

DESTINATION ATTACHMENT AS A FOUNDATION FOR RESPONSIBLE TOURISM: THE CASE OF VOLUNTEER TOURISM IN INDONESIA (N=658)

Christian Haposan Pangaribuan
Bunda Mulia University, Jakarta, Indonesia

Abstract - This study investigates the factors influencing Indonesian travelers' intentions to participate in volunteer tourism. Smart-PLS analyzed data to examine the mediating roles of Ascription of Responsibility and Awareness of Consequences in the relationship between Destination Attachment and Intention to Participate in Voluntourism. All hypothesized paths were significant, suggesting a complex interplay of factors influencing Intention. The findings highlight the crucial role of Destination Attachment. A strong emotional connection to a destination fosters a sense of responsibility toward its well-being, which, in turn, strengthens self-belief in one's ability to contribute positively through voluntourism. Furthermore, a heightened awareness of the positive and negative consequences for the traveler and the destination further strengthens the Intention to participate in it. Interestingly, the path from Destination Attachment to Ascription of Responsibility and then to Intention emerged with the highest coefficient among the two indirect relationships, suggesting that for Indonesians, developing a strong emotional connection to a destination to feel a sense of responsibility towards it might be the most potent driver of volunteer tourism intentions. These insights offer valuable guidance for tourism stakeholders in Indonesia. By fostering emotional connections with destinations and promoting programs that cultivate a sense of responsibility and consciousness in volunteer tourism activities, stakeholders can effectively encourage responsible travel and contribute to the positive development of destinations.

Keywords – Norm Activation Theory, Sustainable Tourism, Alternative Tourism, Pro-Environmental Behavior

INTRODUCTION

The debate over volunteering has taken on a form akin to that of social psychology research about the dichotomy of altruism vs. egoism (Stevens & Duque, 2016). However, much research has been conducted on the reasons for volunteerism, but not as much has been undergone on how these reasons affect volunteer tourism behaviors (Aranda et al., 2019; Francis & Yasue, 2019). A significant movement toward comprehending the destination perspective is emerging, despite the fact that volunteer tourism research has historically concentrated on the benefits and advantages for the volunteer (Pangaribuan et al., 2021b). Through analyzing the affective bond that travelers have with their travel locations, we can gain important knowledge about altruistic behavior that transcends beyond financial incentives (Malichová et al., 2023). This innate drive can result in more committed volunteers who are more likely to leave a lasting impression and build a relationship with the destination (Wibowo, 2022). Consequently, incorporating location attachment into studies on volunteer tourism proves a potent lens through which to view the intricacies of volunteer intentions and their enduring effects on destinations.

Destination attachment has grown in importance in tourism studies for its impact on visitor behavior (Pangaribuan et al., 2021c). The impact goes beyond conventional measures of contentment to comprehend the emotional bond travelers have with their travel places. Experts can learn more about the insights that promote repeat visits, encourage positive word-of-mouth, and drive engagement in volunteer tourism participation. With a better understanding of the reasons behind tourist motivations, marketing strategies may be more precisely targeted, destination loyalty can be fostered through programs, and sustainable tourism practices can be developed that benefit travelers as well as the places they value (Cossio-Silva et al., 2019). Therefore, integrating destination attachment into tourism research provides an effective window to view the complexities of visitor behavior and its far-reaching consequences.

While destination attachment is acknowledged as a key driver influencing visitor behavior, expanding the field of tourism study requires understanding the mechanisms behind this relationship. Travelers having a deep relationship with their location are likely to feel a heightened sense of responsibility toward the destination's well-being (Bozic & Šagovnović, 2022). This responsibility can then have an impact on their conduct, leading individuals to look for methods to reduce unfavorable consequences and contribute positively (Sharpe et al., 2022). Furthermore, their attachment fosters a belief in their ability to make a difference – convincing oneself the ability to change the world – enabling people to act in ways consistent with their increased feeling of accountability. By examining these key psychological factors, scholars can gain insight into the multifaceted cognitive processes that convert destination attachment into specific traveler behaviors by looking at these mediating factors. This understanding eventually lead to the development of more focused interventions to encourage sustainable and ethical tourism practices.

The following are the two main contributions of this study. First, pro-environmental tourism orientation (responsibilities and consequences) is driven by destination attachment. Destination attachment refers to the multidimensional emotional connection a tourist forms with a particular location, extending beyond simply enjoying the destination's attractions and encompassing elements like emotional bonding, cognitive associations, and behavioral loyalty. Second, pro-environmental tourist orientations in the forms responsibilities and consequences act as necessary and sufficient mediators between their attachment of a destination and their formation of behavioral intention.

METHODS

The type of data or information in this research is quantitative, in the form of numbers, which are used to strengthen the background and empirical analysis. Another data source used for processing empirical data is distributing questionnaires to tourists who have visited tourism areas and participated in volunteer activities in tourism areas in Indonesia. The questionnaire is structured with closed questions and uses a Likert measurement scale (in an interval scale for several questions on the respondent's profile, such as the tourist's area of origin, gender, age; in an ordinal scale for the core questions of the questionnaire with 5 different levels of answers). In addition, this research also collected secondary data and information from previous literature that supports this research.

The research method in this research is an explanatory survey which aims to distinguish between, and measure, the influence of the variables under study and explain the causes and effects of the relationships between them through a number of samples (Collis & Hussey, 2003). Data is collected through distributing questionnaires once within a certain period or time dimension in order to answer research questions. To anticipate deviations due to various factors and avoid bias, the error rate in this study is limited to 5%.

Table 1 shows the demographic distribution of the participants. A total of 658 respondents participated in the survey. According to APEC Tourism Working Group (2018), up to 75% of voluntourists are female, indicating that women make up the bulk of the volunteer tourism population in terms age. Students make up the majority of participants (60.18% of survey responses). In terms of educational background, high school students and undergraduates dominated the participants, confirming that the largest market of voluntourists is the 20-25 age group and about 70% of the voluntourism enthusiasts are full-time students (WYSE Travel Confederation, 2007; Tourism Research and Marketing, 2008). Most of the survey participants are from the island of Java. Eleven social activities were held during the survey participants' past vacation, with teaching local people taking up the most category.

Tourists in Indonesia were chosen as respondents for this study because Indonesian tourism has developed into one of the largest economic sectors in the world and tourists are the main source of gross domestic income in this country. In addition, the survey found that 86% of Indonesians prefer to travel within their country, particularly among the country's youth and elderly (Qomariyah et al., 2020). Bahasa Indonesia was utilized to adapt the survey items. This research is based on a sample of 658 local travelers who participated in at least one volunteer project during their trip. This study model was evaluated to guarantee the robustness of the suggested model.

Every measure was taken from earlier study, carefully adjusted to meet the requirements of this investigation, and then verified. The measure of awareness of consequences was adapted from Schwartz (1977), De Groot and Steg (2009), and Han and Hyun (2017), based on five items. Another five-item scale of ascription of responsibility was adapted from Schwartz (1977), Onwezen et al. (2013), and Han and Hyun (2017). Eom and Han (2019) and Yuksel et al. (2010) provided a five-item destination attachment measure that was modified. Lastly, the intention scale with five items was modified from Long and Kayat (2011) and Han et al. (2019).

LITERATURE REVIEW

Based on the model that describes the link between destination attachment and intention to participate in voluntourism, the conceptual framework was developed (see Figure 1). It is intended to test the mediating roles of ascription of responsibility and awareness of consequences on the relationship.

Table 1. Profile of the participants

Construct	Cases (%)
<i>Gender</i>	
Female	398 (60.49%)
Male	247 (37.54%)
Did not answer	13 (1.98%)

<i>Profession</i>	
Student	396 (60.18%)
Employee (Private-owned)	104 (15.81%)
Entrepreneur	60 (9.12%)
Housewife	37 (5.62%)
Employee (State-owned)	31 (4.71%)
Employee (Non-profit)	12 (1.82%)
Retiree	10 (1.52%)
Medical doctor	3 (0.46%)
Clergy	3 (0.46%)
Academician	2 (0.30%)
<i>Educational Background</i>	
High School	315 (47.87%)
Bachelors	242 (36.78%)
Diploma	57 (8.66%)
Masters	39 (5.93%)
Doctoral	5 (0.76%)
<i>Current Residence</i>	
Java	308 (46.81%)
Bali	203 (30.85%)
Sumatra	98 (14.89%)
Sulawesi	22 (3.34%)
Kalimantan (Borneo)	13 (1.98%)
Nusa Tenggara	6 (0.91%)
Overseas	4 (0.61%)
Papua	3 (0.46%)
Maluku	1 (0.15%)
<i>Social Activity Category during Past Vacation</i>	
Teaching local community	288 (17.42%)
Arts/cultural performance	254 (15.37%)
Festival/sports events	229 (13.85%)
Agriculture/farming	162 (9.80%)
Local business development	145 (8.77%)
Conservation (management) of plants	130 (7.86%)
Research	117 (7.08%)
Health/medical assistance	103 (6.23%)
Build public facilities	97 (5.87%)
Child care	75 (4.54%)
Conservation (management) of wildlife	53 (3.21%)

Norm Activation Theory (NAT)

Initially, NAT was used to explain pro-social or altruistic behavior, and was later extended to the study of pro-environmental behavior (Steg & Groot, 2010). This theory states that when a person accepts responsibility for the negative effects on themselves and the environment (ascription of responsibility) and is aware of the implications that might affect other people or the environment (awareness of consequences), personal norms are activated and then followed by pro-social/pro-environmental behavior (Schultz et al., 2005). Personal norms are views about one's moral duty to act in a way that is pro-social and pro-environment (Steg et al., 2005).

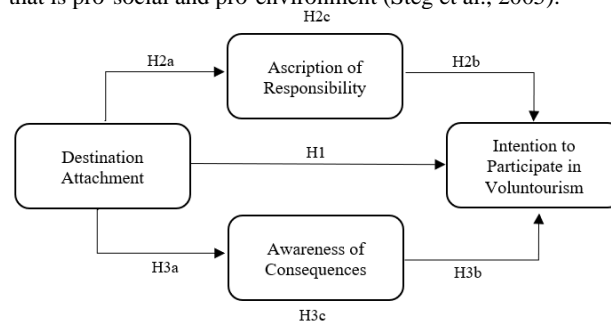


Figure 1. Conceptual framework

Originally, the NAT theory was created with one particular kind of behavior in mind: altruism, or helpful action. The study of Schwartz and Howard (1981), who were looking for variables that may forecast the circumstances in which individuals are inclined to help others, served as the foundation for

this theory. The theory's central tenet is that individuals only assist others when they feel morally required to do so in a certain circumstance – a state known as activated personal norms, as identified by Schwartz and Howard (1981). Before these personal norms recognized as useful behavioral determinants, they must first be activated. These norms are a reflection of the individual's value system in a certain situation.

Four requirements must be satisfied to activate the said norm: (1) an individual must be aware of their need for assistance, which is referred to as awareness of need; (2) an individual must be aware of the potential consequences of the behavior they will engage in, which known as awareness of consequences in theory; (3) an individual must accept responsibility for their actions, which is known as perceived responsibility; and (4) an individual must believe they are capable of performing helpful actions, which is a construct similar to perceived behavioral control.

It is not obvious how NAT applies to conduct that is meaningful to the environment, as it was designed to explain altruistic behavior. However, Thøgersen (1996) contends that moral views about what is good and wrong to do instead of cost-benefit calculations govern environmental behavior, placing it within the moral domain. These arguments make NAT a valuable theory for analyzing such relationships. Following Thøgersen, many researchers have applied NAT to explain ecologically relevant behavior with encouraging results, demonstrating that pro-environmental behavior is in fact influenced by NAT factors (e.g., Harland et al., 2007; Hunecke et al., 2001).

Volunteer Tourism in Indonesia

As stated in the Indonesian Government Regulation Number 50 of 2011 concerning the 2010-2025 National Tourism Development Master Plan, the concept of “*kesukarelaan*” (from the word “*sukarela*,” meaning “to volunteer”) is anticipated to grow into one of the most well-liked travel trends (Setyawati & Safitri, 2019). In article 14c of the Indonesian Government Regulation number 50 of 2020 concerning the National Tourism Development Master Plan for 2010-2025), “Volunteer Tourism” is one of 23 sub-types or categories of ‘man-made/special’ tourism activities. The current tourism trend is carried out by young people in order to care about the nature and culture of Indonesian tourist destinations, not just taking a leisurely stroll, but becoming responsible tourists while volunteering to contribute or benefit the destinations visited (Sari et al., 2021).

According to the APEC Tourism Working Group (2018), of the total of 251 organizations in the world identified as operating in the field of voluntourism (sending and receiving tourists), there are 36 located in Indonesia. Some organizations operate in more than 1 APEC (Asia-Pacific Economic Cooperation) member country. One example of a voluntourism program that concentrates heavily on protecting orangutans is in Indonesia and Malaysia.

In Indonesia, a number of organizations have made significant efforts through local initiatives and global campaigns, for example Happy Hearts Indonesia has carried out several social care campaigns, for example distributing thousands of pairs of shoes to children in East Nusa Tenggara. Travel Sparks, providing services for domestic and foreign tourists to explore and experience authentic local life while volunteering at Taman Bacaan Pelangi, is a nonprofit organization whose goal is to construct libraries for kids in Eastern Indonesia's isolated communities. Then, Gili Shark Conservation (a two-hour boat ride from Bali) organizes volunteers who educate local residents through “Plastic Free Paradise” and beach clean-ups, diving to pick up debris in the sea and providing plastic recycling training courses for free to local businesses as well as hosting conservation classes for elementary schools. Another example is the Orangutan Foundation (based in the UK), which runs its volunteer program once a year in Kalimantan, drawing in adventurers willing to pay £800 and travel at their own expense to spend three weeks sleeping in rudimentary lodgings while building the infrastructure needed for researchers, forest rangers, and visiting students. The most common volunteer tourism programs in Asia Pacific countries are teaching, animal welfare and building community facilities (APEC Tourism Working Group, 2018).

Destination Attachment and Intention to Participate in Voluntourism

Attachment to a place is described as an emotional bond between a person and that place (Yuksel et al., 2010). This attachment comprises four distinct elements: ‘place identity, place dependence, affective ties, and social ties,’ while some researchers only focus on three components without ‘social ties’ (Qu et al., 2019). When discussing tourist loyalty and satisfaction in the tourism industry, place attachment and destination attachment are sometimes used interchangeably (Hwang & Lee, 2019; Sontikul & Jachna, 2016; Pangaribuan et al., 2021c). Several studies show a significant relationship between place attachment and behavioral intentions (Hosany et al., 2017; Hwang & Lee, 2018; Hwang &

Park, 2018; Pangaribuan et al., 2021b). Consequently, in light of the discussion, we put forward the following hypothesis:

H1: Destination attachment will have a significant positive relationship with intention to participate in voluntourism.

Destination Attachment, Ascription of Responsibility, and Intention to Participate in Voluntourism

A strong connection to a tourist place will increase one's sense of responsibility for its well-being. Travelers who have a strong emotional connection to the place are more inclined to believe that they can contribute to its positive development. The increased investment may take the form of a sense of duty on the part of tourists, who believe they must contribute to the sustainability and prosperity of the destination. Cheng et al. (2013) discovered that island visitors behaved sustainably when they felt a connection to their place. Improving traveler appeal and their emotional connections to places may contribute to adopting responsible traveler behavior and a sense of sustainable tourism development (Li et al., 2023). This responsibility would result in a greater desire to participate in volunteer tourism activities. According to Verma et al.'s (2019) study, individuals who feel more responsible for the environment will end up with a positive attitude toward choosing environmentally friendly accommodation. Hotel consumers also feel mutual responsibility for causing environmental degradation and believe that it is everyone's responsibility to preserve the environment. Residents in Seoul's sense of environmental responsibility has meaningful effects on pro-environmental behavioral intentions (Hong & Kim, 2019).

Tourists who feel responsible for the destination's well-being are likely to be more motivated to seek opportunities to contribute directly. It can also be posited that the influence of destination attachment on volunteer tourism operates indirectly through the intervening mechanism of ascription of responsibility, implying that tourists' emotional connection fosters a sense of responsibility, motivating them to participate in volunteer activities. Thus, in light of the discussion, we put forward the following hypotheses:

H2a: Destination attachment will have a significant positive relationship on ascription of responsibility.

H2b: Ascription of responsibility will have a significant positive relationship on intention to participate in voluntourism.

H2c: The relationship between destination attachment and intention to participate in voluntourism is mediated by ascription of responsibility.

Destination Attachment, Awareness of Consequences, and Intention to Participate in Voluntourism

The connection between service quality (SQ), destination attachment (DA), and electronic word-of-mouth (eWOM) intention has been studied in the context of heritage sites. In particular, research indicates that eWOM intention and DA are highly influenced by heritage SQ, implying a strong correlation between heritage SQ and both DA and eWOM intention among foreign visitors to historic sites, such as the Golden Triangle in India (Pandey & Sahu, 2020). Zhang et al.'s (2017) research discovered that a person's relationship to a mountain tourism location immediately increases their awareness of the effects on the environment. According to Kollmuss and Agyeman (2002), environmental awareness is defined as knowledge of the impact of human behavior on the environment, and this has affective and cognitive components based on the individual's amount of knowledge. Thus, awareness supported by environmental knowledge should change consumer intention toward pro-environmental behavior (Macovei, 2015). This empirical study emphasizes the value of creating strong emotional bonds between travelers and their travel locations, highlighting place attachment's function as a motivator for behavioral intention prediction. Tourists' emotional connection to a destination (attachment) fosters their awareness of potential positive outcomes from volunteering (e.g., personal growth, community impact), ultimately translating this awareness into a stronger intention to participate. Therefore, in light of the discussion, we put forward the following hypotheses:

H3a: Destination attachment will have a significant positive relationship on awareness of consequences.

H3b: Awareness of consequences will have a significant positive relationship on intention to participate in voluntourism.

H3c: The relationship between destination attachment and intention to participate in voluntourism is mediated by awareness of consequences.

RESULTS AND DISCUSSION

Results

The measurement model was evaluated using three different characteristics in the study: discriminant validity, convergent validity, and internal consistency (Hair et al., 2019). To assess the model fitness, it is important to look at the standardized root mean square residual (SRMR), variance inflation factor (VIF), and Dijkstra-Henseler's ρ_A (ρ_A).

Table 2. Refinement of the scale

Variables	Loadings	VIF
Awareness of Consequences (AOC) $\alpha = 0.862$; $CR = 0.900$; $AVE = 0.644$; $\rho_A = 0.863$		
To go on social trips while volunteering will...		
provide a better future for the environment.	0.768	1.706
help local communities is an activity that is beneficial to human life.	0.806	1.983
provide a new atmosphere for the world of recreation.	0.822	2.087
provide better welfare for local communities.	0.834	2.161
have an impact on better ecosystem quality.	0.781	1.789
Ascription of Responsibility (AOR) $\alpha = 0.769$; $CR = 0.845$; $AVE = 0.523$; $\rho_A = 0.771$		
Preserving the environment is one of my responsibilities.		
I feel embarrassed because the contribution I have made to protecting the environment is still so small.	0.711	1.387
News about environmental damage makes me feel sad.	0.604	1.191
By reducing the use of scarce natural resources, I contribute to environmental sustainability.	0.759	1.561
I want to contribute to protecting the environment by reducing air pollution	0.783	1.650
	0.746	1.585
Destination Attachment (DES) $\alpha = 0.805$; $CR = 0.865$; $AVE = 0.563$; $\rho_A = 0.805$		
I still remember and am impressed by one of the tourist locations I'd visited.	0.776	2.032
One of the tourist locations that I'd visited was very meaningful to me.	0.802	2.256
I feel that one of the tourism locations I'd visited has become part of my life.	0.730	1.622
I feel personal satisfaction when traveling in one of the locations I'd visited compared to other places.	0.768	1.636
With experience at one of the tourism locations I'd visited, I feel connected to the future.	0.669	1.369
Intention to Participate in Voluntourism (INT) $\alpha = 0.901$; $CR = 0.926$; $AVE = 0.715$; $\rho_A = 0.908$		
I want to...		
...participate in volunteer tourism activities in the near future.	0.809	2.274
...recommend volunteer tourism activities to other people.	0.881	2.854
...encourage other people to participate in volunteer tourism activities.	0.863	2.694
...support volunteer tourism activities in the future.	0.843	2.224
...take part if there are volunteer tourism activities in the near future.	0.830	2.441
Note: CR = Composite reliability; AVE = Average variance extracted; VIF = Variance inflation factor; ρ_A = Dijkstra-Henseler consistent reliability coefficient		

All scores were over 0.70 when the internal consistency reliabilities of the measuring items were assessed using Cronbach's Alpha. Composite Reliability (CR) and Average Variance Extracted (AVE) are used to evaluate convergent validity. There are acceptable values for the CR above 0.70, which spans from 0 to 1 (Graciola et al., 2020). The CR ratings ranged from 0.845 to 0.901 for every construct, suggesting good values. The AVE also has to be more than 0.5 (Hair et al., 2006). It was discovered that AVE scores were satisfactory, ranging from 0.523 to 0.715. Together, CR and AVE validated the convergent validity of the measurements. Furthermore, construct reliability was assessed using Dijkstra-Henseler's ρ_A . The ρ_A values for the current research were above the permissible threshold of 0.7, ranging from 0.771 to 0.908 (Dijkstra & Henseler, 2015). The complete details of scale refinement are provided in Table 2.

The VIF is a commonly used indicator to evaluate the formative indicators' collinearity. In this regard, VIF scores should be fewer than 5 (Hair et al., 2021), as larger values indicate significant collinearity issues. Table 2 shows that all items had VIF scores less than 5, which means there are no multicollinearity issues.

The degree to which one component in the structural model is empirically different from other constructs is known as discriminant validity (Hair et al., 2019). Every construct's AVE has to be compared to every other reflectively evaluated construct in the structural model as well as the squared

inter-construct correlation (Fornell & Larcker, 1981). The estimates of discriminant validity are shown in Table 3.

Hair et al. (2019) suggested use the heterotrait-monotrait (HTMT) ratio of correlations in addition to the AVE-based technique to assess discriminant validity. Values less than 1.00 are considered good, and the HTMT is more reliable for evaluating discriminant validity (Hair et al., 2006; Henseler et al., 2015). In the present study, there was no discriminant validity issues since every observed HTMT estimate was less than 1.00 (see Table 3).

When formative elements are incorporated into the structural model, PLS-SEM is the suitable approach. According to Hair et al. (2014), formative measurement models should be assessed using the following criteria: statistical significance, indicator collinearity, and indicator weight relevance. Finding the impact sizes (f -square or f^2), in addition to the p -value and alpha levels, is crucial (Graciola et al., 2020). Any values of f^2 greater than 0.35 are regarded as critical, while those above 0.02 are regarded acceptable (Hair et al., 2014). The f^2 scores for each proposed association are displayed in Table 4.

Table 3. Discriminant validity

Variable	Fornell-Larcker Criterion				HTMT Ratios			
	AOC	AOR	DES	INT	AOC	AOR	DES	INT
Awareness of Consequences (AOC)	0.803							
Ascription of Responsibility (AOR)	0.859	0.723			0.721			
Destination Attachment (DES)	0.374	0.436	0.750			0.442	0.543	
Intention to Participate in Voluntourism (INT)	0.485	0.482	0.476	0.846	0.545	0.573	0.555	

In reference to the testing of hypotheses, H1 suggested DES had a positive impact on INT. The findings confirm H1 by demonstrating a significant effect of DES on INT ($t = 7.292$, $p < 0.05$). In a similar vein, H2a suggested that DES had a significant impact on AOR ($t = 11.409$, $p < 0.05$). H2b proposed a positive effect of AOR on INT. This hypothesis was also supported ($t = 4.677$, $p < 0.05$). Finally, the results also showed a positive effect of DES on AOC ($t = 9.289$, $p < 0.05$) and AOC on INT ($t = 11.409$, $p < 0.05$), lending support to H3a and H3b, respectively. The findings of the hypothesis testing in response to the path analysis are shown in Table 4. Meanwhile, to test the role of AOR and AOC as mediating variables, as stated in hypotheses 2c and 3c, PLS bootstrap was also utilized. The results of which can be seen in Table 4. The mediation test results also supported hypotheses 2c and 3c with patch coefficients of 0.095 and 0.089 and p -values < 0.05 , respectively. This means that both AOR and AOC increase can significantly strengthen INT which was triggered by DES.

Discussion

Building upon NAT, this study examined the effect of destination attachment cues on intention to participate in voluntourism. Additionally, this study compared the ascription of responsibility and awareness of consequences as mediators. Thus, the results of the overall model are discussed in the following sections, which are then followed by the findings across mediating components. In general, DES has a positive influence on INT (H1). Travelers are more prone to experience a sense of obligation and belonging to a place if they develop deep emotional ties with it. Their emotional commitment may inspire them to volunteer to give back. These results corroborate the findings of previous studies (Hosany et al., 2017; Hwang & Lee, 2018; Hwang & Park, 2018; Pangaribuan et al., 2021a), which highlight the significance of destination attachment as an intention predictor. Based on the results of the current study, it can be inferred that DES encourages positive attitudes in travelers even if there is not enough empirical data to support a relationship between DES and INT.

Table 4. Path coefficients

Paths	Standard beta	t value	f^2	p
H1: DES→INT	0.291	7.292	0.105	0.000
H2a: DES→AOR	0.436	11.409	0.234	0.000
H2b: AOR→INT	0.205	4.677	0.039	0.000
H2c: DES →AOR→INT	0.095	4.678	0.000	
H3a: DES→AOC	0.374	9.289	0.162	0.000
H3b: AOC→INT	0.255	11.409	0.065	0.000
H3c: DES→AOC→INT	0.089	5.352	0.000	

The effect of DES on AOR was also significant (H2a). Deeper attachment often leads to greater empathy for the local people and their challenges. As a result, tourists are more likely to feel responsible

for contributing to the destination's sustainability and development. The positive impact of DES on AOR validates the findings of previous studies (Li et al., 2023; Cheng et al., 2013), which highlights the importance of destination attachment as a predictor of ascription of responsibility.

Ascription of responsibility positively influenced INT (H2b), supplying empirical data in a field where little previous study has been done. Indonesia faces significant environmental challenges, e.g., deforestation, pollution, and climate change. Tourists who feel responsible for the environment are more inclined to participate in volunteer programs focused on ecological conservation. Thus, the results of this study validate the hypothesis of Hong and Kim (2019) that ascription of responsibility, as a consciousness of environmental responsibility, fosters pro-environmental behavioral intentions.

Next, H3a confirmed that DES positively influences AOC. In this regard, a strong attachment to a destination can inculcate a deeper understanding of its culture, history, and environmental challenges, which in turn can increase awareness of potential consequences of tourist activities. These results corroborate the findings of previous study (Zhang et al., 2017), which highlights the significance of destination attachment as an awareness of consequences predictor.

Awareness of consequences positively improved INT (H3b), offering empirical evidence in a field with limited previous study. When people become aware of the negative impacts of tourism, e.g. environmental degradation, they develop a sense of duty and concern. This awareness can lead to a change in one's motive, from solely seeking personal enjoyment to making a constructive contribution positively to the host community. Pro-environment behavioral intention should shift toward behavior when awareness is reinforced by environmental information (Macovei, 2015). The findings of this study thus validate the claim made by Hong and Kim (2019) that pro-environmental behavioral intentions are fostered by awareness of consequences.

Both ascription of responsibility and awareness of consequences mediate the relationship between destination attachment and intention to participate in voluntourism (H2c; H3c). A strong emotional connection to a place encourages a more thorough comprehension of its complexity, heightening one's feeling of responsibility. People are more likely to view volunteer work as a way to favorably affect the host community when they are aware of the negative effects of tourism, which increases their intention to participate in such programs. This implies that fostering a feeling of community among visitors may be a useful strategy for advancing environmentally friendly travel methods in Indonesia. Undoubtedly, destination attachment exerts a more direct and powerful impact on behavioral intentions than through awareness of consequences and ascription of responsibility. A strong emotional connection to a place might potentially circumvent a sense of care and responsibility. People may be inspired to actively contribute to the destination's well-being by this strong emotional bond, and voluntourism will inevitably grow out of this relationship. Therefore, while responsibility and awareness are essential, it may be better to think of them as results or expressions of destination attachment rather than stand-alone factors influencing the likelihood of engaging in volunteer tourism.

CONCLUSION

In summary, the study advances discipline by shedding light on the factors influencing tourists' intention to participate in volunteer programs within the framework of volunteer tourism in Indonesia. These results provide insightful information on how destination attachment influences travelers' intentions. The findings also highlight the different functions that responsibility and consequence awareness play. While destination attachment has a more critical role as a direct influencer of pro-environment behavioral intentions, assigning responsibility and being aware of the consequences remain important mediators. The theoretical and practical implications are presented in the following sections. Lastly, the paper points out significant limitations and recommends further research.

Theoretical Implications

Concerning theoretical implications, this work makes a significant contribution to the literature in three respects. First, the present study fills a gap in the literature by providing empirical confirmation of the mediating roles played by the awareness of consequences and ascription of responsibility in the relationship between destination attachment and intention to participate in volunteer tourism in Indonesia. Second, the study extends and contextualizes the body of research on travelers' behavioral intentions in the context of voluntourism. Third, this study may contribute to the refinement and expansion of the Norm Activation Theory, particularly in the context of volunteer tourism.

Practical Implications

The research offers important managerial implications. For destination marketing organizations (DMOs), strategies are needed to foster a deeper emotional connection between tourists and the destination. For example, creating authentic and immersive experiences highlighting the destination's unique culture, heritage, and environment. Encourage storytelling and personal connections through social media and other digital platforms is advisable. Additionally, partnering with local communities to create voluntourism programs that align with tourists' values and interests is also suggested. For tourism operators, it is recommended to offer voluntourism packages that integrate with the destination's culture and environment, provide opportunities for tourists to engage with local populations and get insight into their way of life, and to educate staff about the destination and its challenges, enabling them to effectively communicate the importance of responsible tourism. For tourism policy development, local government needs to prioritize the development of sustainable tourism policies that focus on preserving cultural heritage and natural resources, as well as invest in community development programs that empower residents and create opportunities for volunteer tourism.

Limitations and Future Research

There are a few issues with the current study that might be resolved in further research. The majority of research participants in this study were young local travelers, and their reasons for participating were confined to a single year. Therefore, the study's findings should not be extrapolated to be generalized, further research with a more representative sample and additional volunteer tourism initiatives is required.

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