Tourscape role in tourist destination sustainability: A path towards revisit

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ABSTRACT

The tourscape concept is recently coined to represent the general atmosphere experienced by tourists in a destination and includes four dimensions (stimuli): physical, social, socially symbolic, and natural dimensions. Tourist perception of these stimuli is relevant for the development of a tourist destination. This study proposes for the first time that tourscape can also be an important element of the environmental sustainability of a tourist destination when it is in harmony with the environment, since tourscape can play a key role in the tourist experience by eliciting positive intentions and behaviors towards a destination. Based on the stimuli-organism-response (SOR) model, this study analyzes how tourscape elements influence tourists' revisit intention when they are perceived to be in harmony with the care of the environment through identification with the tourist desti-nation and trust. The results of a sample of 872 tourists show that each dimension of the tourscape is positively related to destination identification. Furthermore, destination identification is directly related to revisit inten-tion, and indirectly related to revisit intention through trust. This study highlights the implications for desti-nation management organizations, with strategic suggestions on how to increase tourist perception regarding the sustainability of the destination and promote revisit intention.

1. Introduction

Previous research has recognized that landscape is important for the development of tourist destinations (Tuna et al., 2019). In fact, land-scape accelerates the tourism development process in rural areas (Peña et al., 2012), increases the economic activity of the community (Anwar et al., 2020), and encourages outdoor experiences (Hjalager et al., 2018). In recent years, there has been an evolution of the landscape concept, as focus has shifted from tourists' perception of the destination landscape to the stimuli generated by the environment and the lived experience. This has led to the formation of the *tourscape* concept, which refers to all the stimuli tourists experience when they are in contact with the environment of a tourist destination (Zhang & Xu, 2019). The tourscape concept is first used by Zhang and Xu (2019) based on the servicescape concept previously developed in the context of services (Bitner, 1992). The tourscape framework includes four dimensions (stimuli): physical, social, socially symbolic, and natural dimensions

(Zhang & Xu, 2019). The analysis of tourist perception of these stimuli is relevant for the development of a tourist destination, since they can generate a strong impact on the image perceived by tourists (Su et al., 2020) and their emotionality (Zhang & Xu, 2019).

In the context of sustainable tourism, the sustainable characteristics of the places visited are crucial for tourists to perceive a destination as sustainable (Su & Swanson, 2017). When tourists perceive that the physical, social, socially symbolic, and natural aspects of tourscape are in harmony (in tune) with care for the environment, an atmosphere experience of sustainability is generated (Zhang & Xu, 2019), which can lead to a greater identification of the tourist with the place they are visiting (Español-Echániz, 2010). The elements of destination tourscape are in harmony with the environment, for example, through architec-ture, lighting, smell, and noise in the streets. Although several studies have analyzed and proposed models on the destination tourist experi-ence (e.g., Mossberg, 2007), and more concretely regarding sustainable tourism experiences (e.g., Walker & Moscardo, 2014), no previous
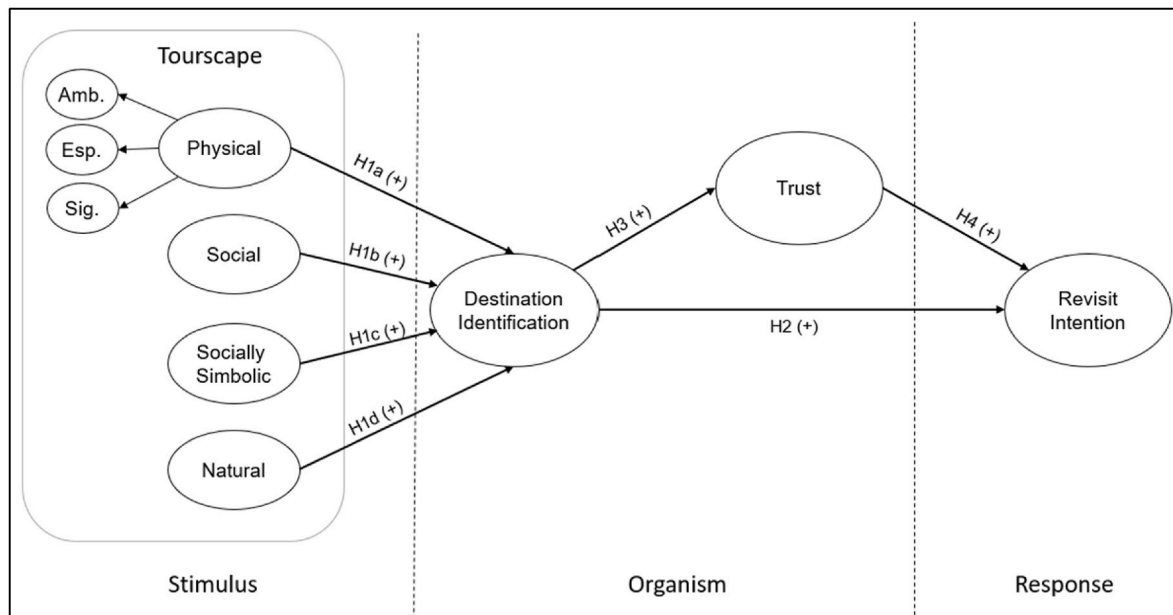
Fig. 1. Proposed research model.

studies have examined how the tourscape elements in harmony with the environment can influence the experience lived by tourists and their intention to revisit the place in the future.

This research aims to address the above research gap and contribute to the sustainable tourism literature by proposing for the first time that tourscape can be an important element of the environmental sustainability of a tourist destination when it is in harmony with the environment since it can play a key role in the tourist experience, eliciting positive intentions and behaviors towards a destination (Zhang & Xu, 2019). Specifically, this study has two objectives. First is to analyze how tourscape elements can influence the intention to revisit the tourist destination to the extent that tourists perceive that these elements are in harmony with the care of the environment. Second is to study how this process is developed through the cognitive (perception of stimulus) and emotional reactions of tourists to the place they are visiting (destination identification and trust). In doing so, the present study builds on the stimuli-organism-response (SOR) theoretical framework (Mehrabian & Russell, 1974), which is an extensively used model of consumer behavior in tourism and hospitality literature. In summary, the present study allows us to examine how tourscape elements influence tourists' revisit intention when they are perceived to be in harmony with the care of the environment through identification with the tourist destination and trust.

2. Theoretical framework

2.1. Stimulus-organism-response (SOR) theory

The proposed research model uses the SOR framework. This theory comes from environmental psychology (Mehrabian & Russell, 1974), but has its roots in the stimulus–response theory developed by Pavlov (1902). This framework is extensively used to analyze the relationships among inputs (stimuli), processes (organisms), and outputs (responses). The SOR framework explains how individuals react to stimuli in the environment and consists of three stages: stimuli, organism, and response. Stimuli are external to individuals and comprise different physical elements and experiences (e.g., visual and auditory cues). Organism is an internal process that includes an individual's affective state. Furthermore, it intermediates between extrinsic stimuli and behavior (response). This theory is used for analyzing the relationship between different variables related to tourist behavior (e.g., Zhang & Xu,

2019).

In the present study, we extend the use of the SOR framework to sustainable tourism and tourscape. Thus, the tourscape elements (physical, social, socially symbolic, and natural) are part of the stimulus of the environment (S). On the other hand, identification with, and trust towards the tourist destination are part of the internal process of tourists generated from this stimulus (O). Finally, revisit intention represents tourists' response to this process (R). This study suggests that the revisit intention for a certain tourist destination can be generated as a consequence of tourists' perceiving that the tourscape is in harmony with the care of the environment. In this process, trust and identification with the tourist destination serve as the organism between stimulus and response (see Fig. 1).

2.2. Stimulus: tourscape in harmony with the environment

Tourscape represents the general atmosphere that visitors encounter when they are in contact with the tourist destination. Specifically, Zhang and Xu (2019) define tourscape as "the physical, social, symbolic, and natural stimuli experienced by tourists in a destination" (2019. p. 86). Although tourscape is related to landscape and servicescape, it significantly differs from them. While tourscape applies to the tourist context (destination), servicescape applies to services and, specifically, to the environment in which a service is carried out, provided, and consumed (Bitner, 1992). In relation to landscape, while tourscape is a physical, social, socially symbolic, and natural stimulus experienced by tourists (Zhang & Xu, 2019), landscape is "an area, as perceived by people, whose character is the result of the action and interaction of natural and/or human factors" (Barroso et al., 2012, p. 330). Thus, while tourscape focuses on tourists relative to tourist destinations, at various levels and locations (Stoffelen & Vanneste, 2015).

Following Zhang and Xu's (2019) definition of tourscape, which is based on Rosenbaum and Massiah (2011), the present study includes the following four dimensions (stimuli) in the tourscape concept: physical, social, socially symbolic, and natural dimensions. Physical tourscape is a key factor in the development of tourism, bringing together most aspects that contribute to creating an atmosphere in tourist destinations (Mossberg, 2007). It is relevant for generating tourist experiences (Carneiro et al., 2015). According to Zhang and Xu (2019), physical tourscape is composed of three subdimensions: 1) ambient conditions, which includes aspects such as smells in the city, colors, lighting, and

music; 2) space, which involves landscapes, vegetation, bridges, and hills; and 3) signs, symbols, and artifacts, which includes style of architecture, street decoration and signage. These physical elements of tourscape are in harmony with the environment when for example, the music and smells in the streets are pleasant and they are not a distraction the natural beauty of the place; parks, bridges, and riverbanks are clean and free of litter; and the style of architecture and decoration of shops and streets align with the environment of the visited place.

The social tourscape dimension represents the social interaction of the tourist with the destination and its inhabitants (Zhang & Xu, 2019). It is formed from the interaction between natural processes and human activities (Stoffelen & Vanneste, 2015). The social elements of tourscape are in harmony with the environment when, for example, people do not throw garbage on the streets and take care of nature. On the other hand, socially symbolic tourscape refer to symbols, signs, and artifacts that influence the behavior of tourists because they have socio-collective meanings for the tourist destination (Zhang & Xu, 2019). Therefore, it can express local identity and offer landmarks for visitors (Antrop, 2006). As socially symbolic elements of tourscapes are focused on socio-collective meanings that affect tourist behaviors with a specific sub-culture (e.g., in this study, the analyzed tourist destination: the city of Santiago de Chile), the elements analyzed in the present study are iconic places of the tourist destination, such as the house of the poet Pablo Neruda or the changing of the guard's ceremony at the government house. These elements are in harmony with the environment if the activities performed in these places do not harm the environment; for example, no waste is left in these and they are always kept clean. Finally, natural tourscape refers to the context in which tourists interact and escape from their role as tourists, and thus enjoy the environment and the freedom to experience it (Zhang & Xu, 2019). For example, they enjoy the experience of walking and immersing themselves in the landscape, discovering everything that are not noticed at first sight (Porteous, 1996). Natural tourscape elements are in harmony with the environment when they get visitors to be fascinated with the place, disconnect from their daily routine, and feel that the place is the extension of what they are and/or would like to be when the environment is respected.

All the above-mentioned tourscape stimuli can reflect the values and importance given by the destination to care for the environment, especially when the tourist destination is concerned with environmental conservation and preservation of natural resources (Stoffelen & Vanneste, 2015). As tourists become more sensitive to the environmental aspects of a tourist destination, it is easier for them to identify (distinguish) environmentally sustainable characteristics (actions) that could be developing in places they visit. This consumption experience might generate emotional reactions in tourists (organismic reactions) during travel, affecting their travel experience and increasing their satisfaction with the tourist destination (Lu et al., 2017).

2.3. Organism: destination identification and trust

A growing body of marketing literature has focused on identification, which has become a key element in understanding consumer behavior (Su & Swanson, 2017). Destination identification has been defined as "the tourist's feelings of being connected to a destination and that the destination is part of him/her because the destination defines him/her selfconcept" (Japutra, 2020. p.4). Identification in the tourist context is closely related to social identity theory (see Hornsey, 2008), since it is based on the understanding of oneself and others within the social context (Tajfel & Turner, 1985). This process facilitates the definition of one's own self. The identification phenomenon occurs when consumers perceive that they share similar concepts, common values, behaviors, and beliefs in socially identified relationships (Torres et al., 2017). That is, tourists satisfy their needs for self-definition (e.g., personality traits and values) with the tourist destination (Torres-Moraga et al., 2021). In the tourist context, this could be manifested through the attractions of

the place and through its inhabitants and their way of life (Kim et al., 2001). Therefore, destination identification leads tourists to feel an emotional tie with the place they visit (Torres-Moraga et al., 2021). Some authors highlight that destination identification could be the basis for generating close relationships between tourists and the tourist destination (e.g., Shafiee et al., 2021).

Trust is considered a key component in building successful business relationships (Wang et al., 2014). In fact, commercial relationships that require a high level of involvement could not be established if there is no trust (Sekhon et al., 2014). In this context, trust is the "cornerstone" of long-term relationships and a key determinant of relationships based on commitment (Sirdeshmukh et al., 2002). In addition, it is essential to retain and win consumer loyalty because it reduces perceived complexity and uncertainty (Choi et al., 2016). By trusting the counterparty (the trustee), the consumer (the trustor) can minimize the perceived risk and feel relatively secure regarding the behavior of others and their own well-being (Choi et al., 2016). Generally, trust can be understood as "one party's confidence in an exchange partner's reliability and integrity" (Morgan & Hunt, 1994, p. 23). Trust is considered relevant in the context of tourist destinations (Wang et al., 2014), especially when the destination is associated with caring for the environment. As Su et al. (2020) point out, a favorable destination reputation leads to a more positive destination image, which reduces perceived risk and personal uncertainty and increases consumers' trust. Thus, a tourist destination is considered trustworthy to the extent that tourists perceive that the destination is environmentally sustainable (Penagos-Londoño et al., 2021).

2.4. Response: revisit intention

Behavioral intention is a useful variable for practitioners and researchers because it can be considered an approximation and antecedent of consumer behavior (Han & Stoel, 2017). Revisit intention is defined as "an individual's readiness or willingness to make a repeat visit to the same destination" (Stylos et al., 2016. p.42). As revisiting tourists tend to produce more sales revenue (Hasan et al., 2017) and incur lower costs than new tourists (Zhang et al., 2018), revisit intention has great relevance for tourist destination management organizations (DMOs). Indeed, it is an important antecedent for forecasting the economic benefits that can be generated, both in tourist attractions (e.g., Yusof et al., 2021) and in the hotel industry (e.g., Kim et al., 2009). Although revisit intention is one of the most important goals for tourist destinations, it is one of the most difficult to achieve due to several variables involved in the process. Previous research on tourism find that revisit intention depends on memorable tourist experiences (e.g., Luo et al., 2021), satisfaction (e.g., Seetanah et al., 2020), safety and risk-reduction perception (e.g., Hasan et al., 2017), and image perception (e.g., Mohaidin et al., 2017). This study proposes that revisit intention could also be explained by tourscape, destination identification and trust.

2.5. Hypotheses development

Environmental initiatives conducted by tourist destinations are crucial for generating a stronger identity among tourists (Su & Huang, 2018). When environmental initiatives meet tourists' expectations, a positive perception of the tourist destination is generated, which in turn connects tourists to the place they visit (Su & Swanson, 2017). For instance, Su and Swanson (2017) find that when tourists perceive that environmentally friendly actions are performed in a tourist destination, they identify more with that place. Tourscape, by reflecting the destination's concern for the environment, can create a tourist environmental identity and dependence on this tourist destination (Xue et al., 2020). If tourists perceive that tourscape elements are in harmony with the environment, they may feel greater identification with the tourist destination. Physical stimulus is considered one of the most important dimensions for generating a tourist destination cognitive image (Kim &

Yoon, 2003) and positive emotion in the consumers (Kim & Moon, 2009). Tourists can observe, smell, hear, and touch the destination, which can influence their positive experiences; thus, resulting to greater destination identification (Kumar & Kaushik, 2018). Regarding social tourscape, the interaction of tourists with the inhabitants of the place they visit and other tourists can influence their appreciation of the place (Kim & Lee, 2012). As in other contexts, when tourists share similar behaviors and values with the inhabitants and other tourists, it can increase their level of identification with the place they visit (Torres et al., 2017). For the socially symbolic tourscape dimension, the socio-collective meanings of the symbols and signs in a tourist destination could generate positive feelings among tourists (Zhang & Xu, 2019). Tourist destinations can evoke strong symbolic values that directly connect to tourist identification (Hultman et al., 2015). Finally, the natural tourscape aspect could also be directly related to tourist identification. Tourists are more likely to perceive a sense of connection and identification with the tourist destination to the extent that they disconnect from their daily routine (Rosenbaum & Massiah, 2011), because they feel fascination and compatibility with the place they visit (Zhang & Xu, 2019). Therefore, we propose the following hypothesis:

H1. The perception of tourists of a) physical; b) social; c) socially symbolic; and d) natural tourscape elements to be in harmony with the care of the environment is positively associated with tourist destination identification.

Marketing research shows that identification is a key variable that significantly impacts consumer behavior (Su & Swanson, 2017). In fact, identification directly influences brand loyalty (Hung, 2014), organization loyalty (Kang et al., 2015) and tourist destination loyalty (Japutra, 2020). This is especially relevant for marketing decisions since loyalty is an essential part of repeat purchasing (Bandyopadhyay & Martell, 2007) and tourist destination revisit intention (So et al., 2013). Furthermore, previous research on tourism find a positive relationship between destination identification and revisit intention (e.g., Hultman et al., 2015; Su & Huang, 2018). Individuals tend to behave according to salient identities because identities need self-expression (Arnett et al., 2003). Thus, tourists who develop stronger links and identify with a destination are more likely to return and promote the destination in their social circles (Ekinci et al., 2013). Hence, we propose the following hypotheses:

H2. Destination identification is positively associated with revisit intention.

In addition, the degree of identification people experience with respect to groups, brands, organizations, or tourist destinations can help explain people's motivations and reasons to relate to them (Han & Harms, 2010). When people identify with a tourist destination, they tend to develop positive attitudes and beliefs (Torres-Moraga et al., 2021) and at the same time trust in it (So et al., 2013). Most studies that analyze the relationship between identification and trust based on the social identity theory (Tajfel & Turner, 1985). These studies consider that identification plays an important role in building trust (Kumar & Kaushik, 2018), and they refer to this relationship as "identification-based trust". The identification generated through affective bonds (e.g., attachment) could lead to the construction of this trust with the organization or its members (So et al., 2013). This is more evident in the case of tourist destinations, where a higher level of uncertainty associated with decision-making requires trust (Choi et al., 2016). Trust can be easier to build in the case of destinations with which tourists feel identified (Sekhon et al., 2014). Therefore, we hypothesize the following:

H3. Destination identification is positively associated with destination trust.

Finally, since purchase decisions are often associated with perceived risk (Addo et al., 2020), consumers prefer to relate transactionally to what they trust, because trust is a powerful tool for reducing uncertainty

(Abubakar et al., 2017). Thus, trust is a key factor affecting consumer behavior. In fact, when consumers trust another party, they tend to develop an emotional attachment that affects their purchase intentions (Saleem et al., 2017). This is more evident in the tourist context, as the production and consumption of tourism occur simultaneously (Abubakar et al., 2017). Thus, trust becomes a key element in the process of selecting a tourist destination (Li & Hsu, 2018), specifically in generating tourists' revisit intention (Pujiastuti et al., 2020). Hence, we propose the following hypothesis:

H4. Destination trust is positively associated with revisit intention.
Fig. 1 presents the research model.

3. Methodology

3.1. Data collection and sample characteristics

A face-to-face survey was conducted to gather data. Tourists over 18 years old were approached at various high-traffic tourist locations in Santiago de Chile, including key attractions like La Moneda (government house), San Cristobal Hill, and the house of the poet Pablo Neruda. Additionally, participants were engaged at tourist information offices and Santiago airport. Participants were informed in advance that their participation was voluntary and anonymous. The data gathering process met all ethical criteria described in the ICC/ESOMAR Code (ESOMAR, 2017). Only foreign tourists (first time visitors) who were finishing their travel were eligible to participate in this study. This is pertinent as it assumes tourists have already covered a significant portion of their planned itinerary, facilitating the provision of valuable and accurate insights into various aspects of the tourscape. The interviewer first asked if they were foreign tourists, second, if it was the first time they visited the city, and finally, when they planned to leave Chile. The questionnaire was exclusively answered by those who left Santiago that same day or the next day. Additionally, excluding nationals minimizes potential bias from their prior experiences or preconceived notions about the city. This precaution is crucial as our study explores tourists' perceptions of the tourscape's harmony with the environment. Santiago's centralized nature, concentrating resources and activities (Subdere, 2023; Aroca & Fierro, 2020), may introduce biases in domestic tourists due to their preconceived ideas about the city (Ben Youssef et al., 2019). Therefore, focusing exclusively on international tourists ensures a more open and unbiased perspective, free from local influences. This approach aligns with existing research indicating that foreign tourists tend to display greater openness to novel and enjoyable experiences when exploring a destination (Rasoolimanesh et al. al., 2023). Foreign tourists were chosen according to their country of origin to achieve representativeness of the data regarding inbound tourism in Chile (SERNATUR, 2020). Therefore, tourists from neighboring countries (Argentina: 46.22%, Bolivia: 11.72% and Peru: 3.78%) and Brazil (28.90%) were primarily chosen. The survey was prepared in Spanish and Portuguese with identical questions and format. The instrument was first developed in Spanish and translated into Portuguese by Spanish-Portuguese experts. Subsequently, the other translators back-translated into Spanish to ensure accuracy. The two versions of the survey were successfully tested among native speakers of both languages (Barbieri & Sotomayor, 2013). A total of 872 people responded to the survey of which 54.93% were women, aged 18–25 (29.59%), 26–35 (36.01%), 36–45 (21.90%) and 46–65 (12.50%).

3.2. Measures

Tourscape was measured using Zhang and Xu's (2019) scale. Considering that these measurement items should focus on the analyzed tourist destination, tourists in Santiago de Chile were initially interviewed to identify important environmental cues (Zhang & Xu, 2019). Then, each item was analyzed through interviews with different tourists

Table 1
Psychometric properties of the measurement scale.

Items	SFL	M	SD	α	AVE	CR
Ambience				0.841	0.677	0.894
Amb1	0.761*	5.327	1.112			
Amb2	0.825*	5.345	1.259			
Amb3	0.714*	4.716	1.347			
Amb4	0.755*	5.394	1.262			
Space				0.903	0.632	0.923
Esp1	0.725*	5.67	1.177			
Esp2	0.733*	5.701	1.103			
Esp3	0.762*	5.345	1.173			
Esp4	0.694*	5.587	1.177			
Esp5	0.706*	5.643	1.189			
Esp6	0.810*	5.46	1.149			
Esp7	0.773*	5.343	1.21			
Signs, symbols. and artifacts				0.899	0.665	0.922
Sig1	0.759*	5.505	1.091			
Sig2	0.782*	5.505	1.149			
Sig3	0.732*	5.47	1.14			
Sig4	0.800*	5.279	1.242			
Sig5	0.754*	5.508	1.171			
Sig6	0.755*	5.562	1.141			
Social tourscape				0.925	0.871	0.952
Soc1	0.879*	4.975	1.504			
Soc2	0.950*	4.835	1.596			
Soc3	0.862*	4.979	1.478			
Socially symbolic tourscape				0.833	0.751	0.901
SS1	0.722*	5.36	1.233			
SS2	0.879*	5.502	1.228			
SS3	0.762*	5.349	1.265			
Natural tourscape				0.931	0.880	0.956
Nat1	0.837*	5.083	1.621			
Nat2	0.942*	5.193	1.569			
Nat3	0.921*	5.234	1.571			
Destination identification				0.974	0.905	0.979
DI1	0.912*	5.112	1.584			
DI2	0.934*	5.112	1.692			
DI3	0.937*	5.132	1.658			
DI4	0.917*	5.069	1.689			
DI5	0.845*	4.971	1.688			
Trust				0.933	0.832	0.952
Trust1	0.831*	4.936	1.38			
Trust2	0.833*	4.867	1.507			
Trust3	0.857*	4.85	1.514			
Trust4	0.871*	4.843	1.477			
Revisit intention				0.932	0.832	0.952
RevInt1	0.845*	4.614	1.61			
RevInt2	0.871*	4.838	1.559			
RevInt3	0.875*	4.834	1.544			
RevInt4	0.782*	4.963	1.45			

S–B χ^2 (173 df) = 757.341 (p < .001), BBNFI = 0.965, BBNNFI = 0.958, CFI = 0.973, IFI = 0.973, RMSEA = 0.062 (0.058, 0.067)

Note: *p < .001.

and managers of the main tourism agencies in Chile. Specifically, following Zaichkowsky's (1985) methodology, each interviewee evaluated the level of the relationship between each item and each of the

dimensions proposed by Zhang and Xu (2019), considering whether each item was not representative, moderately representative, or very representative. The items with higher levels of consensus were retained (see Appendix). To measure destination identification, we used scales adopted from Su and Swanson (2017) and Kumar and Nayak (2019). Kumar and Kaushik's (2018) scale was used to measure destination trust. Revisit intention was measured based on the scales of Abubakar et al. (2017) and Wu et al. (2018). All items referred to Santiago de Chile and were written as statements and evaluated on a seven-point Likert scale (see Appendix). Since the questionnaire used was ad hoc, a pre-test was conducted with 30 foreign tourists before the fieldwork to detect any unclear or ambiguous words and questions that they were unable to respond to.

3.3. Data analysis

SPSS software was used to perform descriptive analysis and exploratory factor analysis (EFA). Confirmatory factor analysis (CFA) and structural equation modeling (SEM) were performed using AMOS 24 software, while JAMOVI was used to test common method variance.

4. Results

4.1. Measure validation

The following are the outcomes of the EFA of reliability and dimensionality. Principal component analysis with varimax rotation confirms the unidimensionality of the scales because 1) there is correct sampling adequacy (MSAi >0.5); 2) Bartlett's sphericity test is significant (Sig. = 0.000); 3) there is no overlap between factors and no cross-loading (no evidence of common method bias); and 4) the existence of high communalities (>0.7) is verified in the variables under analysis, and the factor loadings in the indicators exceed the recommended minimum ($R^2 > 0.5$). The total explained variance is 79.4% and the result of the KMO test has a value of 0.973. Cronbach's alpha values for each factor are higher than the minimum value of 0.8 recommended by Nunnally (1978, p. 2). All items comply with those established by Jöreskog and Sörbom (2001) to guarantee good dimensional structure of the scales. For this analysis, the statistical software AMOS version 25 is used.

CFA is used to verify the reliability and validity of the measurement model. Convergent validity indicators measure the degree of theoretical correlation and the ability to capture a common phenomenon. The analysis of variance extracted (AVE) and convergent validity indicator (CR) shown in Table 1 confirm that the coefficients exceed the recommended minimum values of 0.5 and 0.7, respectively (Hair & Anderson, 2010).

The discriminant validity analysis demonstrates that the constructs differ from each other. Table 2 shows that in all cases the square root of the AVEs (diagonal) is higher than the interfactorial correlations (ø) below the diagonal. Thus, the essential criteria for discriminant validity are met (Fornell & Larcker, 1981).
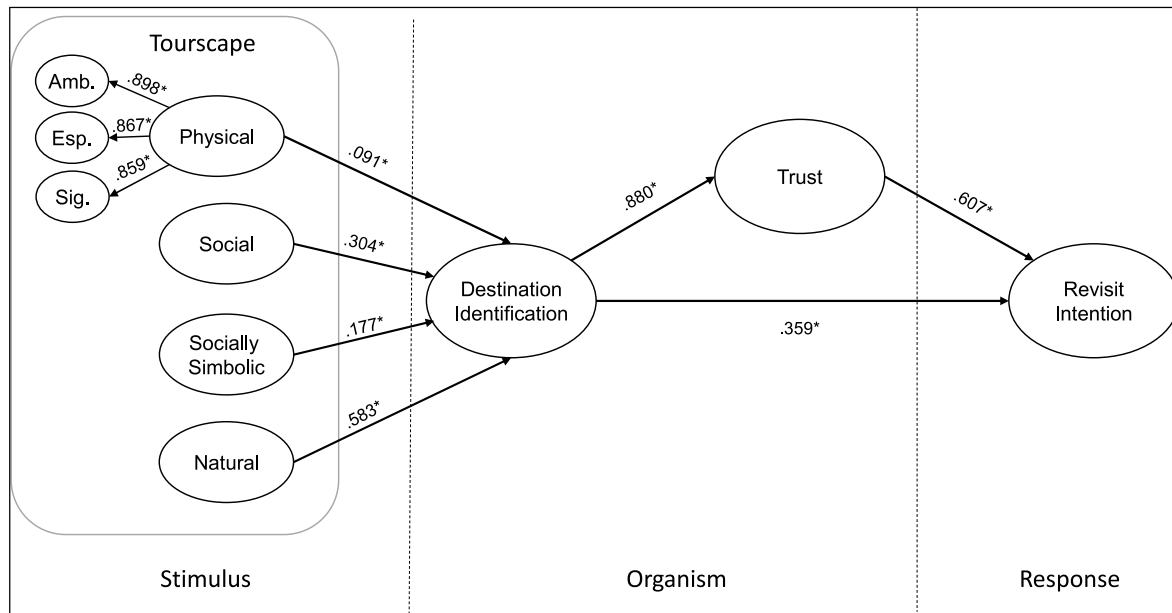
Table 2
Inter-construct correlations, and square root of AVE.

	Amb	DI	Esp	Nat	Revisit	SS	Sig	Soc	Trust
Amb	**0.823**								
DI	0.61	**0.951**							
Esp	0.731	0.575	**0.795**						
Nat	0.687	0.777	0.645	**0.938**					
Revisit Int	0.582	0.767	0.546	0.711	**0.912**				
SS	0.68	0.647	0.723	0.717	0.608	**0.866**			
Sig	0.733	0.603	0.722	0.688	0.56	0.766	**0.815**		
Soc	0.665	0.681	0.633	0.790	0.674	0.721	0.667	**0.933**	
Trust	0.62	0.751	0.563	0.728	0.875	0.643	0.576	0.725	**0.912**

Note: The diagonal entries (in bold) represent the square root of AVE estimates; the off-diagonal entries represent inter-factor correlation (Φ).

Fig. 2. Path diagram
Note: *p < .01. Chi-Square = 2041.68, df = 546, p-value = .000, AGFI = 0.982; RMSEA = 0.045; NFI = 0.945; CFI = 0.963; RMR = 0.066.

Table 3
Mediation analysis for the proposed model.

Model	Goodness of fit	Hypothesis test	Mediation type
1. Baseline model: Hypothesized paths (Fig. 1)	χ^2 [546] = 2041.68, p = .000 RMSEA = .045 CI 95% RMSEA = [.043, .049] CFI = .963	–	
Social tourscape->Revisit intention	χ^2 [545] = 2041.06	M$_1$-M$_2$: χ^2_d [1] = 0.62, p > .43	Fully mediated
Socially symbolic tourscape-> Revisit intention	χ^2 [545] = 2041.21	M$_1$-M$_2$: χ^2_d [1] = 0.46, p>. 49	Fully mediated
Natural tourscape-> Revisit intention	χ^2 [545] = 2040.56	M$_1$-M$_2$: χ^2_d [1] = 1.12, p > .28	Fully mediated
Physical tourscape-> Revisit intention	χ^2 [545] = 2041.48	M$_1$-M$_2$: χ^2_d [1] = 0.2, p > .65	Fully mediated

4.2. Common method variance

Harman's single-factor test is commonly employed by researchers to evaluate common technique bias (Gulzari et al., 2022). Thus, to examine the possible variance of the common methods, we perform Harman's single factor and the common methods' latent factor. Principal component analysis using JAMOVI reveal that one unrotated factor captures 34.96% of the variance in the data. The latent common method factor test using CFA shows that no indicator has common latent factor effects on standardized factor loadings greater than 0.2 (Chin, 1998). These results suggest that the factor loadings do not explain a single factor; therefore, the data from this study are free of common method bias.

4.3. The structural model

The SEM technique on a variance-covariance matrix (Anderson & Gerbing, 1988), which is a common method for examining the structural model and testing the hypotheses of an investigation, is used in this study. In general, the model presents an adequate fit (Bagozzi & Yi,

2012) (see Fig. 2). The model explains 89.7% of the variance in the revisit intention variable. Regarding the relationships in the model, the destination identification variable is positively correlated with social tourscape (β = 0.304, p < .01), socially symbolic tourscape (β = 0.177, p < .01), and natural tourscape (β = 0.583, p < .01). These results confirm H1b, H1c, and H1d. The second-order variable physical tour is positively correlated with destination identification (β = 0.091, p < .01), confirming H1a. In turn, destination identification is positively associated with revisit intention (β = 0.359, p < .01) and trust (β = 0.88, p < .01), confirming H2 and H3. Finally, trust has a positive relationship with revisit intention (β = 0.607, p < .01), confirming H4. Fig. 2 summarizes the path coefficients and general fit values of the model.

4.4. Mediation effects

The examination of the mediation effects is carried out following the procedure of Bagozzi and Dholakia (2006). All mediation effects are supported because the χ2 difference between reference models and partially mediated models is insignificant (95% alpha). Table 3 presents the summary of the mediation results.

5. Discussion and conclusions

The results of this study show that when the physical, social, socially symbolic, and natural aspects of the tourscape are perceived to be in harmony with the care of the environment of the tourist destination, they generate the revisit intention of the tourist through identification and trust. Delving into the relationships of the model, this study confirms that the more tourists perceive that each dimension of tourscape are in harmony with care for the environment, the more they identify with the tourist destination. When physical, social, socially symbolic, and natural aspects are perceived in accordance with a more environmentally sustainable tourist destination, a type of environmental identity and dependency can be created. This is directly related to the findings of Xue et al. (2020). The extent to which tourist destinations provide visitors with natural surroundings and promote environmental value help intensify visitors' environmental identity. The natural dimension shows a closer relationship with destination identification compared to the other dimensions. This may be because connection with nature tends to generate greater identification for people (Perking,

2010). Fascination (which is a natural dimension item) generates a great connection with the place visited, which, according to Bethelmy and Corraliza (2019), can become compelling that it can awaken a visitor's transcendent emotion. The greater relevance of the natural dimension over other dimensions can also be observed in the study by Zhang and Xu (2019). They show that this dimension is the most relevant when it comes to generating emotions and more positive experiences for visitors. Furthermore, destination identification has a direct relationship with revisit intention. This result is similar to that of Cho (2021), who verifies, in a context different from that of caring for the environment, that place identity influences revisit intention.

Our analysis of the chain of effect from tourscape to revisit intention also shows that the greater the destination identification, the greater the trust in that destination. This result is similar to that of Kumar and Kaushik (2018) in the context of tourist destinations and So et al. (2013) in the context of hotels. They show that identification has a direct and significant relationship with trust. These results also allow us to empirically support Kramer and Tyler's (1995) approach in that identification and trust are concepts that should be closely related in tourism marketing strategies. A high level of identification with a tourist destination is the product of congruence between the image of the destination and the image it wants to project (So et al., 2013). Finally, this study shows that tourist trust in a destination directly influences revisit intention. Although this relationship has not been analyzed in the context of tourism sustainability, it has been verified in the millennial tourism (Pujiastuti et al., 2020) and medical tourism markets (Abubakar et al., 2017). Since trust reduces the perceived risk in a relationship, consumers use it as support to maintain more stable and lasting relationships (Morgan & Hunt, 1994). According to Song et al. (2019), these relationships could be further accentuated to the extent that trust is built from satisfactory experiences. In our study, the trust that leads to revisit intention is built from positive chain of effects that arise from the contact that tourists have with the tourscape elements of the place they visit.

In conclusion, our study robustly supports the SOR theoretical framework, uncovering the dynamic interplay between tourists and the tourscape elements of the destination when they are perceived to be in harmony with the care of the environment. These tourscape elements evoke profound emotional responses in individuals, fostering strong identification and trust in the tourist destination. This emotional connection, investigated through physical, social, symbolic, and natural aspects, significantly drives the desire to revisit. Thus, our findings highlight the key role of tourscape stimuli in shaping positive tourist behaviors, aligning with the foundational principles of Mehrabian and Russell's (1974) environmental psychology. This comprehensive understanding provides a robust foundation for strategic tourism marketing, emphasizing the intricate links between tourscape, emotional engagement, and sustained revisit intentions. In summary, our study not only confirms this theoretical foundation but also offers practical insights for destination managers and marketers seeking to enhance the visitor experience and cultivate long-term loyalty.

5.1. Theoretical contributions

This study makes interesting theoretical contributions to the tourist destination management literature, particularly to the sustainable tourism literature. First, these are the first findings regarding the tourscape concept and revisit intention. To the best of our knowledge, only Zhang and Xu (2019) has analyzed the role of tourscape. Although they have analyzed the effect of tourscape on emotional arousal and liminal experience, they have not examined how the tourscape elements could influence revisit intention for a tourist destination. Thus, this study contributes to literature on destination environmental stimuli. Second, this study is the first to link the concept of tourscape with the sustainability of a tourist destination by analyzing what happens when the tourscape elements are in harmony with the care of the environment.

This expands the use of tourscape not only to the tourist experience with the destination but also to its sustainability. Third, we extend the use of the SOR framework to sustainable tourism and tourscape. The elements of tourscape are part of the stimulus of the environment. On the other hand, the identification and trust towards the tourist destination are part of the internal process tourists generate from this stimulus. Finally, revisit intention represents tourists' response to this process.

5.2. Managerial implications

Some managerial implications for DMOs that can be deduced from this study relate to strategies and actions to help a tourist destination be perceived in harmony with the care of the environment. In the case of physical factors, efforts should focus, for example, on maintaining street lights that use solar energy and do not generate visual pollution; thus, making it easier to see the sky. DMOs should ensure that traffic, smell, and noise in the streets (Botteldooren et al., 2011), as well as the architecture and decoration of the streets are in harmony with the care of environment (Nassauer, 2012). Regarding the social dimension, it is important to conduct educational campaigns aimed at the inhabitants that focus on valuing and respecting tourists and their environments. For the socially symbolic dimension, authorities should introduce tours that include iconic and historical places, as well as allow trails so that romantic walks can be taken in parks and hills that connect tourists with nature (Olafsdottir et al., 2020). Regarding the natural dimension, efforts should focus on building and/or highlighting places that allow tourists to disconnect from their routines and be fascinated during their visit (Carneiro et al., 2015). Furthermore, it is important to adequately communicate all these strategies and actions to the public (Tölkes, 2018). For example, texts, photos, and videos should be used to describe how the tourscape of the tourist destination is connected and in tune with the environment. Social networks and flyers available at airports, tourist information offices, and hotels can be used for communication purposes. To achieve effective communication, especially through social networks, it is necessary to clearly identify the target market, which comprises those interested in visiting a sustainable tourist destination that is in harmony with its natural environment. Additionally, to ensure that the place is always remembered by the tourists associated with caring for the environment, "green souvenirs" could be developed (Kong & Chang, 2016). Green souvenirs are objects that connect with caring for the environment through its designs, materials, and manufacturing techniques. In addition, festivals and events could be held for and awards could be given to organizations and people who have led sustainable projects (Shafiee et al., 2021).

Furthermore, DMOs should focus their efforts on achieving greater tourist identification with the place they visit and, in this way, achieve greater tourist confidence and their revisit intention. To achieve greater identification, closer and long-term relationships with tourists should be developed (Shafiee et al., 2021), for example, through social Networks, in which those activities carried out in relation to environmental care are highlighted. In addition, connecting the sustainable concept with the iconic places of the tourist destination, through photos, stories and testimonials. It is especially important to increase the number of followers and generate two-way communication with them. Finally, regarding trust in the destination, efforts should focus on showing that the tourist destination can become a place that is in harmony with the environment. Therefore, effective and sustainable strategies should be implemented. Tourists should be encouraged to participate in green initiatives that take place throughout the year (Su et al., 2020). In this way, genuine concern for the environment on the part of the tourist destination is shown. In addition, it is important for authorities to take measures and communicate to tourists that all places they visit are safe (Poon & Koay, 2021). Simultaneously, residents should be educated and motivated to behave in a manner consistent with a sustainable tourism destination. This, accompanied by honest and hospitable behaviors and attitudes towards tourists, allow visitors to feel more secure and

Table 4
Future research questions for the tourscape construct.

Aspects	Research questions
Theory	What differences emerge between landscape and tourscape elements when tourists perceive them to be in harmony with the environment?
	How do the elements of the tourscape, as integral components of the stimulus of the environment, influence the tourist's attitudinal conviction (tourist patronage intention)?
	Which individual factors, such as personal traits or gender, can explain variations in individuals' perceptions of the different tourscape elements?
Method	Do the proposed relationships in the model get confirmed when an experiment is designed to manipulate various elements of the tourscape?
	How do tourscape tourist perceptions evolve over an extended period of time when visiting the destination, utilizing a longitudinal design?
	What are the physiological reactions (objective measurements) of tourists to the different tourscape stimuli when in harmony with the environment? Do they correlate with the outcomes obtained through self-reported measurements?
Context	Can the study context (tourist destination) act as a potential moderating variable in the proposed SOR model? For instance, is there any distinction between a rural tourist destination and an urban one? Or between a tourist destination with high environmental responsibility and one with low environmental responsibility?
	Are there potential significant differences in the relationships of the model when comparing tourists with previous experience in the tourist destination to those visiting for the first time?
Other aspects	How might the services offered by hotels and restaurants in the tourist destination impact the evaluation of the tourscape stimuli?
	What motivations and values of tourists contribute the most to a positive evaluation of the tourscape of a tourist destination?
	How could exposure to different types of tourist destination advertising impact subsequent perceptions of the tourscape?

strengthen their confidence in the tourist destination (Liu et al., 2019).

5.3. Limitations and future research lines

This study has several limitations that provide opportunities for future research. Table 4 outlines several future research directions related to our key construct of tourscape. It is important to note that this study relies on cross-sectional data to test the relationships proposed in the model; hence, causality cannot be inferred between the variables.

Although SEM is the most common methodology in tourism literature for the analysis of behavioral models, the results of this study must be properly interpreted. Therefore, there is potential for longitudinal or experimental studies to identify causal relationships between the factors that constitute the SOR model in this study. Furthermore, this study relies on self-reported survey data. Future research should include more objective measures. Finally, while our study's findings underscore the substantial impact of tourscape on destination factors, suggesting broad applicability across tourist destinations, a nuanced interpretation is essential. Recognizing the need to adapt the tourscape scale for specific locations, as emphasized by Zhang and Xu (2019), is imperative. When extrapolating results, careful consideration of measurement items, particularly those within the socially symbolic dimension, is vital for ensuring accuracy. Future research should apply this study's proposed theoretical model to other tourist destinations considering this limitation.

CRediT authorship contribution statement

Eduardo Torres-Moraga: Conceptualization, Data curation, Funding acquisition, Investigation, Methodology, Project administration, Resources, Supervision, Writing – original draft, Writing – review & editing. **Carla Rodriguez-Sanchez:** Methodology, Supervision, Writing – original draft, Writing – review & editing. **Manuel Alonso-Dos-Santos:** Data curation, Formal analysis, Methodology, Writing – original draft. **Agustín Vidal:** Conceptualization, Data curation, Methodology.

Declaration of competing interest

The authors report there are no competing interests to declare.

Appendix

1. **Tourscape** (Zhang & Xu, 2019)

To what degree are these aspects of the city of Santiago in harmony with the care of the environment? (from 1- 'Not in harmony' to 7 'Totally in harmony')

Physical dimension
Ambient
Amb1. Light in the night
Amb2. Colors in the city
Amb3. Smells
Amb4. Music in the environment
Space
Esp1. Hills
Esp2. Modern part of the city
Esp3. Bridges
Esp4. Rivers edge
Esp5. Scenery
Esp6. Open spaces
Esp7. Vegetation (green areas)
Signs, symbols and artifacts
Sig1. Signage

(continued)

Physical dimension
Ambient

Sig2. Shop decoration
Sig3. Landmarks to locate parks and green spaces
Sig4. Street decoration
Sig5. Architecture style
Sig6. Monuments
Social dimension
Soc1. General behavior of people on the street.
Soc2. Connection of people with their environment.
Soc3. People's concern for their environment.
Socially symbolic dimension
SS1. Change of command (of the police) in La Moneda (government house).
SS2. Visits to iconic cultural places in the city (house of the poet Pablo Neruda)
SS3. Romantic walks on the hill
Natural *To what degree are these aspects achieved because Santiago is in harmony with the care of the environment?*
Nat1. Disconnect from the routine.
Nat2. Fascination.
Nat3. Compatibility with my personality.

2.Destination identification (Kumar & Nayak, 2019; Su & Swanson, 2017)

Keep thinking about the city of Santiago, please mark with an (X) the numbers below that best represent your level of agreement (from 1- 'Strongly disagree' to 7 'Strongly agree') with EACH of the following statements.
DI1. When someone praises this destination, it feels like a personal compliment.
DI2. When someone criticizes this destination, I would feel embarrassed.
DI3. The successes of this tourist destination are my successes.
DI4. I am very interested in what others think about this destination.
DI5. I strongly identify with this destination.

3. **Destination trust** (Kumar & Kaushik, 2018).

Trust1. I feel confident that this destination is a good tourist destination.
Trust2. This destination would make any effort to satisfy tourists.
Trust3. I could rely on this destination to solve any problems with the trip.
Trust4. This destination would be honest and sincere in addressing my concerns.

4. **Revisit intention** (Abubakar et al., 2017; Wu et al., 2018).

RevInt1. I would like to visit this destination more often.
RevInt2. I have a strong intention to visit this destination again.
RevInt3. I will always consider this destination to be the first one choice.
RevInt4. It is very likely that I will revisit this destination.

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