Exploring Environmental Influences on Responsible Tourism: The Role of Attitudes and Behaviour

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Abstract:- In this study, we aim to explore the relationship between various independent variables, namely environmental attitude, environmental responsible behaviour, sustainability concern, and perceived behaviour control, and their influence on responsible tourism attitude. We hypothesize that individuals with a positive environmental attitude, engaged in responsible behaviour on environment, and displaying a high level of sustainability concern will exhibit a stronger responsible tourism attitude. Furthermore, we investigate the impact of responsible tourism attitude on responsible tourism intention. By conducting surveys and analysing the data collected, we hope to shed light on the factors that shape individuals' attitudes towards responsible tourism. This research is crucial in understanding how individuals' beliefs, behaviours, and concerns about the environment contribute to their attitudes towards responsible tourism. Ultimately, the findings of this study can inform the development of strategies and interventions aimed at promoting responsible tourism practices and fostering sustainable travel behaviours.

I. INTRODUCTION

The tourist business worldwide has grown rapidly in the last few years thanks to advancements in technology, communication, and transportation. Although many locations have benefited economically from this expansion, worries about its effects on the environment and society have also been voiced. As a result, the idea of responsible tourism has surfaced as a framework for resolving these issues and encouraging environmentally friendly behaviours in the travel industry. Beyond conventional ideas of tourism development, responsible tourism places a strong emphasis on the need to protect the environment, help local communities, and conserve cultural assets. It includes a variety of guidelines and procedures meant to promote a more moral and just travel and tourism sector.

Sustainability of the environment is one of the main tenets of responsible tourism. This entails maintaining delicate ecosystems, preserving natural resources, and lowering the carbon footprint of travel-related activities. This strategy includes actions like endorsing eco-friendly lodging, fostering recycling and trash reduction, and funding wildlife conservation programs.

Furthermore, the goal of responsible tourism is to improve the socioeconomic standing and empower local people. This entails encouraging decent pay and working conditions for tourism employees, lending a hand to small businesses and regional craftspeople, and making sure that the money earned from tourism is put back into initiatives for community improvement.

Respecting host communities and protecting cultural heritage are closely related to these ideals. In addition to encouraging polite interaction with local customs and traditions, responsible tourism fosters understanding and interchange between different cultures. Responsible tourism can aid in the preservation of cultural identity and history by encouraging meaningful relationships between visitors and locals. The application of responsible tourism concepts still faces obstacles, despite its increasing acceptance. Among the difficult problems to be solved are resolving infrastructure constraints, modifying consumer behaviour, and balancing the interests of multiple stakeholders. The COVID-19 epidemic has also brought attention to the tourism industry's susceptibility and the necessity of resilience and adaptability in the face of outside shocks.

However, responsible travel presents a viable route to a more inclusive and sustainable travel industry in the future. Through the integration of environmental, social, and cultural factors into tourism planning and operations, concerned parties can collaborate to provide favourable results for travel destinations, local communities, and tourists. The purpose of this study project is to investigate the idea of responsible tourism in detail, looking at its guiding principles, difficulties, and possibilities. This study aims to give practical insights for industry practitioners, policymakers, and scholars on sustainable tourism development by conducting a thorough review of case studies, best practices, and stakeholder viewpoints.

II. LITERATURE REVIEW

The burgeoning concern for environmental sustainability has prompted extensive research into understanding tourists' behaviors and attitudes within the context of responsible tourism. A plethora of studies have delved into the intricate web of factors influencing environmentally responsible behavior in tourism settings, shedding light on the multifaceted nature of this phenomenon.

Several studies have extended the Theory of Planned Behavior (TPB) to elucidate the drivers of environmentally responsible behavior in tourism. Rakotoarisoa Maminirina Fenitra's (2021) research, for instance, incorporates environmental knowledge, biospheric values, and positive emotional experiences within the TPB framework to comprehend tourists' environmentally responsible behavior in nature-based tourism settings. Similarly, Tsung Hung and Fen-Hauh Jan (2015) explore the relationships among recreation experiences, environmental attitudes, and general and site-specific environmentally responsible behaviors, thus expanding the scope of TPB in the tourism context.

Moreover, studies have investigated the role of specific experiences and perceptions in shaping tourists' attitudes and intentions towards responsible tourism. Jiyoung Um and Sunyoung Yoon (2020), for instance, delve into the influence of perceived value regarding tourism gentrification experiences on tourists' attitudes and intentions towards responsible tourism. Their findings underscore the nuanced interplay between tourists' perceptions of value and their propensity for responsible behavior.

Furthermore, researchers have examined the mediating mechanisms underlying the relationship between various factors and responsible tourism behavior. Hsin-Hui Hu and Yung-Kun Sung's (2022) study in Penghu Island reveals the mediating role of ambivalent emotions, such as pride and guilt, in shaping tourists' responsible tourism behavior. This underscores the importance of understanding the emotional dynamics at play in tourists' decision-making processes.

Additionally, studies have explored the significance of destination characteristics and social responsibility in fostering environmentally responsible behavior among tourists. Yen-Ting Helena Chiu et al. (2013) highlight the pivotal role of personal values, attitudes, and perceived behavioral control in influencing tourists' environmentally responsible behavior in ecotourism contexts. Moreover, Lujun Su et al. (2018) underscore the impact of destination social responsibility on residents' perceptions of tourism benefits and community satisfaction, thereby indirectly influencing environmentally responsible behavior.

In sum, the literature converges on the intricate interplay of individual beliefs, experiences, destination characteristics, and societal norms in shaping tourists' environmentally responsible behavior. By elucidating these complex dynamics, these studies provide valuable insights for policymakers and tourism stakeholders seeking to promote sustainable tourism practices and enhance tourists' engagement in environmentally responsible behavior.
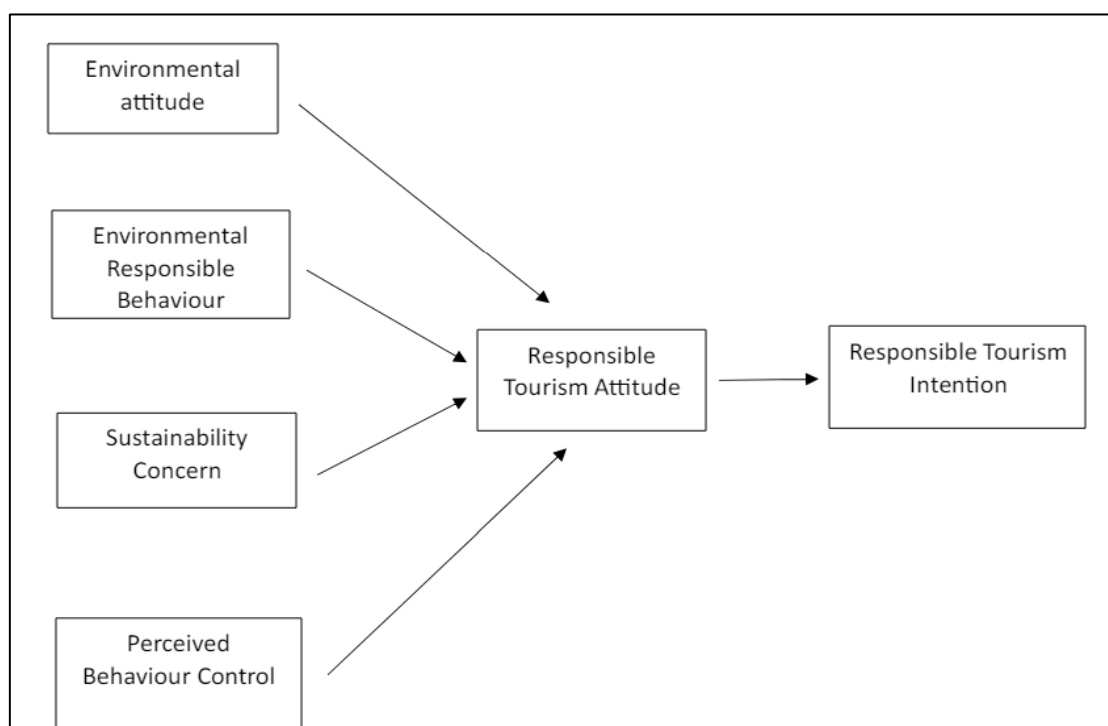
III. RESEARCH METHODOLOGY

Fig 1 Research Model

The research methodology adopted for this study is grounded in a quantitative approach, utilizing online questionnaires as the primary tool for data collection. The target population encompasses tourists actively engaged in travel activities, reflecting diverse demographics such as age, gender, and occupation. Convenience sampling was employed to ensure a varied representation of environmental attitudes, responsible behaviors, and sustainability concerns among respondents, crucial for examining their attitudes and intentions towards responsible tourism. A total of 291 tourists constituted the sample size for this study. Data collection was conducted through structured questionnaires distributed via online platforms, with questions sourced from validated scales utilized in previous research studies. Questions measuring environmental attitude, environmental responsible behavior, sustainability concern, perceived behavior control, responsible tourism attitude, and responsible tourism intention were adapted from established literature. Google Forms facilitated efficient data collection from respondents, ensuring ease of access and standardized responses.

The collected data were processed and analyzed using MS Excel and Jamovi software. Structural Equation Modeling (SEM) served as the primary statistical technique, allowing for the comprehensive examination of complex relationships between latent and observable variables. Confirmatory Factor Analysis (CFA) was initially employed to validate the measurement models for each construct. Subsequently, the structural model was tested to assess the proposed links between environmental attitude, environmentally responsible behavior, sustainability concern, perceived behavior control, responsible tourism attitude, and responsible tourism intention.

Model fit indices such as Chi-square, RMSEA, CFI, and TLI were utilized to evaluate the adequacy of the structural model. Indirect effect analysis was conducted to examine the mediation effects of responsible tourism attitude on the relationships between environmental variables and responsible tourism intention. SEM's capability in handling measurement errors and elucidating path coefficients facilitated a thorough investigation of the direct and indirect influences shaping tourists' intentions towards responsible tourism.

Finally, the research formulated a set of hypotheses to be tested within the SEM framework:
H1: The environmental attitude has influence on responsible tourism attitude.
H2: The environmental responsible behaviour has influence on responsible tourism attitude.
H3: The sustainability concern has influence on responsible tourism attitude.
H4: The perceived behaviour control has influence on responsible tourism attitude.
H5: The responsible tourism intention has influence on responsible tourism intention.
H6: The responsible tourism attitude mediates between environmental attitude and responsible tourism intention.

H7: The responsible tourism attitude mediates between environmental responsible behaviour and responsible tourism intention.
H8: The responsible tourism attitude mediates between sustainability concern and responsible tourism intention.
H9: The perceived behaviour control has direct influence on responsible tourism intention.

IV. RESULTS

The respondents for this research will be tourists who are actively engaged in travel activities, ensuring a diverse and representative sample. They will be majorly adults aged 18 and above, encompassing various demographic backgrounds including different age groups, genders and occupation. The respondents will include majorly domestic tourists and some international tourists to capture a wide range of perspectives. They will be surveyed at popular travel destinations, such as cultural heritage sites, natural parks, and urban tourist attractions. These respondents are expected to have varying degrees of environmental awareness, responsible behaviour, and sustainability concern, which are crucial for examining their attitudes and intentions towards responsible tourism. By targeting a broad demographic, the study aims to gather comprehensive data that reflects the diversity of the tourist population and provides insights into the factors influencing responsible tourism practices.

A. Model Fit

Table 1: Model tests

Label	X²	df	p
User Model	226	141	< .001
Baseline Model	1441	171	< .001

The Chi-square value is found to be 1.6028 which is less than 2. This indicates the model is good.

B. Fit Indices

Table 2: Fit Indices SRMR and RMSEA

SRMR	RMSEA	95% Confidence Intervals		RMSEA p
		Lower	Upper	
0.050	0.045	0.034	0.056	0.746

A popular fit metric in SEM that evaluates how well a proposed model fits the observed data is the Root Mean Square error of Approximation (RMSEA). A better match is indicated by lower RMSEA values. In the table 2., the RMSEA is found to be 0.045 which indicates it is a good fit.

C. User Model Vs Baseline Model

SRMR, RMSEA are the measures of goodness of fit of the SEM. The SRMR is a measure of the mean absolute correlation residual, with smaller values suggesting good model fit. The RMSEA provides information about 'badness of fit', with lower RMSEA values indicating good model fit. Here the SRMR and RMSEA are 0.05 and 0.045 respectively indicating the model is a good fit.

Table 3: User model vs Baseline model

| User model versus baseline model	
	Model
Comparative Fit Index (CFI)	0.933
Tucker-Lewis Index (TLI)	0.919
Bentler-Bonett Non-normed Fit Index (NNFI)	0.919
Relative Noncentrality Index (RNI)	0.933
Bentler-Bonett Normed Fit Index (NFI)	0.843
Bollen's Relative Fit Index (RFI)	0.810
Bollen's Incremental Fit Index (IFI)	0.935
Parsimony Normed Fit Index (PNFI)	0.695

The other fit indices like Comparative Fit Index (CFI) and Tucker-Lewis Index (TLI) are found to be 0.933 and 0.919 respectively which indicates the model fit is good.

D. Parameter Estimates

Table 4: Parameters estimates

Parameters estimates								
				95% Confidence Intervals				
Dep	Pred	Estimate	SE	Lower	Upper	β	z	p
RTA	EA	0.358	0.0748	0.2113	0.504	0.413	4.79	< .001
RTA	ERB	0.311	0.1323	0.0513	0.570	0.290	2.35	0.019
RTA	SC	0.253	0.1233	0.0115	0.495	0.241	2.05	0.040
RTA	PBC	0.232	0.1091	0.0183	0.446	0.188	2.13	0.033
RTI	RTA	0.520	0.1208	0.2828	0.757	0.363	4.30	< .001

Fig 1 Path Diagram
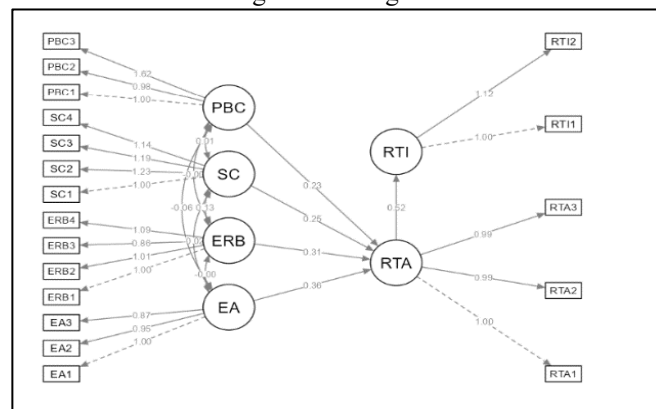
E. Latent Variables

EA is indicated by 3 indicators EA1, EA2, EA3.
ERB is indicated by 4 indicators ERB1, ERB2, ERB3, ERB4.
SC is indicated by 4 indicators SC1, SC2, SC3, SC4.
PBC is indicated by 3 indicators PBC1, PBC2, PBC3, PBC4.
RTA is indicated by 3 indicators RTA1, RTA2, RTA3.
RTI is indicated by 2 indicators RTI1, RTI2.

F. The Implications from the Table 4 Are

➤ *Environmental Attitude -> Responsible Tourism Attitude*

The estimates value is 0.358 indicating a positive relationship between Environmental Attitude and Responsible Tourism Attitude. The p-value is lesser than 0.005 indicating there is a significant relationship between the variables Environmental Attitude and Responsible Tourism Attitude. Thus, the hypothesis is accepted.

➤ *Environmental Responsible Behaviour -> Responsible Tourism Attitude*

The estimates value is 0.311 indicating a positive relationship between Environmental Responsible Behaviour and Responsible Tourism Attitude. The p-value is lesser than 0.005 indicating there is a significant relationship between the variables Environmental Responsible Behaviour and Responsible Tourism Attitude. Thus, the hypothesis is accepted.

➤ *Sustainability Concern -> Responsible Tourism Attitude*

The estimates value is 0.253 indicating a positive relationship between Sustainability Concern and Responsible Tourism Attitude. The p-value is lesser than 0.005 indicating there is a significant relationship between the variables Sustainability Concern and Responsible Tourism Attitude. Thus, the hypothesis is accepted.

➤ *Perceived Behaviour Control -> Responsible Tourism Attitude*

The estimates value is 0.232 indicating a positive relationship between Perceived Behaviour Control and Responsible Tourism Attitude. The p-value is lesser than 0.005 indicating there is a significant relationship between the variables Perceived Behaviour Control and Responsible Tourism Attitude. Thus, the hypothesis is accepted.

➤ *Responsible Tourism Attitude-> Responsible Tourism Intention*

The estimates value is 0.520 indicating a positive relationship between Responsible Tourism Attitude and Responsible Tourism Intention. The p-value is lesser than 0.005 indicating there is a significant relationship between the variables Responsible Tourism Attitude and Responsible Tourism Intention. Thus, the hypothesis is accepted.

G. Mediation

➤ *Environmental Attitude -> Responsible Tourism Attitude -> Responsible Tourism Intention*

Table 5: Mediation of Responsible Tourism Attitude Between Environmental Attitude and Responsible tourism Intention.

Mediation Estimates				
Effect	Estimate	SE	Z	p
Indirect	0.0748	0.0254	2.94	0.003
Direct	0.1453	0.0759	1.91	0.056
Total	0.2201	0.0760	2.90	0.004

In the table 5, the p-value in indirect effect is found to be 0.003 which is less than 0.005, This supports the hypothesis H6. Thus, Environmental Attitude indirectly influences Responsible Tourism Intention.

➤ *Environmental Responsible Behaviour -> Responsible Tourism Attitude -> Responsible Tourism Intention*

Table 6: Mediation of Responsible Tourism Attitude Between Environmental Responsible Behaviour and Responsible Tourism Intention.

Mediation Estimates				
Effect	Estimate	SE	Z	p
Indirect	0.12858	0.0362	3.5559	< .001
Direct	0.00859	0.0880	0.0976	0.922
Total	0.13717	0.0859	1.5975	0.110

In the table 6, the p-value in indirect effect is found to be less than 0.001 which is ideal, this supports the hypothesis H7. Thus, Environmental Responsible Behaviour indirectly influences Responsible Tourism Intention.

➤ *Sustainability Concern-> Responsible Tourism Attitude -> Responsible Tourism Intention*

Table 4.7: Mediation of Responsible Tourism Attitude Between Sustainability Concern and Responsible Tourism Intention.

Mediation Estimates				
Effect	Estimate	SE	Z	p
Indirect	0.12858	0.0362	3.5559	< .001
Direct	0.00859	0.0880	0.0976	0.922
Total	0.13717	0.0859	1.5975	0.110

In the table 7, the p-value in indirect effect is found to be less than 0.001 which is ideal, this supports the hypothesis H8. Thus, Sustainability Concern indirectly influences Responsible Tourism Intention.

➤ *Perceived Behaviour Control -> Responsible Tourism Intention*

Table 8: The Direct Influence of Perceived Behaviour Control on Responsible Tourism Intention.

Mediation Estimates				
Effect	Estimate	SE	Z	p
Indirect	0.00897	0.0199	0.451	0.652
Direct	0.19965	0.0717	2.784	0.005
Total	0.20863	0.0744	2.805	0.005

In the table 8, the p-value in direct effect is found to be 0.005. This supports the hypothesis H9. Thus, Perceived behaviour Control directly influences Responsible Tourism Intention.

V. CONCLUSION

This research project represents the culmination of a meticulous exploration into the realm of responsible tourism. This section serves as a comprehensive consolidation of the study's findings, suggestions for industry practices, acknowledgment of research limitations, and a concluding reflection on the implications of the research outcomes.

The chapter begins by synthesizing the results obtained from the statistical analyses conducted in Chapter 4, which delved deep into various factors influencing responsible tourism attitudes. Through rigorous examination, the research identifies key determinants such as environmental attitudes, responsible behavior, sustainability concerns, and perceived behavioral control. These factors emerge as pivotal influencers, elucidating the complex interplay between individual beliefs and behaviors within the context of sustainable tourism practices.

Building upon these findings, the study proceeds to offer pragmatic recommendations geared towards fostering responsible tourism practices within the industry. Central to these suggestions is the emphasis on transparent communication channels aimed at enlightening tourists about companies' sustainability endeavors. By fostering awareness and encouraging active participation, these efforts not only promote responsible tourism but also lay the groundwork for long-term benefits such as enhanced brand reputation and heightened customer loyalty.

Furthermore, the research advocates for a multifaceted approach to environmental conservation and cultural preservation. Initiatives ranging from minimizing carbon footprints and supporting local wildlife conservation to fostering authentic interactions and respect for indigenous customs are highlighted as essential components of sustainable tourism. By integrating these practices into their operations, companies can not only mitigate their environmental impact but also contribute positively to local communities and cultural heritage.

However, the study does not shy away from acknowledging the limitations inherent in its methodology. The reliance on self-reported data is recognized as a potential source of bias, urging future research to explore more objective measures for a nuanced understanding of tourist behaviors. Additionally, the cross-sectional design of the study is noted for its constraints in establishing causal relationships between variables, thereby underscoring the importance of longitudinal studies to track the long-term effects of responsible tourism interventions.

In conclusion the implications of the research findings for the field of responsible tourism. By dissecting the underlying mechanisms driving tourist attitudes and behaviors, the study provides valuable insights that can inform industry practices and policymaking efforts. While the research significantly advances our understanding of sustainable tourism, it also underscores the ongoing need for continued exploration and refinement. Through collaborative efforts and a commitment to responsible tourism practices, stakeholders can collectively strive towards a more sustainable and equitable future for the tourism industry and the communities it serves.

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