

Comparison of Tourists' Environmental Beliefs And Environmental Behaviour At Afan National Festival, Kagoro

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ABSTRACT

A number of studies suggest that tourists in general are aware of environmental and social problems caused by tourism and that they have positive attitudes towards efforts to reduce them. The general objective of this study is therefore to investigate tourists' environmental beliefs and tourists' environmental behaviour while on a trip and relationship between these two variables. In order to investigate tourists' environmental beliefs and behaviour, quantitative data was collected through a means of a self-administered questionnaire using a likert scale of five (5). The sampling frame in this study consisted of tourists who visited Afan National festival in January 2015 for leisure and recreational purposes, stayed overnight and were 18 years of age or older. The questionnaire was administered to a sample of 55 tourists approached on a random basis in a close vicinity of Afan National festival. In total, 52 usable questionnaires were collected. The result shows that respondents between the ages 30-39 made up 9.6%, which was the second lowest group to participate. Finally, those 70 and above made up 3.8% of the sample. The most common income bracket for respondents (34.6%) was over N200, 000.00. The second most common (17.3%), were those who made N100,000 – N50,000 followed by 15.4% of respondents who made N50,000- N10,000. It also showed that 41.7% of the participants had low environmental beliefs score and 66.7% of participants had low environmental behaviour score. It also revealed that tourists have a responsibility to do what they can to protect the environment with mean of 4.10, standard deviation of 1.100, representing 82.3% of respondents. The study concludes that the overall environmental beliefs results showed that majority of participants had positive environmental beliefs. For every statement asked, majority of responses were pro-environmental and showed that participants had concern for the environment. The strongest belief held by participants was the belief stating that the present generation should ensure the environment is maintained or enhanced for the benefit of future generations, as over half of the participants strongly agreed with this.

KEYWORDS: Environment; Belief; Tourist; Behaviour; Tourism; Afan

INTRODUCTION

In the last ten years there has been an increased concern regarding global warming, causing consumers to be more environmentally conscious towards their purchases and behavior. This issue is evident through the enhanced availability of “green products” being sold from groceries, to more fuel efficient and environmentally friendly vehicles, and to businesses and organizations implementing environmental programs (Newhouse, 1990; Minton and Rose, 1997; Pearce, 2005). Many individuals are taking initiative at home through recycling, changing light bulbs, and being more conscious about air conditioning and heating. However, there is a question as to whether they carry their sustainable behavior with them while on holidays.

Understanding environmental behaviour of tourists is important for a number of reasons. From the perspective of tourism businesses, it is relevant to know whether the sustainability initiatives are of importance to tourists and whether they will affect tourist choices of products. From the perspective of a destination, it is critical to understand tourist behaviour and develop appropriate ways of promoting sustainable tourism choices (Scott and Willis, 1994; Schultz, Oskamp and Mainieri, 1995; Schlegelmilch, 1996; Sharpley, 2001).

Tourism behaviour in general is a widely researched area (Swarbrooke, 1999). A number of factors affecting tourism behaviour were identified, including an individual's age, nationality, travel experience as well as their values, attitude, and knowledge. The interest is focusing on tourists' environmental behaviour in particular. Models such as the new environmental paradigm (Wearing *et al.*, 2002) and the schematic model of environmental concern (Stern *et al.*, 1995) were created to understand tourists' environmental behaviour. Studies that used these models as well as other tools have however found conflicting findings about tourists' environmental behaviour. On one hand, the literature is highlighting the emergence of environmentally-conscious tourists, often referred to as eco-tourists or responsible tourists, but at the same time a number of studies show more carless behaviour of tourists while on a trip compared to their behaviour at home. In similar manner, there is a number of conflicting studies on the willingness of tourists to pay extra for more environmentally friendly tourism products.

A number of studies suggest that tourists are in general aware of environmental and social problems caused by tourism and that they have positive attitudes towards efforts to reduce them (Budeanu, 2007). The increased awareness of the environmental

impacts of tourism led to the emergence of a new group of tourists, called, among others, eco-tourists, green tourists or responsible tourists. A large body of literature focuses on these tourists, in attempt to define them and explain their behaviour. For example Wood and House (1991) defined the 'good tourist' as the one who behaves responsibly towards the environment and host community while in the destination.

Fairweather, Maslin and Simmons (2005) distinguished between people with ambivalent values who are comfortable using nature for economic and social benefits, and people with biocentric values who are cautious about the use of nature and therefore are more likely to behave in ways that are environmentally friendly. A significant amount of research indicates therefore that tourists are on average becoming more aware of the importance of protecting the environment and more involved in practicing environmentally-friendly behaviour on holidays.

REVIEW OF RELEVANT LITERATURE

Tourist behaviour is one of the most widely researched areas of tourism research. Existing studies focus on tourists' motivations for travel, their choices of destinations and activities, their planning behavior and finally their satisfaction with the experience. It is widely agreed that tourists and their behaviour differ from one another, depending on a number of factors related both to the destination and to the traveler. Among the traveler-related factors affecting tourist behaviour the following were identified in previous research: age, motives, level of affluence (Pearce, 2005), culture, personality, values, experiences, attitudes, nationality (Pizman and Sussman, 1995), the amount of skills a tourist has, perception and learning (Pearce, 2005). With the growth of interest in sustainable development in general and sustainable tourism in particular, a number of studies have been conducted on tourist behaviour towards the environment. Some of these studies proposed theories of environmental tourist behaviour; some attempted to define and classify responsible tourists; while others looked at reasons behind tourists' responsible or irresponsible behaviour towards the environment.

Several theories were proposed to explain the environmental behaviour of tourists, including the theory of planned behaviour, the schematic model of environmental concern, and the new environmental paradigm. Authors using the theory of planned behaviour (Reiser and Simmons, 2005; Wearing *et al.*, 2002; Budeanu, 2007) to explain the environmentally-friendly tourist behaviour argued that in order to be able to behave in a responsible way,

tourists must have a positive attitude towards sustainability, realize there is a need to care for the environment, and have the means available at the destination in order to act responsibly.

The schematic model of environmental concern, proposed by Stern, Dietz and Guagnano (1995) suggests that a person's values influence his or her worldviews and broad beliefs towards the environment. According to the theory, these general beliefs lead to more specific beliefs and attitudes, which may lead to the intention to act a certain way. Finally, also the new environmental paradigm was proposed to explain the relationship between tourists' environmental attitudes and their purchasing behaviour (Wearing et al, 2002) and relationship between environmental attitudes and nature-based tourism motivations (Luo & Deng, 2008).

However, at the same time, there is a large body of contradictory research that indicates that tourists tend to behave irresponsibly while on vacations and that environmental concern only plays a minor, if any, role in the decision making process of a tourist (Fairweather *et al.*, 2005; Lubbert, 2001). Dolnicar and Leisch (2008) did a study on tourists' obligation to protect the environment and their results showed that 92% of the respondents felt morally obligated to behave in an environmentally friendly manner at home, while the average pro-environmental behaviour on vacation was only 25% of that at home. Sharpley (2001) also pointed out that tourists are under time and pressure constraints when booking for holidays, which leads to people ignoring irrelevant information, and that sustainability and eco-labels in the current tourism marketplace are in the category of irrelevant information because are not essential to the tourist's experience. Similarly, Becken (2004) argued that holidays are taken for personal benefits, making environmental risks caused by travel to be underestimated by tourists, and changes in travel behaviour for environmental reasons are not likely to happen, because tourists feel free of responsibilities when they are on vacation.

These findings are consistent with the more general research on consumer behaviour which suggests that environmental concern does not always convert into environmentally responsible behavior (Fransson & Garling, 1999; Hines *et al.*, 1986/87; Minton and Rose, 1997; Newhouse, 1990; Roberts & Bacon, 1997; Schlegelmilch, 1996; Schultz *et al.*, 1995; Scott and Willis, 1994; Tanner, 1999). Looking specifically at tourists, Wearing *et al.* (2002) pointed out that the same individuals who claimed to be concerned about the environment and factored these matters into their choice of tourism products, under specific conditions

were unwilling to let the concern for the environment affect their specific tourism purchasing behaviour.

The review of existing literature on tourists' environmental beliefs and behaviours shows conflicting results, indicating on one hand an increase in tourists' environmental concerns, and on the other hand, tourists' tendency to be more careless while on vacations when compared to their behaviour at home. In order to reconcile these two streams of literature, the present study aims at investigating the relationship between tourists' environmental beliefs and behaviours in more detail and proposes classification of tourists that would explain the different findings in the existing research on this topic.

METHODOLOGY

Data Collection:

In order to investigate tourists' environmental beliefs and behaviour, quantitative data was collected through a means of a self-administered questionnaire. The sampling frame in this study consisted of tourists who visited Afan National festival, Kagoro in January 2015 for leisure and recreational purposes, stayed overnight and were 18 years of age or older. The questionnaire was administered to a sample of 55 tourists approached on a random basis in a close vicinity of Afan National festival, Kagoro. In total, 52 usable questionnaires were collected.

Questionnaire Design:

When designing the questionnaire, effort was made to ensure that the language was simple and easy for participants to understand. The questionnaire was presented in English, which to some degree limited participation. A pre-test of the questionnaire on a group of five tourists was done in order to find any confusion in following directions of how to answer the questions, or phrasing of the questions. Based on the results of pre-test some minor modifications were made in the questions wherein the statements were ambiguous.

The questionnaire consisted of four sections. The first section focused on demographics including age, gender, nationality and income. Nationality was included because many studies suggest that different nationalities have different values and behaviours towards the environment. Household income or discretionary income was also considered because it could have potentially influenced tourist's willingness to pay for environmental standards to be in place at a destination. The second section of the questionnaire involved questions on tourists' general environmental beliefs. The scale used was a 5 point Likert-scale with 1 corresponding to 'strongly disagree' and 5 corresponding to 'strongly agree'. The third section of

the questionnaire collected information on visitors' trip to Niagara Falls and their behaviour while at the destination. It included questions about the length of stay in Niagara Falls, transportation used, and frequency of participation in a list of environmentally-friendly activities. The last section of the questionnaire looked at Niagara Falls in general and investigated whether it facilitates tourists' environmentally-friendly behaviour. Once again a Likert-scale was used with 1 representing 'strongly disagree' and 5 representing 'strongly agree'. The reason for inclusion of this section was that if Kagoro festival did not offer the amenities needed to be environmentally friendly, it would significantly limit tourists' opportunity to engage in environmental initiatives and affect the results of the study.

DATA ANALYSIS TECHNIQUES

The collected responses were coded and analyzed using SPSS Version 16. The quantitative data analysis techniques employed were means, standard deviations, relative/absolute frequencies by category and t-tests. Coefficient of variations is reported for each indicator to confirm the reliability of the measure. As a rule of thumb, the coefficient should be less than 0.3 to confirm the existence of a true mean among the sample. Also, t-statistic tests were performed in order to determine the significance of

the results. The null hypothesis for the t-test is stated as follows: there is no difference between the mean rating and the mid-point of the scale.

RESULTS AND DISCUSSIONS

Profile of the Sample:

There were 52 usable questionnaires collected for this study. Majority of respondents were females (33 respondents) while remaining 19 respondents were males. In terms of age, there was a good range of participants from every age group. The age group 19-29 accounted for 26.9% of responses, making it the largest group to participate in the study. Those who indicated they were 60-69 were the second most common group with 23.1%. The age group 40-49 made up 19.2% and those 50-59 made up 17.3%. The respondents between the ages 30-39 made up 9.6%, which was the second lowest group to participate. Finally, those 70 and above made up 3.8% of the sample. The most common income bracket for respondents (34.6%) was over N200, 000.00. The second most common (17.3%), were those who made N100,000 – N50,000 followed by 15.4% of respondents who made N50,000- N10,000.

In terms of country of origin, there were a total of three different groups. The largest group of respondents was Nigerian's, representing 89% of the sample.

Table 1: Tourists' Environmental Beliefs

Belief	N	Mean	Standard Deviation	Coefficient of Variation	%age of Respondent's in agreement
The present generation should ensure that environment is maintained for future generations	51	4.37**	0.916	0.21	90.2%
Tourists have a responsibility to do what they can to protect the environment	51	4.10**	1.100	0.27	82.3%
I am an environmentally conscious person	51	3.92**	0.796	0.20	78.4%
I expect hotels and tour operators to be environmentally friendly	52	3.85**	0.937	0.24	69.2%
I prefer to stay at hotels and destinations that are considered environmentally friendly	52	3.75**	0.833	0.24	63.5%
I am willing to pay extra for travel products with less negative impacts on environment	52	3.50**	0.980	0.28	57.7%
I consider environmental issues in tourism purchases	52	3.27**	0.843	0.26	44.2%
I worry about environmental impacts while I am traveling	52	3.17**	1.004	0.32	36.5%
I always look for environmental information about the destination visited	52	2.83**	1.004	0.35	23.1%
I always look for environmental information about the destination visited	52	2.81**	1.067	0.38	23.1%
Tourism has negative impacts on the environment	52	2.79**	0.936	0.34	23.1%

Five-point scale used: 1=Strongly disagree to 5=Strongly agree. *a=0.05 **a=0.01

Source: Field survey, 2018

Another 5% of respondents were English missionaries and 6% were Chinese. All participants in the study stayed in Kagoro for at least one night, as this was necessary in order for them to participate in the study.

Environmental Beliefs:

A number of indicators were used to assess tourists' environmental beliefs. Majority of respondents agreed or strongly agreed with the following statements: the present generation should ensure that environment is maintained for future generations, tourists have a responsibility to do what they can to protect the environment, I am an environmentally conscious person, I expect hotels and tour operators to be environmentally friendly, I prefer to stay at hotels and destinations that are considered environmentally friendly and I am willing to pay extra for travel products with less negative impacts on environment.

For all those beliefs the mean responses were significantly higher than the mid-point of the scale at confidence level $\alpha=0.01$. The list of environmental beliefs, their means, and standard deviations, coefficients of variation and percentage of respondents who agreed are reported in Table 1.

Respondents felt uncertain regarding negative impacts of tourism on environment. Over one third of them (20 respondents) indicated that they are neutral to the statement while another 20 respondents disagreed with the statement. Only 12 participants (23.1%) agreed that tourism had negative impacts on the environment. The mean response is not significantly different from the mid-point.

The present generation should ensure that environment is maintained for future generations. Tourists have a responsibility to do what they can to protect the environment I am an environmentally conscious person. I expect hotels and tour operators to be environmentally friendly I prefer to stay in environmentally friendly hotels I am willing to pay extra for travel products with less negative impacts on environment I consider environmental issues in tourism purchases I worry about environmental impacts while I am travelling I always look for environmental information about the destination visited I would only consider accommodation that takes into account environmental issues Tourism has negative impacts on the environment.

When asked who is responsible for covering the costs of initiatives aimed at reducing environmental impacts of tourism, the respondents most often indicated accommodation (71.2%), tourists (63.5%) and attractions (59.6%). Half of the respondents also

felt that tour operators (51.9%) and destinations (50%) should cover those costs. Large number of respondents felt that the responsibility is shared among all the indicated stakeholders (17 respondents) or three or four of them (14 respondents) as shown in figure 1.

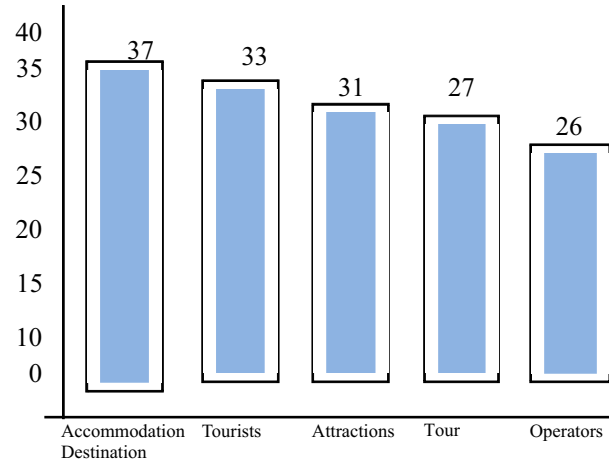


Figure 1: Stakeholders Responsible for Covering Costs to Reduce Environmental Impacts of Tourism
 Source: Field Survey, 2018

Ten respondents saw the responsibility for covering the cost of initiatives aimed at reducing environmental impacts of tourism as resting only on one stakeholder type. The opinions among them were very diverse: 2 respondents saw attractions as the only stakeholders responsible, 2 respondents indicated accommodation, 2 respondents indicated tourists, 2 respondents indicated destination and another 2 indicated tour operators. Of participants who specified who else they felt could be responsible for covering costs, four participants said the government. 1 participant indicated that restaurants and manufacturers were also responsible.

When asked if they would participate in a tree planting program where they would pay N500 to plant a tree to offset some of their greenhouse gas emissions produced from their travels, over half of the respondents (57.7%) indicated they would, 26.9% were unsure and 11.5% said they would not. Overall, the responses suggest tourists' positive feelings towards environment and willingness to contribute to environmental well-being of destinations.

Comparing demographics with beliefs, it was found that British missionaries (94%) had more environmentally friendly beliefs than the Blacks (06%). Nigerians more strongly stated that price is a more important factor than environmental impacts and that while they are on vacation they are not concerned about practicing environmental behaviour. The findings on age and environmental beliefs show

that participants aged 50-69 had the most positive environmental beliefs. Comparing gender to beliefs, more females (89%) than males (79%) had positive environmental beliefs. Results for incomes and environmental beliefs reveal that as incomes go up, percentage of respondents who have environmentally friendly beliefs go up.

Environmental Behaviour:

In order to investigate the relationship between tourists' beliefs and behaviour, their environmental behaviour was investigated during their trip to Afan National festival. Majority of participants stayed in Kagoro for 2 days (25 participants) or for 3 to 4 days (22 participants). Only four participants stayed for five or more days. Majority of respondents travelled to Kagoro from home using only one mode of transportation, either car (26 respondents) or bus (10 respondents).

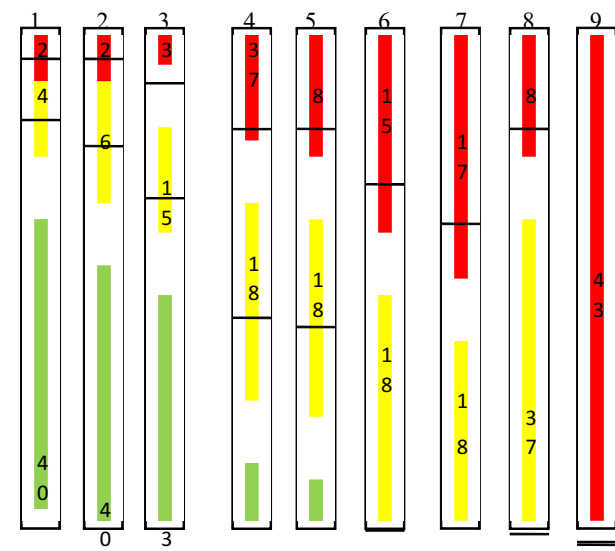
turning off the light when not in the hotel room (40 respondents did it always) or taking short showers instead of bath (30 respondents did it always). However, for a number of activities the majority of respondents either did not participate in them or participated only sometimes: use recycling bins, get sheets and towers changed only when necessary, turn off air conditioning when leaving the room, and refill water bottles. Notably only six respondents asked the hotel they were staying at about energy use.

Eight respondents used multiple means of transportation, most often using combination of plane and car or plane, car and bus. In total car was used by 31 respondents, bus by 14 respondents, plane by 13 respondents and train by 3 respondents. When asked whether they participated in a carbon offsetting program to offset their travel, all of the respondents except for one said no. This behaviour is not consistent with the earlier stated willingness of 57.7% of respondents to participate in a tree planting scheme to offset some of the greenhouse gases emission produced as a result of their travel.

Environmental Beliefs Versus Environmental Behaviour:

In order to compare tourists' environmental beliefs and their environmental behaviour, a composite score for environmental beliefs and a composite score for environmental behaviour were calculated. The environmental beliefs score was calculated as the average of the individual scores for eight environmental beliefs. The following items were included in the composite score of environmental beliefs: I am an environmentally conscious person, the present generation should ensure that the environment is maintained or enhanced for the benefit of future generations, I prefer to stay at hotels and destinations that are considered environmentally friendly, I am willing to pay extra for travel products that have less negative impact on the environment, When I travel I worry about the environmental impacts, I consider environmental issues in tourism product purchases, I always look for environmental information about the destination I am visiting, I would only consider accommodation that takes into account environmental issues, and I think that tourists have a responsibility to do what they can to protect the environment. The histogram in Figure 1 shows the distribution of environmental beliefs scores for all the respondents.

Environmental behaviour score was calculated based on responses to seven behaviour-related questions after recoding the answers according to the following scheme: response of 'always practiced' was assigned 2 points; response of 'sometimes practiced' was given 1



1: Turn on TV; 2: Turn off room Light; 3: Take Shower instead of Bath; 4: Use Recycling Bin; 5: Change cloths when necessary; 6: Turn off AC when leaving the room; 7: Refill water bottles; 8: Buy products in Cartoon package; 9: Ask hotel about energy usage.

Figure 2: Stakeholders Responsible for Covering Costs to Reduce Environmental Impacts of Tourism
Source: Field Survey, 2018

In order to capture environmental behaviour of tourists at the destination a number of questions were asked regarding different activities they could engage in. The responses indicating how many participants engaged in each activity while on their holidays and how often are presented in Figure 2.

There was a strong engagement of respondents in a number of activities, such as turning of the TV when not in the hotel room (40 respondents did it always),

point, and response of 'never practices' was given 0 points. Environmental behaviour score was calculated as the sum of all the points for behaviour given to any individual respondent. The range of environmental behaviour score was therefore 0 to 14 (2 points for each behaviour). The behaviours included in calculations of the composite score were: use recycling bins; only get sheets, towels and

amenities changed when really needed to; turn off lights when left the room; turn off the TV when left the room; turn off the air conditioning when left the room; take short showers instead of a bath; and refill water bottles rather than using the ones provided. The distribution of environmental behaviour scores for all the respondents is presented in histogram in Figure

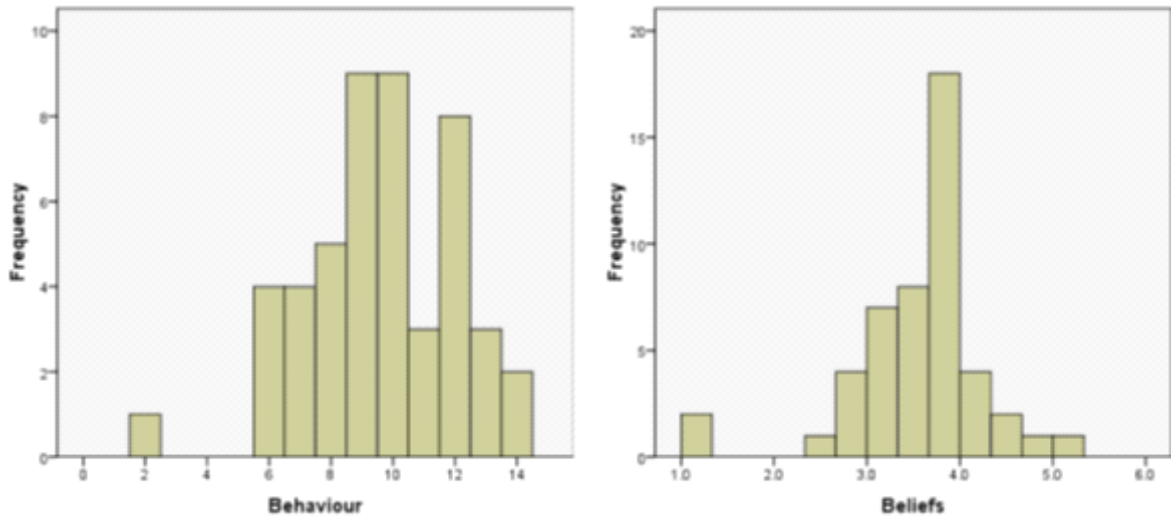


Figure 3: Histograms of Tourists' Environmental Behaviour Scores and Tourists' Environmental Belief Scores
 Source: Field Survey, 2018

Correlation between the environmental beliefs score and environmental behaviour score is 0.357 and is significant at the 0.05 level. In order to further analyze the results regarding the environmental beliefs and behaviour, the following categories were introduced: environmental belief scores equal or higher than 3 were considered to be high and environmental behaviour scores higher than 10 were consider high. Using the described cut points, 41.7% of the participants had low environmental beliefs score and 66.7% of participants had low environmental behaviour score. The Environmental Traveler Matrix in Figure 2 illustrates how participants' environmental

beliefs were reflected in their behaviour.

Environmental Beliefs Score

It can be noted that for the majority of respondents (54%) beliefs towards the environment were not reflected in their behaviour. There were 26 participants who fell under the category of “Falsely Committed Tourists” due to having high environmental beliefs (figure 4) score but low environmental behaviour score. Tourist's that beliefs matched their behaviours were “Activist Tourists” (31%) and “Laissez Faire Tourists” (12%).

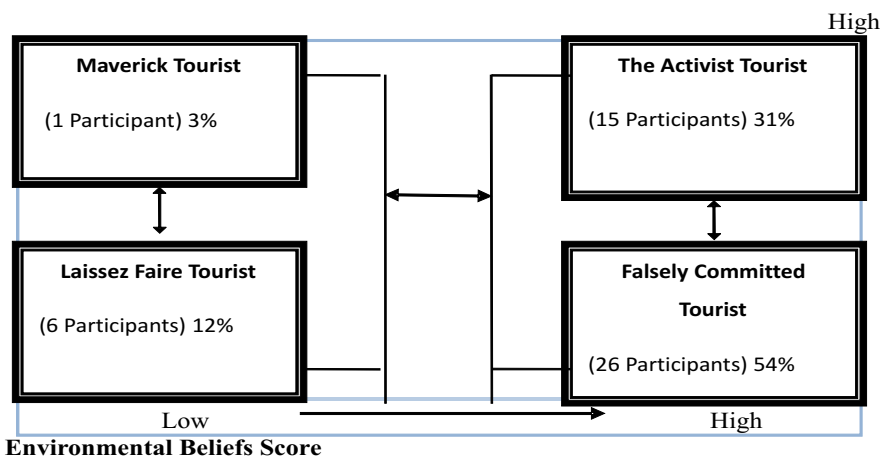


Figure 4: Tourist Environmental Belief Matrix
 Source: Field Survey, 2018

CONCLUSION

The overall environmental beliefs showed that majority of participants had positive environmental beliefs. For every statement asked, majority of responses were pro-environmental and showed that participants had concern for the environment. The strongest belief held by participants was the belief stating that the present generation should ensure the environment is maintained or enhanced for the benefit of future generations, as over half of the participants strongly agreed with this. On the other hand, overall results for tourist's environmental behaviour for this study show majority of tourists do not have environmentally friendly behavior. In order to explain the inconsistencies between the beliefs and behaviour, this study proposed a new classification of tourists into four categories, depending on their environmental beliefs score and environmental behaviour score.

RECOMMENDATIONS

The study recommends that to enhance tourist environment behavior and awaken their environmental belief the following must be prioritized:

The maintenance of environment should be seen and taken as responsibility of all.

- ii. Hoteliers and tour operators should provide all sanitary environmental friendly environment and facilities (e.g. waste bins, billboards, warning sign, etc) with inscription that will alert and remind tourist of dangers of littering the environment.
- iii. Tourists should be made to pay more whiling using products that are termed environmentally damaging, e.g. use of cartoons instead of polythene or plastics.
- iv. Falsely Committed Tourist, Laissez Faire Tourist and Maverick tourists can be corrected with continuous enlightenment campaign written on pamphlets, radio jingles, jotters, signpost, etc.

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