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Y GENERATION PARTICIPATION IN RECOMMENDING SUSTAINABLE TOURISM: A STUDY OF ASIAN TRAVELERS IN BALI ISLAND

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ABSTRACT

This study examines environmental awareness as a moderating variable that strengthens the influence of perceived environmental sustainability, perceived cultural sustainability, and perceived economic sustainability on word-of-mouth intention on foreign tourists, particularly the Y generation, traveling in the Island of Bali. This study also examines the perceived direct effect of environmental sustainability, perceived cultural sustainability, and perceived economic sustainability on word-of-mouth intention. As many as 211 Y generation foreign tourists from countries in the Asian region were selected as respondents to this study. Data was collected by questionnaire using 4 foreign languages and analyzed using WarpPLS. The results show that environmental sustainability, cultural sustainability, and economic sustainability have a significant effect on word-of-mouth intention. Environmental awareness strengthens the influence of environmental sustainability and economic sustainability on word-of-mouth intention, but does not moderate the influence of cultural sustainability on word-of-mouth intention. The results of this study provide an understanding to destination managers to pay attention to sustainability aspects because the increasing environmental awareness of the youth will influence the interest, especially interest in recommending destinations.

KEY WORDS

Y generation, environmental awareness, sustainable tourism, island tourism, word-of-mouth intention.

Broader education and information about the environment increases the environmental awareness of the Y generation (Perdan, Jones, and Azapagic, 2017) that they tend to support environmental preservation efforts. The Y generation is aware on the impact a product brings to the environment, is careful in the decisions taken, and takes the benefits offered by the product (Williams and Turnbull, 2015). Alignments to the environment are shown through their attitudes, interests, and behavior on environmentally friendly products. The Y generation refers to those born after 1981 (Strauss and Howe, 1991). It is important to highlight the characteristics of the Y generation because they have specificities in personal and cultural characteristics affecting their decision making and sustainable consumption (Severo *et al.*, 2017). They prefer to buy environmentally friendly products and recommend environmentally friendly products to others.

In the context of tourism, the partiality of tourists in the environment is shown by recommending sustainable tourism to others through word-of-mouth. Word-of-mouth is very important for the future of tourist destinations because it determines the number of visits for the following times. Travelers who visit a destination provide an assessment related to sustainability aspects. Sustainability for tourism includes environmental sustainability, cultural sustainability, and economic sustainability (Iniesta-Bonillo *et al.*, 2016; Kim *et al.*, 2017). Based on their perceptions when visiting destinations, future attitudes, interests and behaviors are formed. Word-of-mouth intention is one interest that arises after visiting a destination. When tourists perceive positively on sustainability aspects, they tend to have a high interest in recommending destinations that they visit to others.

Research on the influence of the sustainability dimensions of behavior intention is still limited, as well as research that examine environmental awareness on the behavior intention. This study aims to examine the effect of perceived environmental sustainability, perceived

cultural sustainability, and perceived economic sustainability on word-of-mouth intention. This study also examines environmental awareness as a moderating variable on the influence of perceived environmental sustainability, perceived cultural sustainability, and perceived economic sustainability toward word-of-mouth intention. This study was conducted in Bali as the main tourist destination in Indonesia. The research focused on foreign tourists belonging to the Y generation from countries in Asia. The number of foreign tourists from Asia who visit Bali is increasing year by year (BPS, 2018) and this shows that Bali is one of the tourist destinations in the world having good prospects because it has a beautiful natural appeal and distinctive culture. However, the increase in the number of tourists not followed by the increase in facilities and conservation efforts will actually reduce the quality of destinations and tourists will perceive this badly leading to them unwilling to recommend the place to other. Therefore, it is interesting to do a study related to the aspects of sustainability and environmental awareness in word-of-mouth intention.

LITERATURE REVIEW

Tourism Sustainability. Tourism development is a step to increase greater benefits for stakeholders, such as the surrounding community, entrepreneurs, and tourists. In the development of tourism, the sustainable tourism approach is "tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment, and host communities" (UNEP, 2005). Brundtland (1987) reveals that sustainability in the development of the tourism industry is development that fits with current needs without compromising the ability of future generations to meet their own needs, so they have long-term insight. Sustainable tourism is a tourism management concept that not only discusses the benefits and immediate effects, but also considers the long-term benefits and impacts of a tourist destination for stakeholders. Iniesta-Bonillo *et al.* (2016) confirm that sustainable tourism is tourism that satisfies the present tourists and the demands of the surrounding population, while protecting and increasing opportunities in the future. Rodríguez Díaz and Espino Rodríguez (2016) also stated that sustainable tourism development not only satisfies momentary tourists, but must also protect and increase future opportunities. Thus, sustainable tourism provides benefits to all stakeholders in the short and long term.

Experts have developed a set of instruments to measure sustainability from various perspectives. Bramwell *et al.* (1996) have developed the sustainability dimension from various perspectives summarized in seven dimensions namely environment, culture, politics, economics, social, managerial, and government. Cernat and Gourdon (2012) and Ko (2005) have developed sustainability measurements based on certain geographical aspects. Cottrell, Vaske, and Roemer (2013) have developed four dimensions of sustainability that cover economic, social, cultural, environmental, and institutional aspects. Meanwhile, in 2014, Martínez and Rodríguez del Bosque (2014) focus on sustainability indicators through three dimensions namely economic, social, and environmental. Iniesta-Bonillo *et al.* (2016) and Kim *et al.* (2017) measure sustainability based on tourists' perspectives through three aspects, namely environmental sustainability, economic sustainability, and economic sustainability.

Iniesta-Bonillo *et al.* (2016) explain that components related to natural capital and the conditions for renewable and non-renewable resources are at the core of the environmental dimension. Pearce (1995) explains that the sociocultural dimension includes human-environmental interactions and the protection of socio-cultural resources of local communities and host regions, which emphasizes the cultural interactions and activities needed to develop cultural exchanges in the tourism sector. Mbaiwa (2005) explains that economic sustainability implies economic benefits for the population. Iniesta-Bonillo *et al.* (2016) have added the importance of value of money for tourists.

Environmental Awareness. Environmental awareness is a unique individual characteristic that is formed, among others, through experience and education (Hill *et al.*, 2007). Different levels of environmental awareness will affect different preferences and

behaviors (Lee *et al.*, 2017). Environmental awareness is formed through environmental knowledge and experiences that shape environmental attitudes to produce pro-environmental behavior (Burgess *et al.*, 1998; Antimova *et al.*, 2012). Schwartz (1977) describes the norm activation theory, which shows that values, norms, or personality will encourage pro-environment interests and behavior.

In the context of tourism, environmental awareness plays an important role in determining the future of tourist destinations (Mihalic, 2016). Environmental awareness guides attitudes, interests, and behavior towards a tourist destination. Tourists who have high environmental awareness will side with tourist destinations that do good environmental conservation. Tourist experience allows observation of the destination's natural resources, leading them to engage in environmentally friendly responsibilities (Lee and Jan, 2015).

Travelers' appreciation of eco-friendly tourist destinations is shown through their interest in revisiting and recommending destinations to others. Tourists who have a low level of environmental awareness certainly have a low sensitivity in appreciating the efforts of environmental protection so they are less concerned. Even tourists who do not care about the environment may bring a negative impact on the destination (Gössling *et al.* 2006; Scott *et al.*, 2010); they feel that they only stay for a while (Archer *et al.*, 2005) so that they tend to think that there is no need to show environmentally responsible behavior (Nicholas and Thapa, 2010; Hill *et al.*, 2007; Archer *et al.*, 2005). Tourists who have visited tourist destinations can feel the sustainability of tourist destinations so they can respond in the form of interests and needs. When tourists give a good assessment on sustainability and they have a high environmental awareness, their response is an interest in doing positive word-of-mouth to others. Conversely, if their assessment on the sustainability aspect turns out to be bad and they have a high level of awareness, their response is reluctance to do positive word of mouth. This shows that tourist environmental awareness has the effect of strengthening or weakening the effect of perceived sustainability on word-of-mouth intention.

Word of Mouth Intention. Word-of-mouth is a form of interpersonal communication between consumers regarding their personal experience in a company or product that will improve their reputation or defame the object (Richins and Root-Shffer, 1988). Whereas Engel, Blackwell and Miniard (1995) define word-of-mouth as an informal transmission of ideas, comments, opinions, and information between two people, both of whom are not marketers. Referring to Kotler and Keller (2006), word-of-mouth is a communication process where an individual gives recommendations both individually and in groups to a product or service personally. In the context of tourism, word-of-mouth refers to non-commercial communication by actual tourists to potential tourists regarding their experience of a product, service, destination, or tourist organization (Riduan *et al.*, 2015).

Positive word-of-mouth has an important role in maintaining tourism sustainability (Litvin *et al.*, 2008) because through positive word-of-mouth tourism information is widespread. Prospective tourists trust information and recommendations from tourists who have visited rather than information from the company because the prospective tourists feel that the people they ask for information are independent and honest. Goodman (2009) explains that negative word-of-mouth will be more easily spread, meaning that it is more powerful than the positive one. Dissatisfied consumers will have a stronger tendency to provide voluntary information to others than when they experience satisfaction. Disappointed people vent their disappointment by sharing their bad experiences with others so that it spreads quickly in the community.

Word-of-mouth for tourist destination managers is to help management in disseminating destination information to the wider community so that potential tourists choose that destination. Besides information from tourists is more trusted, word-of-mouth is more efficient because companies do not need to pay large costs for word-of-mouth to save on promotion costs. Satisfied customers provide product references so they are more easily spread to other consumers (Kotler and Keller, 2006). Kumar and Munjanath (2012) argue that the most valuable customers are customers who have the most word-of-mouth activity and are able to bring other customers to buy at the company, not the customers who buy the

most. This shows the importance of customer interests and behavior to convey positive things to others.

Y Generation. Consumers can be grouped by generation based on their year of birth, in which at that time there were significant differences between generations. Strauss and Howe (1991) provide criteria for classifying generations according to the year of birth. Baby Boomers are those born before 1965, X generation are born between 1965 and 1981, and Y generation are born after 1981. Although the size of the age interval used in classifying generations is still controversial (Rindfleish, 1994; Mannheim, 1952), this grouping is still important because they have different personal, cultural, and historical characteristics (Severo *et al.*, 2017). Generation classification is important in the context of marketing because individual differences have an impact on values, attitudes, interests, and behaviors. Generational characteristics also influence decision making in organizations and sustainable consumption (Severo *et al.*, 2017).

This research focuses on foreign tourists belonging to the Y generation category. Y generation consists of young people who are looking for innovation; they are born in the midst of technological evolution and represent the main segments of the market (Gardiner, Grace, King, 2015; Kruger and Saayman, 2015). The high level of information related to the environmental issues that Y generation has can influence environmental awareness (Perdan, Jones, and Azapagic, 2017). According to Wright, Caserta and Lund (2003), generation Y is aware of the environmental impact, is careful in decisions taken, and take advantage of the products offered (Williams and Turnbull, 2015). Their environmental awareness makes them support every effort made for environmental preservation. The alignments in sustainability are shown through environmentally friendly behavior, the desire for revisit, and word-of-mouth intention (Kim *et al.*, 2018).

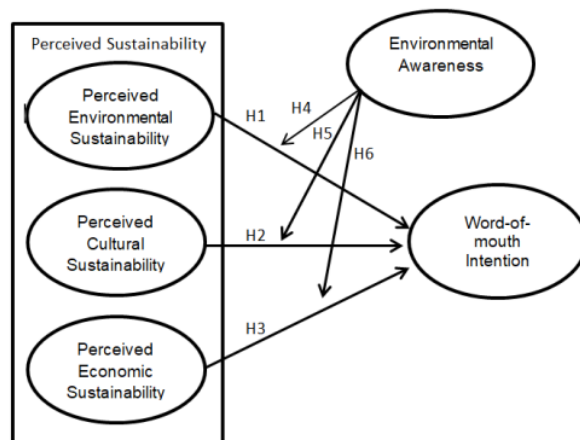


Figure 1 – The Model of Hypothesis

Hypothesis. Based on the literature review and empirical studies as explained in the previous section, the following hypotheses are formulated:

- H1. Perceived environmental sustainability influences word-of-mouth intention;
- H2. Perceived cultural sustainability influences word-of-mouth intention;
- H3. Perceived economic sustainability influences word-of-mouth intention.
- H4. Perceived environmental awareness moderates the influence of environmental sustainability on word-of-mouth intention;
- H5. Perceived environmental awareness moderates the influence of cultural sustainability on word-of-mouth intention;
- H6. Perceived environmental awareness moderates the effect of economic sustainability on word-of-mouth intention.

METHODS OF RESEARCH

Data collection and sample. The survey method was used in this study by distributing questionnaires to foreign Asian tourists visiting Bali. The researcher determined the criteria for selecting respondents, namely foreign tourists who were at least 18 years old and a maximum of 37 years (Y generation) and had visited Bali for a vacation of at least 3 days. Before giving the questionnaire, the researcher ensured that the respondents had visited natural and cultural tourist destinations in Bali so that the respondents gave an accurate assessment. Questionnaires were given to respondents when foreign tourists were about to leave Bali, or when they were checking out from the hotel, while on their way to leave Bali to return to their home countries or continue their journey to another location, and when tourists were at the airport before leaving Bali. Data was collected for two months (May to June 2018). As many as 211 questionnaires were completely filled out by respondents. Based on the results of calculations using the Machin and Campbell formula (1989), the sample size used is a minimum of 140 respondents, so the number of respondents in this study has met the minimum criteria.

Instrument. The instrument used to collect research data was a questionnaire that contained a set of questions or statements related to the demographic data of respondents and items of research variables. This study used a literature study to measure all constructs.

The variable of perceived sustainability was measured by three dimensions adapted from Andereck and Vogt (2000), Tsauro, Lin, and Lin (2006), Byrd, Bosley, and Dronberger (2009), Iniesta-Bonillo *et al.* (2016), and Kim *et al.* (2017). Environmental awareness measures were adapted from the indicators in Yuxi and Linsheng (2017). Meanwhile, word-of-mouth intention was measured by five items adapted from Harrison-Walker (2001) and Riduan *et al.* (2015). This study uses a Likert scale to measure each item; the alternatives ranged from strongly disagree (1) to strongly agree (5). Validity and reliability tests were carried out before using the instrument for data collection with trials on 30 respondents. The results of testing the validity and reliability of the research instrument showed that the correlation coefficient > 0.3 and Cronbach's Alpha coefficient > 0.6 so the questionnaire was declared feasible to measure the variables with larger respondents.

Data analysis. The analysis of this study used the descriptive statistical analysis and inductive statistical analysis. Descriptive statistics are used to describe the profile of respondents and analyze each respondent's answers related to items in the questionnaire, while inferential statistics are used to examine the effect of the variables in this study. The researcher used the WarpPLS and SPSS for Windows version 20 statistical tools.

RESULTS OF STUDY

Validity and reliability of the instrument. Validity test is done to find out the validity of the instrument (questionnaire) used to collect data. Validity and reliability tests are carried out before using the instrument for overall data collection. The instrument test results show that the correlation coefficient value of each item with a total item was ≥ 0.3 , so the instrument is said to produce valid data (Sekaran, 2011). The test results also show that the Cronbach's Alpha coefficient was ≥ 0.6 , so it can be stated that the instrument is reliable (Malhotra, 2010) and can be used to measure variables with larger respondents.

Profile of Respondents. The sample was 50.2% female and 49.8% male, in which based on nationality, 30.3% were China, 26.1% were Australia, and 43.6% were others. The details of the age group are as follows: 50.7% < 31 years old and 49.3% are 31 to 40 years old. Travel composition includes the followings: with friends (60.7%), with family (32.7%), with colleagues (4.9%), and alone (1.9%). The majority of respondents (82.5%) visited Bali for the first time, 14.7% visited the island for the second time, 2.4% visited for the third time, and 0.5% visited Bali for the fourth time and more. The duration of the visit was 3 to 4 days (50.2%), 5 to 6 days (27.9%), and more than 6 days (21.9%).

The results of the study show that the average score of respondents' answers to the environmental sustainability variable is 4.01; thus, it can be concluded that in general the

variable is in the high category. This shows that respondents tend to feel that the preservation of the natural environment in Bali is good.

The findings also reveal that the average score of respondents' answers to the cultural sustainability variable is 4.21; thus, it can be concluded that generally the cultural sustainability falls into the very high category. This shows that the respondents tend to feel that Bali had preserved the culture in a good way.

Other findings also show that the average score of respondents' answers to the economic sustainability variable is 4.19; thus, it can be concluded that in general the economic sustainability variable falls into the high category. This shows that respondents tend to feel that tourism in Bali provides benefits, both for the community and for foreign tourists.

Table 1 – Results of the confirmatory factor analysis for measurement model

Construct and Items	Standardized Loading	p-Value
Perceived Environmental Sustainability ($\alpha= 0.758$)	-	-
Low pollution level	0.697	0.000
Control unpleasant smell	0.870	0.000
Low complexity level	0.892	0.000
Perceived Cultural Sustainability ($\alpha= 0.920$)	-	-
Keep the historical heritage (monument and museum) well	0.918	0.000
Cultural heritage (celebrations and traditions) are well preserved	0.903	0.000
Maintain the authenticity of the local culture well	0.851	0.000
Perceived Economic Sustainability ($\alpha= 0.841$)	-	-
Makes an investment to attract tourists	0.898	0.000
Has a good basic infrastructure	0.791	0.000
Tourist services in Bali are affordable	0.698	0.000
Environmental Awareness ($\alpha= 0.784$)	-	-
Learn matters related to environmental conservation	0.807	0.000
Keep up with information or news about environmental preservation	0.900	0.000
Support the effort to protect the environment	0.884	0.000
Appreciate the effort to preserve the environment	0.889	0.000
Word-of-mouth intention ($\alpha = 0.866$)	-	-
Share the experience in Bali with others	0.904	0.000
Discuss Bali more often than other tourist attractions	0.898	0.000
Say good things about Bali to others	0.909	0.000
Proud to tell about Bali to others	0.940	0.000
Recommend others to visit Bali	0.921	0.000

$APC=0.266$, $p<0.001$; $ARS=1.122$, $p<0.001$; $AARS=1.126$, $p<0.001$; $AVIF=4.990$; $AFVIF=4.414$; $GoF=0.907$; $SPR=1.000$; $SSR=1.000$; $NLBCCR=0.767$.

The findings show that the average score of respondents, answers to the environmental awareness variable is 4.18; thus, it can be concluded that in general the environmental awareness variable is in the high category. This shows that respondents tend to have a high awareness of the environment.

The findings show that the average score of respondents' answers to word-of-mouth intention variable is 4.02; thus, it can be concluded that in general word-of-mouth intention variable is included in the high category. This shows that respondents tend have a high interest in recommending Bali to others.

Cross check of validity and reliability. This study uses convergent validity, discriminant validity, composite reliability, and Cronbach's alpha to cross check validity and reliability. The results of measurements of convergent validity showed that the all standardized factor loadings exceeded 0.50. The AVE in all variables exceeded the estimate of each square. Thus, it can meet convergent validity and discriminant validity. Composite Construct Reliability was > 0.7 and Cronbach's Alpha was > 0.6 , so reliability was fulfilled. Inter-construct intercorrelations show a significant relationship, so it was predicted to have a significant effect (Table 2).

Table 2 – Construct intercorrelations, mean, standard deviation (SD), CCR, and AVE

Constructs	Mean	SD	EnS	CIS	EcS	EA	WOM
EnS	4.01	0.90	1				
CIS	4.21	0.76	0.775**	1			
EcS	4.19	0.71	0.874**	0.859**	1		
EA	4.18	0.40	0.709**	0.855**	0.854**	1	
WOM	4.02	0.89	0.720**	0.818**	0.804**	0.795**	1
CCR ¹			0.936	0.917	0.863	0.936	0.969
AVE ²			0.830	0.788	0.779	0.786	0.863

EnS: Perceived Environmental Sustainability; CIS: Perceived Cultural Sustainability; EcS: Perceived Economic Sustainability; EA: Environmental Awareness; WOM: Word-of-Mouth Intention; ** p-value<0.01; ¹ Composite Construct Reliability; ² Average Variance Extracted.

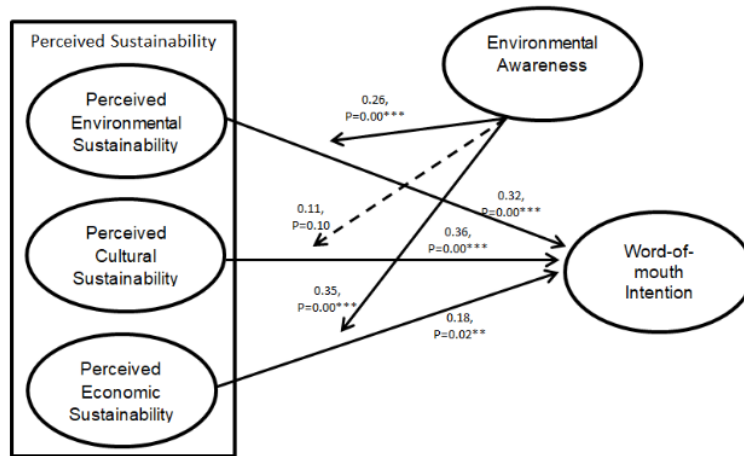


Figure 2 – Final Structural Model (Standardized coefficient, *** $p < 0.01$, ** $p < 0.05$, NS = Not Significant)

Measurement of model fit and quality indices refers to the WarpPLS analysis tool (Kock, N., 2015). The measurement results show the followings. Average Path Coefficient (APC) was 0.266, $p < 0.001$; average R-squared (ARS) was 1.122, $p < 0.001$; average adjusted R-square (AARS) was 1.126, $p < 0.001$; average block VIF (AVIF) was 4.990, acceptable if ≤ 5 ; average full collinearity VIF (AFVIF) was 4.414, acceptable if ≤ 5 ; Tenenhaus GoF (GoF) was 0.907, acceptable if ≥ 0.36 ; Sympson's Paradox Ratio (SPR) was 1,000, acceptable if ≥ 0.7 ; Statistical Suppression Ratio (SSR) was 1,000, acceptable if ≥ 0.7 ; Nonlinear Bivariate Causality Direction Ratio (NLBCDR) was 0.767, acceptable if ≥ 0.7 . These results indicate that the model is supported by good data and has quality indicators that meet the requirements in the WarpPLS.

Table 3 – The Results of Hypothesis Testing

Path	Standardized Estimates	Standardized Error	p-Value	Claim
(H1) Perceived Environmental Sustainability → Word-of-mouth Intention	0.40	0.064	0.000	Accepted
(H2) Perceived Cultural Sustainability → Word-of-mouth Intention	0.35	0.064	0.000	Accepted
(H3) Perceived Economic Sustainability → Word-of-mouth Intention	0.12	0.067	0.004	Accepted
(H4) Perceived Environmental Sustainability * Environmental Awareness → Word-of-mouth Intention	0.30	0.065	0.000	Accepted
(H5) Perceived Cultural Sustainability * Environmental Awareness → Word-of-mouth Intention	0.06	0.068	0.180	Rejected
(H6) Perceived Economic Sustainability * Environmental Awareness → Word-of-mouth Intention	0.35	0.065	0.020	Accepted

Hypothesis testing. This research formulates 6 hypotheses and hypothesis testing is done by comparing p value with alpha 5%. If p value ≤ 0.05 , the hypothesis is accepted and if p value > 0.05 , then the hypothesis is rejected.

Hypothesis 1 states that perceived environmental sustainability influences word-of-mouth intention. The results (Table 3) show that p value is 0.000 (<0.05), so hypothesis 1 is accepted. Positive coefficients indicate that environmental sustainability has a significant positive effect on word-of-mouth intention.

Hypothesis 2 states that perceived cultural sustainability has an effect on word-of-mouth intention. The results show that p value is 0,000 (<0.05), so hypothesis 2 is accepted. Positive coefficients indicate that cultural sustainability has a significant positive effect on word-of-mouth intention.

Hypothesis 3 states that perceived economic sustainability influences word-of-mouth intention. The results show that p value is 0,000 (<0.05), so hypothesis 3 is accepted. Positive coefficients indicate that economic sustainability has a significant positive effect on word-of-mouth intention.

Hypothesis 4 states that environmental awareness moderates the effect of perceived environmental sustainability on word-of-mouth intention. The results show that p value is 0,000 (<0.05), so hypothesis 4 is accepted. Positive coefficients indicate that environmental awareness strengthens the influence of environmental sustainability on word-of-mouth intention.

Hypothesis 5 states that environmental awareness moderates the effect of perceived cultural sustainability on word-of-mouth intention. The results show that p value is 0.180 (>0.05), so hypothesis 5 is rejected, meaning that environmental awareness does not moderate the influence of cultural sustainability on word-of-mouth intention.

Hypothesis 6 states that environmental awareness moderates the effect of perceived economic sustainability on word-of-mouth intention. The results show that p value is 0.020 (<0.05), so hypothesis 6 is accepted. The positive coefficient shows that environmental awareness strengthens the influence of economic sustainability on word-of-mouth intention.

DISCUSSION OF RESULTS

The findings show that environmental sustainability has a significant positive effect on word-of-mouth intention. The results of this study support the research of Kim *et al.* (2018), which shows that perceived environmental sustainability has a positive effect on word-of-mouth intention. When tourists perceive that a tourist destination maintains environmental sustainability, they have a strong interest in recommending it to others.

The results of this study also show that cultural sustainability has a significant positive effect on word-of-mouth intention. The results of this study are consistent with the results of previous studies conducted by Kim *et al.* (2018) on tourist destinations in Jeju Island, South Korea. The higher rating of tourists on cultural preservation increases their interest in recommending tourist destinations through positive word-of-mouth.

This study also proves the influence of economic sustainability on word-of-mouth intention. Economic sustainability has a positive and significant influence on word-of-mouth intention; this is in line with the results of research by Kim *et al.* (2018) that word-of-mouth intention is formed by perceived economic sustainability. Tourist perceptions of the results of tourism activities that have an impact on improving infrastructure and services for local communities and tourists are important aspects valued by tourists. In addition, the value of money felt by tourists is one of the key economic sustainability that affects word-of-mouth intention.

Another finding is that environmental awareness strengthens the influence of environmental sustainability on word-of-mouth intention. Y generation education and experience have an impact on environmental awareness. When tourists have a high environmental awareness and perceive good environmental sustainability in a destination, then environmental sustainability strengthens their interest in recommending the destination to others. This is based on their concern for environmental preservation.

In addition, this study has found that environmental awareness does not moderate the influence of cultural sustainability on word-of-mouth intention, meaning that environmental awareness does not have the effect of strengthening or weakening the influence of cultural sustainability on word-of-mouth intention. Respondents of this study were tourists from Y generation who had cultural characteristics that were very different from the local culture in the destinations visited. The effects of modernization and information disclosure in the era of information technology transformation experienced by the Y generation are likely to have an impact on eroding the spirit of maintaining indigenous cultures, so they can accept cultural change. Therefore, it is understood that although Y generation as tourists have high environmental awareness, this does not strengthen the influence of perceived cultural sustainability on word-of-mouth intention.

The last findings of this study indicate that environmental awareness moderates the effect of economic sustainability on word-of-mouth intention. The results show a significant positive effect of environmental awareness on the influence of economic sustainability on word-of-mouth intention; it can be understood that tourists who have high environmental awareness and perceive destinations to have good economic sustainability will increase their interest in recommending to others. This is a form of tourists' partiality on efforts made by destination managers to maintain tourism sustainability.

CONCLUSION

The main objective of this study is to build an understanding on the influence of environmental sustainability, cultural sustainability, and economic sustainability on word-of-mouth intention, especially for Asian Y generation as foreign tourists. Previous research (Kim, 2017) has not addressed the Y generation segment, so the results of this study can give specific understanding. The high word-of-mouth intention is important because the future of the destination depends on the recommendations of tourists who have visited the area. Y generation has a stronger tendency to revisit destinations given their relatively young age, so they have more opportunities to revisit.

Based on the findings, there are direct effects and moderating effects between variables. First, environmental sustainability has a significant effect on word-of-mouth intention. Second, cultural sustainability has a significant effect on word-of-mouth intention. Third, economic sustainability has a significant influence on word-of-mouth intention. Fourth, environmental awareness strengthens the effect of environmental sustainability on word-of-mouth intention. Fifth, environmental awareness does not moderate the effect of cultural sustainability on word-of-mouth intention. Finally, environmental awareness strengthens the effect of economic sustainability on word-of-mouth intention.

The practical implication is to increase the interest of Y generation as tourists in recommending destinations through increased sustainability. Destination management must not only aim at having more visitors, but must also preserve the nature and cultural values in the local community. Besides that, the appreciation on the value of tourist money is very important, so they feel no loss. Based on the results, it is known that Y generation has high environmental awareness and will increase their interest in recommending destinations. When tourists feel that destination management has managed tourism with a sustainability approach, they will take sides and invite others to visit, at least convey positive things to others.

This study has limitations as a reference for future researchers. First, it is about the tendency of generation Y to use electronic media as a tool to share their experiences during their visit. This research is still limited to word-of-mouth, so further researchers can use the e-WOM variable. Second, this research is a cross sectional study, so conclusions can only be taken at the time the study was conducted. It is recommended for further researchers to deepen the research by conducting longitudinal research because environmental awareness might be different from time to time. Finally, this study has not included demographic characteristics in the conceptual model, so further researchers are advised to explore the demographic aspects that also influence word-of-mouth intention.

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