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Tourist Environmental Behaviour: A narrative review

Chaima Touloun^{1*}, Rachid Eddali²

^{1*} Doctoral Candidate, Department of English, Faculty of Humanities, Cadi Ayyad University, Morocco. ² Professor, Department of English, Faculty of Humanities, Cadi Ayyad University, Morocco

Chaima.touloun@ced.uca.ma Rachid.eddali@uca.ac.ma
Tel: +212606898862

Abstract

Environmental sustainability is a significant issue nowadays. Travelers must become more environmentally conscious of protecting the earth. Academics focus more on environmental degradation, pollution, and human behaviour's influence on climate change. Late 20th-century researchers are increasingly environmentally conscious. Tourists' environmentally friendly conduct at their destination is influenced by contextual variables, although they have not been fully investigated. Researchers say studying visitor behaviour reduces tourism's environmental effect. By reviewing the literature, it is possible to contextualize the pro-environmental behaviour of tourists. Businesses, governments, and tourists must alter their practices to ensure a sustainable future.

Keywords: Environmental behaviour; green tourism; tourist behaviour; sustainability

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1.0 Introduction

The ability of modern societies to preserve their natural environments is one of the most pressing challenges they face. Travelers have a growing responsibility to behave in a manner that is more environmentally conscious of preserving the planet's future. Academics are paying an increasing amount of attention to issues such as the degradation of the environment, pollution, and the overall impact of human behaviour on climate change and the environment. In the latter half of the 20th century, there was a rise in the number of scientists who expressed concern for the environment. However, extensive research has yet to be conducted on the contextual factors that play a significant role in the environmentally conscious behaviour exhibited by tourists at their destination.

Moreover, studies need more agreement about what constitutes sustainable tourist behaviour and who precisely environment-friendly tourists (EFTs) are (Dolnicar et al., 2008). Nevertheless, according to the findings of recent studies, researching the behaviours of tourists is one method for mitigating the adverse effects of tourism on the natural environment. An important social, economic, and technological global trend, pro-environmental behaviour demands special attention due to its expanding volume and significance and the various barriers to adoption (Kronrod et al., 2023).

Ongoing discussion centers on how new "green tourists" should be categorized and whether these visitors are genuinely concerned about the environment and are aware of its complexities. This article focuses on the factors that play a role in the formation of green

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attitudes and behaviours, such as tourists' perceptions of the quality of the environment at a particular destination. This narrative review summarizes the research on tourist environmental behaviour, analyzes that research, and draws attention to the most important themes and trends that have emerged from previous studies. The purpose of this study is to define "green behaviours in tourism" (also known as "pro-environmental behaviours in tourism"), distinguish these behaviours from other concepts that are related to them, and examine interventions that are designed to encourage these behaviours. When considering the role of a number of factors presented in the literature, it is also helpful to understand the contextual influences exerted on the environmentally conscious behaviours of tourists.

To create a future that is sustainable, existing institutions, such as businesses, governments, and tourists, will need to undergo significant mental and behavioural shifts. Therefore, it is necessary to conduct additional research to identify other factors that could influence the behaviour of tourists toward the environment. It is also important to note that the reviewed studies were carried out before the COVID-19 pandemic and that some behaviours, such as the use of single-use products, may have changed due to increased health and safety measures in tourism following the pandemic.

2.0 Literature Review

Over the last two decades, sustainable tourism has garnered significant attention from academics and policymakers (Farrell & Twining-Ward, 2004). Tourism managers and researchers have given environmental sustainability in tourism considerable attention. However, the number of interventions proposed to reduce the environmental footprint of tourists at a destination is restricted to those implemented at the destination (Dolnicar & Matus, 2008). Therefore, planners will have to progressively shift their focus from preparing the environment for tourism to protecting the environment from the impact of tourism (Cohen, 1978).

Although the shift toward greater sustainability within traditional forms of mass tourism is likely to have significant consequences for future sustainability and natural resource management (World Tourism Organization, 2011; Weaver, 2012), few studies have been conducted on tourists' environmentally conscious actions in urban areas (Dolnicar & Matus, 2008). Only when sustainable development is firmly anchored in people's consciousness can strategies for behavioural change be effective (Hongjuan & Tudes, 2010). Global environmental politics will only fulfill its tasks if the decision-makers in individual nations are supported by populations whose environmental awareness and willingness to behave in an environmentally appropriate way permit them to demand and assert the solutions to global environmental problems (DeSombre, 2018).

According to DeSombre's argument, the focus on trying to persuade people to behave in ways that are less environmentally problematic is likely to be ineffective at best. It may even be counterproductive due to the problem characteristics and social structures that underpin large-scale environmental problems. DeSombre argues that this is because the characteristics of the problem and the social structures that underpin them cause the problems in the first place. Instead, we should focus on changing systems and structures to provide incentives, routines, and contexts in which we can simultaneously change the behaviour of large groups of people, regardless of whether their behaviour change is undertaken intentionally for the benefit of the environment. Whether their behaviour change is undertaken intentionally for the benefit of the environment is not the point; the point is that we can simultaneously change (2018)

2.1 Pro-environmental tourism behaviour

Several recent studies have examined the factors impacting tourists' pro-environmental behaviour. For example, Miller et al. (2015) define pro-environmental behaviour as "any actions that protect the environment or minimize the negative impacts of human activity on the environment in either general daily practice or specific outdoor settings." On the other hand, Juvan and Dolnicar (2016) define environmentally sustainable tourist behaviour as "tourist conduct that does not negatively damage the natural environment (or may even improve the environment) both worldwide and at the destination."

Bahja and Hancer (2021) further emphasize that pro-environmental tourism behaviour is tourists' behaviour to minimize or eliminate the negative environmental impacts of their touristic activity in a destination. Consequently, pro-environmental tourism behaviour can be seen as any activity that intends to minimize or eliminate human activity's negative impacts on the environment and preserve the beauty and natural state of destinations for current and future generations to enjoy.

Responsible actions include reducing energy consumption, recycling, proper waste disposal, and water conservation. According to DeSombre (2018), understanding what works requires first comprehending why people behave in ways that have cumulatively negative environmental consequences. Bilynets and Cvelbar (2022) argue that there is a favorable relationship between the environmental image of a destination and tourist behaviour. However, according to Miller et al. (2004), most people have reasonably well-developed pro-environmental practices at home, and these learned habits move over, at least in part, to a tourism setting.

A complex interplay of factors, including knowledge, attitudes and values, social norms, perceived level of control, and the destination image shapes pro-environmental behaviour among tourists. Understanding the motivations behind responsible behaviour and what works in promoting pro-environmental practices among tourists is critical for sustainable tourism development. The studies reviewed provide valuable insights into the role of various factors in shaping tourists' pro-environmental behaviour and can inform future research and practices aimed at promoting responsible tourism. It is important to note that while some tourists may exhibit pro-environmental

behaviours, such as reducing energy consumption, recycling, proper waste disposal, and water conservation, there is still much to be learned about what drives these actions. (Miller et al., 2004; DeSombre 2018; Bilynets & Cvelbar 2022).

2. 2 Influential Factors in Tourist Pro-Environmental Behaviour

The study of pro-environmental behaviour among tourists has gained significant attention in recent years as the travel industry grows and its impact on the environment becomes increasingly evident. Inspiring people to act more responsibly or deter them from engaging in irresponsible behaviour in contexts such as the environment has prompted increased research (Kronrod et al., 2023). Researchers have investigated various factors that can influence tourists' pro-environmental behaviour, including their level of knowledge and awareness about environmental issues, attitudes and values towards the environment, personal and social norms, perceived level of control over their behaviour, and the image of a destination (Scott, Gössling & Baum, 2008).

According to reviewed studies, several factors can impact tourist pro-environmental behaviour, including Tourists' level of knowledge and awareness about environmental issues (Wang & Lu, 2011; Lu & Wang, 2017). Tourists' attitudes and values towards the environment (Lu & Wang, 2017; Wittmer & Gössling, 2018). Personal and social norms include peer pressure (Lu & Wang, 2017; Wittmer & Gössling, 2018; Scott et al., 2008). Tourists' perceived level of control over their behaviour, such as access to environmentally friendly options (Wittmer & Gössling, 2018). The image of a destination as environmentally friendly or not (Wittmer & Gössling, 2018; Scott, D., Gössling, S., & Baum, T. 2008). These factors have been found to interact and play a role in shaping tourists' pro-environmental behaviour, and a better understanding of them can inform future research and practice aimed at promoting sustainable tourism.

Establishing a positive environmental image is crucial for destinations to encourage tourist pro-environmental behaviour, which can be achieved by presenting tangible indicators of pro-environmental initiatives and providing clear and straightforward directions for behaviours such as energy consumption and recycling (Bilynets & Cvelbar, 2022). By doing so, destinations can create an environment that supports and encourages environmentally conscious behaviour among tourists. Nevertheless, According to (Bilynets & Cvelbar, 2022), most of the environmentally friendly behaviours studied got worse when they were put in the context of tourism; travelers whose pro-environmental conduct at home is above the average behaved better when they were at the destination as well. When visitors get the impression that their destination is kind to the environment, they are more likely to act in ways that are beneficial to the natural world while they are there.

Demographics and economic factors can impact tourists' pro-environmental behaviour, with tourists' age, gender, education, and the cost of environmentally friendly options playing a role. Depending on the context and destination, these factors can interact and have varying effects on pro-environmental behaviour.

2. 3 Green tourists

These are just a few examples of definitions of green tourists found in the academic literature. It is worth noting that there may be slight variations in the definitions and that the terminology used may differ in different contexts and studies. For example, Šagovnović and Stamenković (2022) view green tourists as tourists who behave in an environmentally friendly manner when on vacation in a wide range of tourism contexts, whereas ecotourists behave in an environmentally friendly manner on vacation in the context of nature-based tourism. Ecotourists thus represent a subset of green tourists. Because of the small number of studies that have investigated green tourists empirically to date, many of the reviewed studies are in ecotourism.

Buckley, R. (2009) defines green tourists as "tourists who demonstrate an awareness of and concern for the environment and make efforts to minimize the negative impact of their tourism activities on the environment." while Gössling, S., Scott, D., & Tyson, D. (2010) emphasize that green tourists are "tourists who make a conscious effort to reduce their impact on the environment through their travel choices and behaviour." Green tourists are ecologically conscious travelers who attempt to reduce the damaging effects of their travel on the environment (Moscardo, 2011).

The cited definitions of green tourists emphasize awareness of and concern for the environment, conscious efforts to minimize the negative impact of tourism activities, and pro-environmental behaviour while traveling. The scope of the definitions varies, with some focusing on environmentally responsible behaviour in the context of travel choices and behaviour, while others have a broader scope. The emphasis in the definitions also varies, with some placing more emphasis on awareness and concern, while others place more emphasis on conscious effort to reduce impact. However, the common thread among all definitions is the focus on environmentally conscious traveling behaviour.

Previous research on the topic of green tourism was analyzed by Dolnicar, Crouch, and Long (2008), who focused on differentiability in relation to this section of research. The most important thing that can be gleaned from their investigation is the fact that very little is known about environmentally conscious visitors on the broader context of tourism. In the ecotourism field, some information is available about the characteristics of ecotourists; however, because virtually every study employs a different method for operationalizing ecotourists, it is impossible to come to any conclusive statements about ecotourists as a whole. It is because different operationalizations inevitably result in different profiles for ecotourists.

3. 0 Methodology

The literature review involved a comprehensive search of academic databases, including Web of Science and Scopus, using relevant keywords related to the subject of the review. The keywords used were "environmental behaviour," "green tourism," "tourist behaviour," and "sustainability." The search process involved screening the titles and abstracts of articles to ensure that they were relevant to the

research question and met the inclusion criteria for the review. Articles that focused on environmental sustainability, pollution, human behaviour's influence on climate change, and the pro-environmental behaviour of tourists were considered in the review.

The search was limited to articles published between 2010 and 2022. Duplicates were deleted after the initial search, and the remaining articles were assessed for relevancy based on their titles, abstracts, and keywords. The full-text versions of the papers that satisfied the inclusion criteria were then reviewed, and pertinent data was extracted for analysis. 75 articles were reviewed for eligibility, with 50 chosen based on their quality and relevance to the study issue. The publications chosen were drawn from a variety of academic journals, including "Tourism Management," "Journal of Sustainable Tourism," and "Annals of Tourism Research: Empirical Insights," all of which are well-respected and indexed journals in the field of tourist studies.

Furthermore, journals and publications were chosen for their quality and relevance to the study subject rather than ranking or reputation. The review aimed to contextualize the influence of contextual variables on tourists' environmentally friendly behaviour at their destination. It only considered articles that focused on environmental sustainability, pollution, human behaviour's influence on climate change, and tourists' pro-environmental behaviour. These articles were selected based on their quality and relevance to the research question rather than their ranking or reputation alone. The review also aimed to contextualize the influence of contextual variables on tourists' environmentally friendly conduct at their destination. The sources used in the literature review were from a range of academic journals, including "Tourism Management," "Journal of Sustainable Tourism," and "Annals of Tourism Research: Empirical Insights." However, the selection of journals and papers was based on their quality and relevance to the research question.

4. 0 Findings and Discussions

The analyzed studies offer a comprehensive examination of the phenomenon of tourist pro-environmental behaviour. These studies provide important insights into the various factors that shape tourists' environmentally conscious actions while traveling, focusing on the impact of attitudes and values, personal and social norms, knowledge and awareness, perceived control, and the environmental image of destinations. By exploring these different perspectives, these studies contribute to a better understanding of tourist pro-environmental behaviour and its role in promoting sustainable tourism practices. In addition, the differing methodologies used in these studies, such as empirical research, literature review, and examination of daily behaviour, provide a broad and well-rounded view of the subject, making them valuable sources for future research and practical applications.

The reviewed studies provide insight into the factors that influence tourist pro-environmental behaviour, emphasizing the roles of attitudes and values, personal and social norms, knowledge and awareness, perceived control, and the environmental image of destinations. Although the studies differ in their emphasis on these factors, they all draw attention to their importance in shaping sustainable tourism practices. These findings offer valuable insights for future research and practical applications in promoting pro-environmental behaviour among tourists.

Table 1 Factors and Implications of Tourist Pro-Environmental Behaviour

Factor	Implication
Attitudes and values	Play a significant role in shaping pro-environmental behaviour among tourists
Personal and social norms	Have a strong influence on tourist pro-environmental behaviour
Knowledge and awareness	Important in shaping tourists' pro-environmental behaviour, according to Lu and Wang (2017)
Perceived control	Important in shaping tourists' pro-environmental behaviour, according to Wittmer and Gössling (2018)
Environmental image of destinations	Significant in shaping pro-environmental behaviour among tourists, according to Bilynets and Cvelbar (2022)
Daily behaviour	Also plays a role in shaping tourist pro-environmental behaviour, according to Bilynets and Cvelbar (2022)

Source: elaborated by the authors.

5. 0 Conclusion

To maintain sustainable and consistent growth in the tourism industry, it is of the utmost importance that destinations' environments are protected, and such protection needs stakeholder groups to collaborate. While the definitions of pro-environmental behaviour and

sustainable tourist behaviour vary, the studies agree that several factors play a role in shaping tourist pro-environmental behaviour. These factors include knowledge and awareness, attitudes and values, personal and social norms, perceived control, destination image, and demographic characteristics. Therefore, understanding these factors can help inform strategies to promote pro-environmental behaviour among tourists and mitigate the negative environmental impacts of tourism.

The definitions of "green tourists" in the presented literature typically include an emphasis on environmental awareness and concern, deliberate efforts to reduce the adverse effects of tourism, and pro-environmental behaviour while traveling. The definitions' purview varies; some are more narrowly focused on ecologically responsible behaviour in the context of travel decisions and behaviour, while others are expansive. The focus of the definitions also differs; some emphasize awareness and care, while others emphasize intentionally attempting to lessen an impact. However, the emphasis on traveling in an environmentally responsible manner is the common thread among all of them.

Establishing a positive environmental image is vital for places encouraging tourist, pro-environmental behaviour, which can be accomplished by offering concrete signs of actions that are beneficial to the environment and by providing directions that are unambiguous and easy to follow for habits such as energy use and recycling (Bilynets & Cvelbar, 2022). Destinations that take these steps can create an atmosphere that fosters and encourages environmentally conscious behaviour among visitors, which benefits both parties. The visitors' age, gender, level of education, and the price of environmentally friendly options can all play a part in influencing their pro-environmental behaviour. Economic considerations, such as the cost of environmentally friendly solutions, can also play a role. These elements can interact and affect pro-environmental behaviour depending on context and destination.

Studies suggest that several factors can impact tourists' pro-environmental behaviour. These include tourists' knowledge and awareness of environmental issues, their attitudes, and values towards the environment, the influence of personal and social norms such as peer pressure, their perceived level of control over their behaviour, and the image of the destination as environmentally friendly. All of these factors can play a role in shaping tourists' pro-environmental behaviour and contribute to the development of sustainable tourism practices.

Knowledge, attitudes, values, social norms, perceived level of control, and the destination's image all shape environmentally conscious conduct among tourists. A complex interaction of elements shapes this behaviour. Sustainable tourism development needs to understand the drivers' responsible behaviour and the successful tactics in promoting pro-environmental activities among tourists. The studies that were looked at provided valuable insights into the impact that various factors have in determining the pro-environmental behaviour of tourists. These insights can inspire future research and activities that aim to promote responsible tourism. It is essential to point out that although some tourists may engage in environmentally friendly behaviours like lowering their energy consumption, recycling materials, disposing of waste appropriately, and conserving water, a great deal can still be learned about the motivations behind such actions.

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Paper Contribution to Related Field of Study

This paper contributes to the literature on tourist pro-environmental behaviour

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