicated that contributing to the destination in several ways was not a decisive factor. It can be reiterated that in the formation of behavioral intentions, tourists may prioritize their personal experiences at the destination. Rodrigues and Loureiro (2022) showed that hedonism positively influenced loyalty. In the context of behavioral intentions, a tourist's self-focus may become increasingly pronounced.

Trust in destination benefits reflect the importance tourists attribute to supporting the development of the destination. This type of trust has an altruistic emphasis (Li and Yang, 2022). Furthermore, pro-economic behavior is a structure aimed directly at making an economic contribution to the development of the local community (Assaker, 2025; Salinero et al., 2025). Parallel to relevant hypothesis, these two elements were found to be related. However, the other trust components did not have any effect on pro-economic behavior. Based on these findings, it can be implied that only the trust related to contributing to the destination encouraged economic contribution, while other trust components did not. In other words, the other types of trust were not found effective for economic support. The current study focused on an analysis of general evaluations regarding the destination. If future research analyzes more specific contexts, the result can be compared. For instance, considering studies that highlight the contributions of local foods to the local economy (Baby and Joseph, 2023; Balıkçioğlu Dedeoğlu and Aydın, 2026), examining how trust toward destination shapes the preference for buying intention of local food may provide a new direction in exploring the effects of destination trust.

Confidence in what the destination has to offer, that is, trust in experience, did not have an effect on pro-social behavior. This may be because experiential elements are more closely related to behavioral intentions. Trust in friendship is a concept related to the development of social bonds at the destination (Li and Yang, 2022). Since pro-social behavior is also explained as helping the local people, trust in developing social relationships (Salinero et al., 2025), as expected, resulted in greater social support for the destination. However, trust in security and safety showed an effect opposite to what was proposed. Keese (2011)'s study on volunteer tourism revealed that safety was considered important and that there was an underlying assumption regarding the expectation that a location must be safe, even if it was in need. The current research is not related to volunteer tourism and is based on the most recent visit. In this regard, safety may already be seen as a necessary condition (Wattanacharoensil et al., 2025), and this climate at the destination may have reduced the perception of the need to support the local people. To better understand this finding, it needs to be examined in different contexts.

Practical Implications

Given the findings of the current study, several practical implications are suggested. First, it is important to highlight the experience at the destination and potential friendships in order to encourage tourists to display positive behavioral intentions. In this regard, the short videos created for the destination mention both positive experiences and the trust built through friendships as reasons for revisiting that destination can be beneficial.

Second, in order to ensure that tourists make economic contributions to destinations, it may be appropriate to reference the positive impact their actions have on the destination. In particular, local businesses can share short stories on social media about the contributions tourists make in the past. They can also display related photographs in their establishments. Especially by relying on tour guides' storytelling skills (Bryon, 2012), the role of tourists in the development of relevance local units at the destination can be mentioned.

Limitations of the study and future research

In addition to the contributions mentioned above, it should be noted that this study has certain limitations. Since the analysis is based on data collected from resident in Türkiye, future research is needed with different samples. Likewise, future studies may attempt to explain trust in the context of destination in an integrated manner expanding different theories (Sujood et al., 2024). Future research could compare whether guided tours lead to any difference in trust. Yin (2024) distinguished sustainable travel behaviors as low-cost and high-cost behaviors. How trust toward destination affects these two separate concepts can be explored.

Ethical Declaration Statement: This study was conducted in accordance with ethical standards and principles. Ethical approval was obtained from the Ankara Hacı Bayram Veli University Ethics Committee with the decision dated September 24, 2025, from session number 09, under reference number E-11054618-302.08.01-384257. Should any such circumstance be identified, the Journal of Gastronomy, Hospitality and Travel (JOGHAT) shall bear no responsibility. Full responsibility shall lie solely with the author(s) of the manuscript.

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Conflict of Interest: The author declares that there is no conflict of interest

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