



Research Paper

Determinants of trust towards tourist destinations

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ABSTRACT

Trust has become a relevant concern for tourist destinations. Partly because of the novelty of the research on trust in the tourism literature, there are several open questions regarding the antecedents of trust towards a tourist destination. In this research, we suggest that reputation, and cognitive and affective evaluation of a destination, are relevant antecedents of trust. Trust towards a tourist destination is understood as a multi-dimensional construct, including local inhabitants and public and private institutions that are honest, benevolent and competent. This paper used a non-probabilistic sample of 750 tourists based on quotas, proportionally distributed among the main tourist destinations in Chile. After testing the psychometric properties of the scales developed for this study, a structural equation model was estimated and it was found that trust is a consequence of the reputation of the destination, as well as the cognitive and affective evaluation of the tourists. The paper concludes by emphasising the importance of these findings for the tourism industry, and outlines recommendations to reinforce trust relations with tourists.

1. Introduction

Tourism is one of the most dynamic sectors of Chile's national economy. Tourism represented 3.5% of the country's total exports of goods in 2014 (Servicio Nacional de Turismo (SERNATUR) (2015)). Chile's geographical and cultural diversity supports a high-volume flow of foreign and domestic tourists interested in visiting different tourist destinations. 'Tourist destination' means a place to which people travel and where they choose to stay for a while in order to experience certain features or characteristics: a perceived attraction of some sort (Buhalis, 2000). Each tourist destination in Chile strives to highlight its physical and human qualities to attract the attention of potential visitors.

Since trust is an important antecedent of tourists' intention to travel to that destination (Mohammed, 2016). On the other hand, trust is a key quality for success in managing the marketing of tourist destinations (Choi, Law, & Heo, 2016). Thus, trust towards a tourist destination is understood as a multidimensional construct (Wang, Law, Hung, & Guillet, 2014), and a relevant antecedent in predicting tourists' intentions to travel (Mohammed, 2016). In this sense, research affirms that trust towards a destination influences specific components inherent in individual behavior, such as attitudes (Ba & Pavlou, 2002; Kim,

Kim & Kim, 2009; Sichtmann, 2007; Teo & Liu, 2007), perception of risk (Kim, Kim, & Shin, 2009; Teo & Liu, 2007; Yousafzai, Pallister, & Foxall, 2003), satisfaction (Chang, 2014; Lee, Kang, & McKnight, 2007; Singh & Sirdeshmukh, 2000), commitment (Eastlick, Lotz, & Warrington, 2006; Ha, 2004; Mukherjee & Nath, 2003), loyalty (Chen & Phou, 2013; Lau & Lee, 1999; Mechinda, Serirat, Anuwichanont, & Gulid, 2010; Sirdeshmukh, Singh, & Sabol, 2002), and even the tourist's attachment to a specific destination (Chen & Phou, 2013) and intention to return to it (Su, Hsu, & Marshall, 2014), which enable the retention of tourists (Lertwannawit & Gulid, 2014).

Despite these multiple positive effects, little tourism literature explores how trust is built and what factors determine people's trust towards a tourist destination. For example, some studies argue that trust is the result of the image and personality of the tourist destination (Chen & Phou, 2013) or the result of its image alone (Loureiro & González, 2008).

On the one hand, previous research has shown that organizational variables, such as corporate reputation (Johnson & Grayson, 2005), may also determine trust towards a tourist destination. However, evidence assessing these associations is notably scarce. On the other

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hand, some studies have demonstrated that trust towards a tourist destination is the result of image, measured as cognitive awareness of a tourist destination (Chen & Phou, 2013) or general attitudes towards a tourist destination (Loureiro & González, 2008). Although the definition of image has been debated, there is a certain consensus about the importance of the cognitive-perceptual component (Alhemoud & Armstrong, 1996; Baloglu & McCleary, 1999; Beerli & Martín, 2004; Crompton, 1979; Fakeye & Crompton, 1991; Fridgen, 1984), the emotional-affective component (Milman & Pizam, 1995), and the global-attitudinal component present in most of the current definitions of image (Echtner & Ritchie, 2003; Hallmann, Zehrer & Müller, 2015; Mazursky & Jacoby, 1986). It is worth noting that despite the importance of the aforementioned components of image and the bulk of management research emphasising the importance of the three components in multiple organizational dynamics (Morrow Jr., Hansen, & Pearson, 2004), they have not been considered together as an antecedent of trust towards a tourist destination. In order to fill this gap in the tourism literature, this paper presents a model explaining trust towards a tourist destination as a result of reputation, cognitive evaluation of the destination and the affective evaluation of the destination.

The theoretical framework most relevant to the study constructs – trust, reputation, cognitive perception, and affective evaluation – will now be presented. Next, the study hypotheses and present the methodology will be established, along with an explanation of the construction of the scales and the antecedents used in collecting the data and establishing the sample profile. Then the results will be presented and their support for the hypotheses examined in order to establish the conclusions, implications for management, and potential limitations of the study.

2. Literature review

2.1. Trust in a tourist destination as a result of its reputation

Most of the literature on trust in the area of tourism and hospitality focuses on a specific sector, such as tourism suppliers (Álvarez, Casielles, & Martín, 2009; Macintosh, 2002), hotels (Bowen & Shoemaker, 1998; Lovell, 2009), airlines (Forgas, Moliner, Sánchez, & Palau, 2010), or restaurants (Oh, 2002). Few of the studies published focus on tourist destinations as recipients of tourists' trust, the topic of this study's analysis.

From the theoretical point of view, it is universally accepted that trust can be defined, in a relationship between two parties, as the certainty perceived by one party that its exchange partner has integrity and reliability (Sirdeshmukh et al., 2002). Consumers' trust is a very significant issue for the tourism and hospitality industry, since this trust is an important antecedent of the consumer's satisfaction and loyalty (Kim, Chung, & Lee, 2011; Orth & Green, 2009). From the specific perspective of a tourist destination, trust can be considered as a multidimensional construct (Bordonova & Polo, 2004; Flavian, Guinalú, & Gurrea, 2005; Wang et al., 2014;) and also as a 'meso' concept that acts not only between individuals but also between individuals and institutions (Rousseau, Sitkin, Burt, & Camerer, 1998).

Creation and strengthening of this link between tourists and a tourist destination must involve the tourists' experience through personal contact with the different products and services related to the destination (Crotts, Coppage, & Andibo, 2001; Hyun, 2009; Kim H.B., 2009; Kim T.T., 2009; Wu & Chang, 2006). Personal contact with 'the destination's inhabitants' is especially important – inhabitants must be welcoming (Lewis & Weigert, 1985; Pizam, 1999; Vogt & Fesenmaier, 1995) – as are the place's public and private institutions (Kim, T.T., 2009; Kim H.B., 2009; Nunkoo & Smith, 2013; Nunkoo, 2015; Nunkoo, Ramkissoon, & Gursoy, 2012; Styliadis, Biran, Sit, & Szivas, 2014; Vázquez, Suárez, & Biaz, 2005), which should be

honest, benevolent, and competent (Hosmer, 1995; Mayer, Davis, & Schoorman, 1995; Sanzo, Santos, Vázquez, & Álvarez, 2003). Specifically, trust towards a tourist destination can be defined as a multidimensional construct, including the local inhabitants and public and private institutions that are honest, benevolent and competent (Marinao, Torres, & Chasco, 2012).

'Reputation' influence the tourist's process of choice (Petrick, 2011), facilitating the process of choosing a destination because it has a positive effect on reduction of risk and individual insecurity (Loureiro & Kastenholz, 2011). It can be defined as a result of consistency between what an organization promises its customers and its real fulfillment of this guarantee (Hart, 1988). It is a synthesis of the opinions, perceptions, and attitudes of the place's different interest groups, including tourists, individual or collective hosts, and the community as a whole (Christou, 2007). Further, reputation expresses not only that the place is consistent with its history but, above all, that it performs fulfilling the promises that the place has made in the past. From the perspective of tourism and hospitality, enjoying a good reputation can mean that a tourist destination receives increased visits and longer stays from tourists (Ledesma, Navarro, & Pérez-Rodríguez, 2005).

The effect of reputation on trust has been argued from various perspectives. From the ethical point of view, corporate reputation is a very important antecedent of the consumer's trust (Stanaland, Lwin, & Murphy, 2011). The management perspective suggests that suppliers' good reputation will sustain purchasers' trust better in the long term (Wagner, Coley, & Lindemann, 2011). The business and industrial marketing perspectives also propose that suppliers' corporate reputation will have a strong effect on purchasers' potential trust (Bennett & Gabriel, 2001). Taking these antecedents into account, in the context of tourist destinations, we propose the following hypothesis:

H1. The better the reputation of the tourist destination, the more trust tourists will place in it.

2.2. Cognitive antecedents of trust in a tourist destination

'Cognitive perception' is the set of beliefs, ideas, and impressions that individuals have regarding a tourist destination (Crompton, 1979). It is objective or 'rational' knowledge that tourists acquire about a place from the quality of the physical characteristics of its environment (Baloglu & McCleary, 1999). In the marketing literature, cognitive perception is defined as a set of mental structures and processes that consumers develop and store after receiving a series of stimuli, and from which they carry out their purchasing decisions (Peter & Olson, 2006), including choice of a tourist destination (Young, 1999).

To achieve the tourist's favorable perception, the destination must be able to provide a good combination of public and private services (Gallouj & Savona, 2009), characterized by comfort and convenience of its 'facilities' (hotels, restaurants, etc), safety of the 'environment' (public order, means of transportation, road signs, etc), and interest and uniqueness of its historic and cultural 'events and attractions', such as folklore or local customs (Choi, Chan, & Wu, 1999; Hernández-Mogollón, Folgado-Fernández & Duarte, 2014; Kim, 2014).

Since the trust a tourist places in a specific destination consists of his/her certainty of the destination's integrity and reliability, this trust will be tied to the tourist's cognitive perception of the inhabitants, facilities, environment, and attractions. This argument has been confirmed by studies demonstrating that people's trust in institutions depends on their cognitive perception of those institutions (Morrow Jr., Hansen, & Pearson, 2004). Sociology, in turn, considers trust as a result of individual or collective cognitive patterns among people (Lewis & Weigert, 1985; Williams, 2001), a view also endorsed by the marketing perspective (Nicholson, Compeau, & Sethi, 2001), and by interpersonal management (McAllister, 1995). It is thus important for

any tourist destination that the tourist have a positive cognitive perception of the place, as this perception is an antecedent of the place's trust-based connection with the visitor. This reasoning permits us to propose the following hypothesis:

H2. The better the tourist's cognitive perception, the greater his/her trust towards the tourist destination will be.

2.3. *Affective antecedents of trust in a tourist destination*

Affective evaluation becomes relevant to the destination when it is grounded in a basic premise of environmental psychology: that people experience emotional responses to different places (Mehrabian & Russell, 1974). From this perspective, affective evaluation can be considered to be a feeling that the tourist expresses toward a place (Gartner, 1993), and that links the tourist to the place based on a set of positive, neutral, or negative affective associations (Woodside & Lysonski, 1989). The tourist expects the tourist destination to be interesting, pleasant, welcoming, and stimulating (Nicoletta & Servidio, 2012) and will make a good affective evaluation based on his or her emotional experiences in the place (Yuksel, Yuksel, & Bilim, 2010).

If affective evaluation has a direct effect on trust towards the destination (Su et al., 2014), trust is not only the result of more or less objective or rational knowledge. It is also the product of individual or collective affective patterns like those studied in the management literature (Lewis & Weigert, 1985; Morrow Jr., Hansen, & Pearson, 2004). On the individual level, this link has been supported by the literature on people management (McAllister, 1995; Williams, 2001) and psychology (Dunn & Schweitzer, 2005; Jones & George, 1998; Schoorman, Mayer, & Davis, 2007). From the collective perspective, research shows that the trust individuals place in institutions depends on the individuals' emotional state (Terpstra, 2011; Weber, Malhotra, & Murnighan, 2005).

Thus, if the affective evaluation that the tourist makes of the destination is an antecedent of his or her trust in the destination, we can propose the following hypothesis:

H3. The better the affective evaluation the tourist makes, the greater his or her trust towards the tourist destination will be.

Based on the hypotheses presented here, which are derived from the findings of previous research, this study proposes the following conceptual model (see Fig. 1).

3. Methodology

3.1. Scale construction

To construct the measurement scales with a good degree of validity, the relevant dimensions of trust in a tourist destination were first identified. This involved the use of in-depth interviews in which the interviewees were asked to describe the key components of a place they would trust. Forty individuals were chosen by non-probability convenience sampling. The results of this study were analyzed by various experts in tourism and commercial executives from the main tourist agencies in Chile. This procedure enabled the dimensions of trust to be identified: (1) trust in the inhabitants of the place, (2) trust in public institutions (offices of Chile's National Tourism Service (SERNATUR), police, and public health services), and (3) trust in private institutions (hotels, restaurants, and supermarkets).

The scales were then constructed and refined. The subscales of the model constructs were developed using the following sources:

- (a) Trust: Doney and Cannon, 1997; Kumar, Scheer and Steenkamp, 1995; Roy, Dewit and Aubert, 2001; Sigauw, Penny and Baker, 1998.
- (b) Reputation: Forbrun, Gardberg and Sever, 2000; Jarvenpaa, Tractinsky and Vitale, 2000; Kim, Xu and Koh, 2004; McKnight, Choudhury and Kacmar, 2002; Nguyen and Leblanc, 2001.
- (c) Cognitive perception: Beerli and Martin, 2004; Chi and Qu, 2008; Lin, Morais, Kerstetter and Hou, 2007.
- (d) Affective evaluation: Baloglu and Brinberg, 1997; Baloglu and McCleary, 1999; Nicoletta and Servidio, 2012.

The next step was to refine these scales, taking into account the process recommended by De Wulf & Odekerken-Schörder (2003), which consists of performing a series of interviews, both with tourists who frequent specific destinations in Chile and with commercial executives from the main tourist agencies. Taking into account a modification of the method developed by Zaichkowsky (1985), each participant in this qualitative analysis was asked to classify the relationship of each previously-developed item to its construct or dimension, using three alternatives: (1) clearly representative, (2) slightly representative, or (3) not at all representative. Finally, the items that showed a high level of consensus were retained (Lichtenstein, Netemeyer, & Burton, 1990).

Using this procedure, the questionnaire (Appendix A) was constructed, which was pre-tested with 40 persons chosen by non-probability convenience sampling. Exploratory factor analysis was then applied to the results of this pre-test. After calculating the Cronbach's

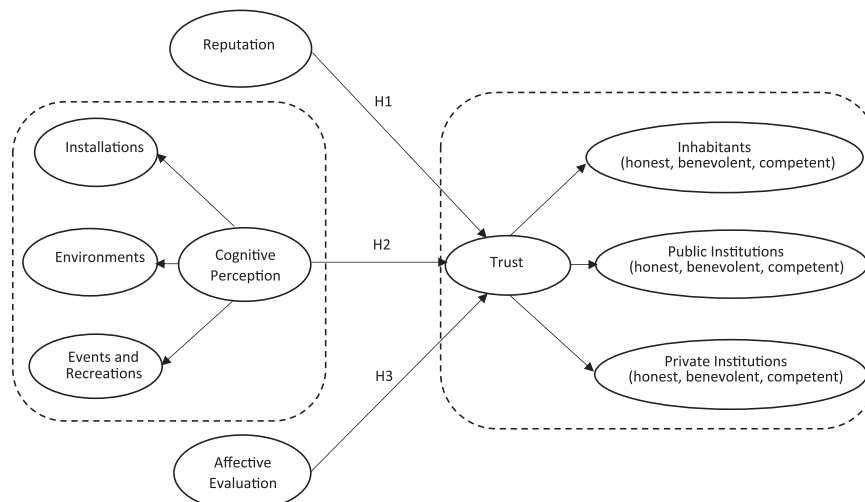


Fig. 1. Hypothesis.

alpha for each of the resulting dimensions, the relevance and coherence of the items that compose each construct was confirmed. The items were written as statements to be evaluated using a seven-point Likert scale (see Appendix B). All were written so that they could be understood and answered by all participants interviewed.

3.2. Data collection and sample profile

The survey data were obtained through non-probability quota sampling based on the proportion of visitors from Chile's main tourist destinations according to the National Tourism Service (Servicio Nacional de Turismo (SERNATUR) (2009)). The proportions were as follows: lakes (25%), beaches (36%), other attractions (historic places, mountains, etc) (39%).

The surveys were performed in Chile's most populous cities: Arica, Concepción, Curicó, Iquique, La Serena, Santiago, Temuco, and Viña del Mar. Of the total of 820 persons who responded to the survey, 70 questionnaires were eliminated due to very incomplete information. The quantitative analysis was thus performed with a total of 750 questionnaires. The respondents had to consider the last tourist location where they stayed overnight. Although the information dates from seven years ago, the results may be extrapolated perfectly to the present, since the constructs analyzed are basic values that tend to remain the same and do not change greatly in the long term (Inglehart, 1977). Table 1 presents the main data in the sample profile.

3.3. Psychometric analysis of the data

Before analyzing the hypotheses, psychometric analysis of the data were performed to confirm the reliability, validity, and dimensionality of the measurement scales (see in Appendix C the descriptive statistics of the items). As expected, there is a high intra-group correlation amongst the items of each construct while the correlation coefficients across these types of items are comparatively small (Appendix D). Principal components factor analysis indicated that the items loaded satisfactorily on their respective constructs (Hair, Anderson, Tatham, & Black, 1998), with all loadings exceeding the value of 0.73 (Larwood, Falbe, Kriger, & Miesing, 1995). Next, confirmatory factor analysis (CFA) made it possible to confirm whether the indicators were appropriate for achieving good model fit. Following the criteria established by Jöreskog and Sörbom (1993), it was determined that the scales fulfilled the criteria established. Analyzing the models of the multidimensional constructs separately (trust and cognitive perception), and the model as a whole, showed very satisfactory fits:

- Model of trust: IFI = 0.986, CFI = 0.986, RMSEA = 0.068, Normed χ^2 = 4.50.
- Model of cognitive perception: IFI = 0.978, CFI = 0.978, RMSEA = 0.063, Normed χ^2 = 3.98.
- Full model: IFI = 0.939, CFI = 0.939, RMSEA = 0.062, Normed χ^2 = 3.84.

Once the model was verified, the reliability of each scale was confirmed using three tests: Cronbach's alpha, composite reliability of the construct (both with a limit of 0.7, following Jöreskog, 1971), and average variance extracted (limit of 0.5, following Fornell & Larcker, 1981). Table 2 shows the results, which in all cases meet the established minimum values.

We paid special attention to contrasting the dimensions of trust and reputation in order to confirm that these were really multidimensional constructs. To do so, a rival-models strategy was used (Steenkamp & Van Trijp, 1991), comparing a one-dimensional (first-order) model to another, multidimensional (second-order) one. In both cases, the second-order model showed better fit than the first-order model (Table 3), confirming the constructs' multidimensionality.

Convergent validity was confirmed by observing that all of the

Table 1
Sample profile.

General characteristics	Sub-characteristics	Percentage
Sex	Male	46
	Female	54
Marital status	Married	22
	Single	70
	Divorced or separated	5.0
	Widowed	0
	Other	2
Age range	18–24	46
	25–34	28
	35–44	13
	45–54	8.0
	55–64	3.0
	Over 65	0
	No response/Don't know	2.0
Education	Incomplete primary	1
	Complete primary	0
	Incomplete secondary	2
	Complete secondary	12
	Incomplete technical (vocational training)	10
	Complete technical (vocational training)	11
	Incomplete university	37
	Complete university	17
	Incomplete graduate study	6.0
	Complete graduate study	3.0
	Other	0
	No response/Don't know	1
	Current employment	Part-time job
Full-time job		50
Looking for a job		3.0
Housewife		2.0
Retired		1.0
Student		30
No response/Don't know		2.0
Monthly Family Income (US\$) ^a	Under 278	0
	Between 279 and 463	10
	Between 464 and 863	18
	Between 864 and 1389	17
	Between 1390 and 1852	12
	Between 1853 and 2778	13
	Between 2779 and 3704	8.0
	Between 3705 and 5556	5.0
	Over 5557	5.0
	No response/Don't know	12

^a 1 US\$ = 690 Chilean pesos as of September 10, 2015.

Table 2
Reliability of scales.

	Items	Cronbach's alpha	Construct reliability	Average variance extracted
Reputation	5 items	0.90	0.90	0.66
	Inhabitants			
Trust	3 items	0.81	0.82	0.61
	Public institutions			
Cognitive perception	3 items	0.93	0.93	0.81
	Private institutions			
Facilities	3 items	0.94	0.94	0.83
	Environment			
Events and recreation	3 items	0.84	0.85	0.66
	Facilities			
Affective evaluation	4 items	0.89	0.90	0.69
	3 items	0.88	0.88	0.71

Table 3
Multidimensional analysis of trust and cognitive perception.

Indicators			Recommended value	First-order		Second-order	
				Trust	cognitive perception	Trust	cognitive perception
Absolute	NCP	Minimum	1525.09	1158.47	80.61	580.42	
	ECVI	Minimum	2.14	1.68	0.22	1.32	
	RMSEA	< 0.08	0.27	0.23	0.06	0.05	
Incremental	NFI	High (close to 1)	0.72	0.71	0.98	0.93	
	IFI	High (close to 1)	0.73	0.71	0.98	0.95	
	CFI	High (close to 1)	0.73	0.71	0.98	0.95	
Parsimony	AIC	Minimum	1606.09	1259.46	165.61	989.42	
	Normed χ^2	[1; 5]	57.48	40.94	4.50	3.42	

Table 4
Discriminant validity.

Confidence interval test		Difference χ^2 (df)	
Bi-variate relationship	Confidence intervals		
Full Model			
Cognitive perception–Trust	0.50–0.51	1021.2 (1)	1004.3
Cognitive perception–Reputation	0.68–0.69	1031.4 (1)	(221)
Affective evaluation–Cognitive perception	0.60–0.61	1055.2 (1)	
Trust–Reputation	0.39–0.40	1034.0 (1)	
Affective evaluation–Trust	0.40–0.42	1038.3 (1)	
Affective evaluation–Reputation	0.44–0.45	1088.6 (1)	
Cognitive perception model			
Facilities–Environment	0.65–0.67	227.8 (1)	217.2
Events and recreation–Environment	0.38–0.39	259.1 (1)	(32)
Events and recreation–Facilities	0.40–0.41	248.3 (1)	

Note: All coefficients significant at a level of 0.01.

standardized coefficients in the CFA were statistically significant at 1% with a value above 0.5, as recommended by Bagozzi and Yi (1988). To confirm the presence of discriminant validity, two tests were used (see Table 4): a confidence interval test, and a chi-square difference test (Bagozzi, 1981; Anderson & Gerbing, 1988).

From all of these antecedents, we can conclude that the proposed model shows a good degree of general validity.

4. Results

To understand the postulates proposed in this study, structural equations modelling (SEM) was performed. The fit indicators for the model as a whole obtained values within acceptable ranges (IFI = 0.909, CFI = 0.909, RMSEA = 0.075, Normed χ^2 = 5.23). The coefficient of goodness of fit obtained a value sufficient for the dependent variable of trust (R^2 = 0.44).

The hypotheses proposed were contrasted using SEM (Bagozzi, 1981). As may be observed from the standardized β coefficients (Fig. 2), trust is affected directly by the three constructs included in the theoretical model, implying validation of the three hypotheses formulated above:

H1. The better the reputation of the tourist destination, the more trust tourists will place in it. (β = 0.43; p < 0.01).

H2. The better the tourist's cognitive perception – perception of the facilities, environmental factors, and tourist attractions at the place – the greater his or her trust towards the tourist destination will be (β = 0.48; p < 0.01).

H3. The better the affective evaluation the tourist makes, the greater his or her trust towards the tourist destination will be (β = 0.13; p < 0.01). From the results, it was also concluded that affective evaluation has less force than do the cognitively based constructs.

The effects of the model in other international tourist destinations (outside Chile) were also contrasted. This used simplified random sampling based on 230 valid observations from surveys about the last international destination the subject had visited. The results obtained with this simplified model (effects and statistical significance) were also

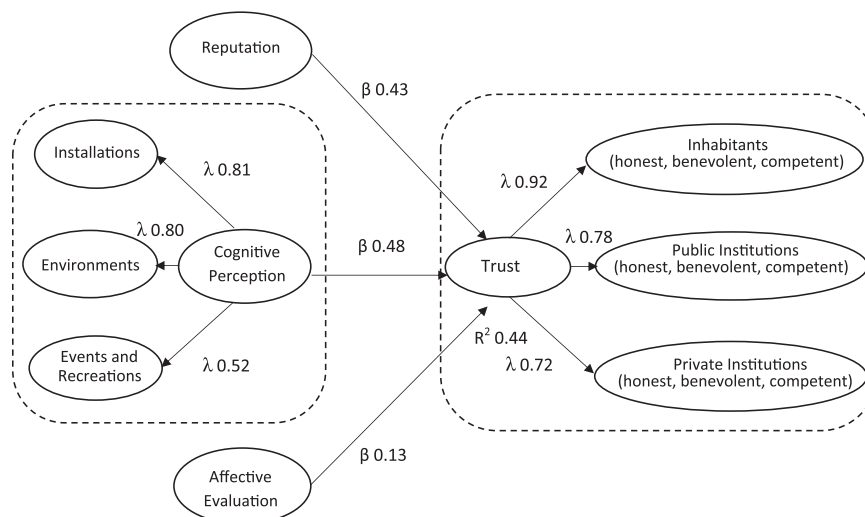


Fig. 2. The estimated structural model.

consistent with the working hypotheses. Results are available from the authors upon request.

5. Conclusions and discussion

This study analyzed a psychological variable important for the management of tourist destinations: the key role of tourists' trust in a specific place (Choi et al., 2016) as an important antecedent of satisfaction and loyalty: that is, of tourists' intention to return to the place (Mohammed, 2016). Specifically, we define trust as a multidimensional construct (Wang et al., 2014; Bordonova & Polo, 2004; Flavian et al., 2005) that implies interaction between the tourist and the inhabitants and institutions of the place. Tourists will thus expect to be welcomed and treated not only with competence but also with an honesty and benevolence that strengthen trust (Hosmer, 1995; also, Mayer et al., 1995; Sirdeshmukh et al., 2002; Sanzo et al., 2003).

As shown in the present research, a multidimensional construct has been defined, including the interaction between the tourist, the local inhabitants and institutions of the destination. Hence, in order to reinforce trust towards a tourist destination, tourists not only need to be treated efficiently but also expect to be warmly received by honest and benevolent personnel.

Chilean institutions indeed already act accordingly. For example, through its webpage (www.sernatur.cl) and offices in each of the main tourist destinations in Chile, the National Tourism Service SERNATUR delivers detailed information about the main tourist destinations, routes, and trails, as well as lodging, restaurants, police stations, and medical emergency centers. Along the same lines, the service provided by the hotels and restaurants in Chile's most important tourist destinations is increasingly personalized and characterized by honest, benevolent, competent treatment.

Further, this study confirms that tourists' trust in a destination is a result of the place's reputation. Although the effect of reputation on trust has already been demonstrated from various perspectives (Bennett & Gabriel, 2001; Stanaland et al., 2011; Wagner et al., 2011), the present study shows that reputation also influences the trust tourists place in a tourist destination. Increase in a place's reputation will permit it to be considered more competitive than other destinations in the long term and will be the place's best calling card for visitors, increasing the probability that they will choose to revisit the destination.

This study also confirms that trust in a tourist destination is a result of the 'cognitive perception' and 'affective evaluation' the tourist makes of this destination. Cognition and affect emerge as substantial pillars capable of supporting trust toward the place. Specifically, we believe that tourists' cognitive perception of a destination is composed of the objective knowledge of the public and private services provided in this place (Gallouj & Savona, 2009), services classified as follows: facilities (hotels, restaurants, etc), environment (public order, means of transportation, road signs, etc), and historic and cultural events and attractions, folklore, and local customs (Choi et al., 1999; Hernández-Mogollón et al., 2014; Kim, 2014). The agents involved in promoting a tourist destination must thus coordinate to foster the comfort and convenience of their facilities, safety of the environment, and uniqueness and variety of their events and attractions.

Second, while it is true that 'affective evaluation' of a place has less influence than cognitive perception, we show that it also has a significant impact on the tourists' trust in this place. Since research demonstrates that the tourist expects the tourist destination to be fun, lively, and cheerful (Nicoletta & Servidio, 2012), the results of the model should encourage the agents involved to ensure that the tourist will have moving experiences of the beauty of the natural landscapes, variety of recreational activities provided, and excitement of folklore and/or religious activities.

5.1. Implications

The results of this study also have direct implications for the main interest groups in a location's tourist industry (hotel and restaurant managers, city and government officials, representatives of means of public and private transportation, communications media, and the native population in general), as these groups supply what is needed to implement the actions required to strengthen the tourist's trust-based connection to the place. These actions can be performed successfully by strengthening the reputation the destination has forged and promoted, as well as by strengthening its cognitive and affective link to the tourist. In addition, for academics in the field of tourist marketing, given the lack of tourism literature that analyzes trust, this study constitutes an initial step to stimulate more in-depth investigation of the factors that determine trust in tourist destinations. We must take into account that this study is based on the literature on trust in various fields but focuses on analyzing questions tied to the tourist destination in itself, not to the service industries associated with tourist activity. This conceptualization is relevant in that it assumes that the tourist destination is recognized as an administrable entity, able to generate relationships to visitors on a personal and institutional level. Further, the proposal of a multidimensional configuration of trust enables us to focus promotional efforts more efficiently.

In sum, a tourist destination may have many good, comfortable, convenient facilities, and even entertaining activities programmed for tourists, but they will all be useless if the place does not manage to form a virtuous cycle with a good reputation and connect this cycle in turn to trust towards the location.

5.2. Limitations and future lines of research

Although the present paper establishes a statistically significant causal relationship of trust in a tourist destination to that destination's reputation and cognitive and emotional attributes, these factors are surely not the only antecedents that determine trust. There are probably other antecedents that exert significant effects on trust, such as prior experience with the tourist destination.

It is also recognized that the emotional indicators chosen to measure the variable affective evaluation may not represent all of the emotions a tourist could experience. As indicated above, more in-depth study is needed of this construct in the area of tourist destinations.

Given the primarily youthful profile of the sample to which the survey was applied, additional studies are needed to extend the age range through participation of older people in order to evaluate the possibility of generalizing from the results of this study.

The study did not incorporate effective measures to reduce common-method variance (CMV) bias, and it is very likely that this bias affects the study results. We did, however, perform statistical tests to eliminate the possibility of CMV bias. Future studies should take precautions to prevent this problem, not only providing a statistical solution but also eliminating its presence from the very first phases of the study.

The authors recommend measuring reputation as a multidimensional component to confirm its degree of significance in the proposed model. To confirm the robustness of some of the results obtained with this model, the authors also recommend the following analyses:

- (1) Increasing the indicators of affective evaluation to confirm to how much lower its importance is than that of the cognitive component of trust in a tourist destination.
- (2) Although we contrasted the model with a subset of interviews about international destinations, replicating the study for other destinations outside Chile.

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Appendix A. Supporting information

Supplementary data associated with this article can be found in the online version at doi:10.1016/j.jdmm.2017.03.003.

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