

**ASSESSMENT OF THE ENVIRONMENTAL AND SOCIAL RESPONSIBLE
TOURIST BEHAVIOR AMONG TOURISM MANAGEMENT
STUDENTS IN CENTRAL LUZON STATE UNIVERSITY**

**CARIASO, JERRICKSON M.
ARESTA, DIANA A.
BERMUDO, KRISTEL JADE G.
TAMBO, RUBIE E.**

An Undergraduate Thesis Submitted to the Faculty of the Department of Hospitality and
Tourism Management, College of Home Science and Industry, Central Luzon State
University, Science City of Munoz, Nueva Ecija, Philippines
In Partial Fulfillment of the Requirements
for the Degree of


BACHELOR OF SCIENCE IN TOURISM MANAGEMENT


JUNE 2023


ACCEPTANCE SHEET

This undergraduate thesis entitled "ASSESSMENT OF THE ENVIRONMENTAL AND SOCIAL RESPONSIBLE TOURIST BEHAVIOR AMONG TOURISM MANAGEMENT STUDENTS IN CENTRAL LUZON STATE UNIVERSITY" prepared and submitted by JERRICKSON M. CARIASO, DIANA A. ARESTA, KRISTEL JADE G. BERMUDO, and RUBIE E. TAMBO in partial fulfillment of the requirements for the degree of BACHELOR OF SCIENCE IN TOURISM MANAGEMENT, is hereby accepted:


CELYRAH B. CASTILLO, DHM
Adviser
06.22.2023
Date Signed


JOMERICK F. DOMINGO, LPT, MSHTM
Thesis Critic
06/26/23
Date Signed


MARIE JEL D. BAUTISTA, DBAHTM
Thesis Critic
JUN 26 2023
Date Signed


KRISTELLE S. LAMSON, MSHRM
Thesis Critic
JUN 26 2023
Date Signed

Accepted at partial fulfillment of the requirements for the degree of **BACHELOR OF SCIENCE IN TOURISM MANAGEMENT**


CELYRAH B. CASTILLO, DHM
Chair, Department of Hospitality and
Tourism Management
06.20.2023
Date Signed

JUDITH P. ANTONINO, Ph.D.
Dean, College of Home Science and Industry

Date Signed

BIOGRAPHICAL SKETCH

Jerrickson M. Cariaso was born on August 11, 2000 and lives in Brgy. Sampaloc, Pantabangan, Nueva Ecija. He is the fourth child of Mr. Benedicto P. Cariaso and Mrs. Charito P. Cariaso. He took his primary education at Sampaloc Elementary School and finished his secondary education at Rizal National High School, Rizal, Nueva Ecija. As he pursued his bachelor's degree in Tourism Management, he was a university and college scholar during his first and second years and a dean's lister in his third year. He is a holder of three National Certificates from the Technical Education and Skills Development Authority (TESDA), namely, NC II in Tourism Promotion Services, NC III in Front Office Services, and NC III in Events Management Services. He also obtained his certification in Cabin Crew training held at Omni Aviation Corporation and in Rajah Travel Corporation held online as part of the internship program.

Diana A. Aresta was born on December 01, 2000 in Alcala, Cagayan but is currently a resident of Brgy. Casulucan Este, Talavera, Nueva Ecija. She is living with her mother, Myrna A. Joaquin, and stepfather, Ismael V. Joaquin, Jr. She attended her primary school at San Jose Elementary School and graduated her secondary school at Tabacao National High School where she was the Salutatorian of batch 2017 and with honors in 2019 graduating class. She is a consistent *scholar ng bayan* who maintained her academic achievements as a dean's lister, college scholar, and university scholar while pursuing her bachelor's degree in Tourism Management at Central Luzon State University (CLSU). She also earned four National Certificates from the Technical Education and Skills Development Authority (TESDA): Events Management Services (NC III), Bookkeeping (NC III), Tourism Promotion Services (NC II), and Front Office Services (NC III).

Kristel Jade G. Bermudo was born on January 27, 2001. She is a resident of Brgy. North Poblacion Dipaculao, Aurora. She is the fourth child of Roberto O. Bermudo and Warlita G. Bermudo. She graduated from Dipaculao Central School in 2013, where she excelled academically and participated actively in drum and lyre competitions. In 2017, she completed her secondary school at Father John Karash Memorial High School, where she also excelled academically and performed as a dancer and a majorette in the drum and lyre. She completed her senior high school at Wesleyan University Philippines, Aurora Campus, where she graduated with honors in 2019. She is a consistent university and college student at the school. Aside from that, in 2023, she completed her On-the-Job Training at Clark Pampanga's Omni Aviation as well as a remote practicum with Rajah Travel Corporation. She also earned her three national certificates in the same year in Front Office Services (NC III), Events Management Services (NC III), and Tourism Promotion Services (NC II).

Rubie E. Tambo was born on August 03, 2000 and lives in Brgy. Sta. Maria East, San Nicolas, Pangasinan. She is the second child of Rolando S. Tambo and Daisy E. Tambo. She took her primary education at Sta. Maria Elementary School, and finished both her junior and senior high school at Sta. Maria National High School, San Nicolas Pangasinan. As she pursued her bachelor's degree in Tourism Management at Central Luzon State University (CLSU), she was a university scholar during her first year, a college scholar during her second year, and a dean's lister in her third year. Just like her co-authors, she earned three National Certificates from the Technical Education and Skills Development Authority (TESDA): Events Management (NCIII), Front Office Services (NCIII), and Tourism Promotion Services (NCIII).

ACKNOWLEDGEMENT

The researcher would like to thank and recognize the help and support of the following who have contributed to the accomplishment of this study.

First, to their families, for encouraging them during the whole process of this study. To Mr. Jerrickson Cariaso's parents; Mr. Benedicto P. Cariaso, and Mrs. Charito M. Cariaso; Ms. Diana Aresta's Parents, Mr. Ismael V. Joaquin Jr., and Mrs. Myrna A. Joaquin; Ms. Kristel Jade Bermudo's parents, Mr. Roberto O. Bermudo and Mrs. Warlita G. Bermudo; and to Ms. Rubie Tambo's parents, for giving them moral and financial support, undertaking, kindness and unconditional love that served as their inspiration for the completion of this work. And most importantly, to Ms. Mika Cruz who wholeheartedly extends her arms to help and guide them throughout the study process from the beginning up to the last. Additionally, for giving them full support and encouraging words.

To their thesis adviser and department chair, Ma'am Celyrah B. Castillo, for her untiring support, ideas, and good criticisms that made our study more meaningful. They thanked her for all the knowledge and inspiration she brought to them and for her consideration, guidance, and support with the construction of their final paper.

To their thesis critics, Ma'am Marie Jel A. Bautista, Ma'am Jennylynne L. Lubrin, Ma'am Kristelle S. Lamson, and Sir Jomerick F. Domingo, for sharing their expertise and for helping them to improve their thesis.

To their respected dean, Ma'am Judith P. Antonio, it has been a privilege for them to be a Tourism Management student during her administration. Their journey would be incomplete without her. They appreciate her kindness and generosity from the moment they arrived at the university till the end of the academic year.

To their beloved University, it has been a roller coaster ride but despite those curves they had to experience, it helped them to conquer and achieve the final destination they wanted to have. All the challenges, life lessons, and realizations they have been through, are all worth it and surely be remembered for the rest of their lives.

To the approachable Bachelor of Science in Tourism Management Students and their block presidents, who gave their spare time to share their behavioral experiences whenever they visited certain destinations (in terms of having Environmentally and Socially Responsible Behavior) to the researchers and to make this study more stronghold and truthful. They gave a big contribution since they served as the respondents of this study.

Finally, the all-powerful God is responsible for their strength and constant guidance, and unwavering love. Moreover, for consistently showering them with courage, strength, and determination to finish this study and to succeed in every trial of their lives.

J.M. CARIASO
D.A. ARESTA
K.J.G. BERMUDO
R.E. TAMBO

TABLE OF CONTENTS

Title	Page
LIST OF TABLES	viii
LIST OF FIGURES	ix
LIST OF APPENDICES	x
ABSTRACT	xi
INTRODUCTION	1
Background of the Study	1
Statement of the Problem	4
Objectives of the Study	5
Significance of the Study	5
Scope and Limitations of the Study	7
Conceptual Framework	8
Theoretical Framework	9
Operational Definition of Terms	11
REVIEW OF RELATED LITERATURE AND STUDY	14
Responsible Tourism	14
Young Tourists Towards Responsible Tourism	18
The Behavior of Young Tourists in Traveling	20
Tourists' Environmentally Responsible Behavior on Traveling	22
Tourists' Socially Responsible Behavior on Traveling	26
Synthesis of the Review of Related Literature and Studies	29
METHODOLOGY	32
Research Design	32
Research Instrument	32
Sampling Techniques	34
Data Gathering Procedure	36
Data Analysis	36
Ethical Considerations	37
RESULTS AND DISCUSSION	39
SUMMARY, CONCLUSION, AND RECOMMENDATION	56
Summary	56
Conclusion	58
Recommendations	60
REFERENCES	63
APPENDICES	74

LIST OF TABLES

Table		Page
1	Result of Reliability Test	33
2	Age Distribution of Respondents	39
3	Sex Distribution of Respondents	40
4	Year Level Distribution of BSTM Respondents	40
5	Distribution of BSTM Respondents as per Travel Status	41
6	Respondents' Agreement to Environmentally Responsible Behavior	42
7	Respondents' Agreement to Socially Responsible Behavior	49

LIST OF FIGURES

Figures		Page
1	Conceptual Framework	8
2	The Formula for Getting the 192 Respondents of the Study	35
3	Computation on how to get an equal distribution of respondents per year level	35

LIST OF APPENDICES

Appendix		Page
A	Survey Questionnaire (Google Forms)	75
B	Instrument patterned to the study of Dias et al., (2021)	80
C	Instrument patterned to the study of Said (2018)	81
D	Letter of Permission to Dias et al. (2021)	82
E	Letter of Permission to Said (2018)	83
F	Total number of Tourism Management Students at CLSU enrolled in Academic Year 2022-2023	84
G	Letter of request for total numbers of Tourism Management Students at CLSU	85
H	Ethics Approval Sheet	86
I	Certificate of Consultation and Statistical Analysis	87
J	English Critic Certification	88

ABSTRACT

CARIASO, JERRICKSON M., ARESTA, DIANA A., BERMUDO, KRISTEL JADE G., TAMBO, RUBIE E., Department of Hospitality and Tourism Management, College of Home Science and Industry, Central Luzon State University, Science City of Muñoz, Nfueva Ecija, Philippines, **DECEMBER 2022, “ASSESSMENT OF THE ENVIRONMENTAL AND SOCIAL RESPONSIBLE TOURIST BEHAVIOR AMONG TOURISM MANAGEMENT STUDENTS IN CENTRAL LUZON STATE UNIVERSITY”**

Adviser: CELYRAH B. CASTILLO, DHM

People tend to travel for leisure, business, and other purposes. In terms of traveling, young tourists are more active and some studies have proven that they are the future of Tourism thus, it is essential to know their responsibilities as tourists. This study used a descriptive quantitative design that describes the socio-demographic profile of the respondents and assesses the behaviors of Tourism Management Students at CLSU in the aspect of Environmentally and Socially Responsible Behavior. An online survey questionnaire (Google Form) was utilized from 192 respondents which were divided into 4 using stratified random sampling with a total of 48 respondents per year level. Reliability Testing was conducted for the research instrument used in this study. Likewise, the data gathered were analyzed with the use of frequencies, percentages, and the mode of the variables which were completed in Microsoft Excel. As per the results of this study, Tourism Management Students belong to young tourists who are active in traveling in the

local context. The majority of the students have firm Environmentally and Socially Responsible Behavior whenever they visit a place or tourist destination. As the output of this study, the researchers have crafted recommendations for the Department of Tourism and Hospitality Management at CLSU to further strengthens the students' behavior towards Environmentally Responsible Behavior and Socially Responsible Behavior and for others that benefited from this study.

Keywords: Environmentally Responsible Behavior, Socially Responsible Behavior, Responsible Tourism, Young Tourists, Traveling, Descriptive Quantitative Design

REFERENCES

- Agrotravel, (2015, June 22). Responsible Tourism in India. agrotravelturismoresponsable.wordpress.com. Retrieved November 10, 2022, from <https://agrotravelturismoresponsable.wordpress.com>
- Akintunde, E. A. (2017). Theories and Concepts for Human Behavior in Environmental Preservation. *Journal of Environmental Science and Public Health*, 01(02), 120–133. <https://doi.org/10.26502/jesph.96120012>
- Alam, S. M. S., Avi, M. a. R., & Bagchi, S. (2021). Investigating the Responsible Tourist Behaviour in Ecotourism Destination: A Study on Saint Martin's. *ResearchGate*. Retrieved from <https://www.researchgate.net/publication/354511101>
- Aldana, I., Dias, A., Pereira, L., Lopes da Costa, R., & Antonio, N. (2021, March 18). A Measure of Tourist Responsibility. www.mdpi.com. Retrieved November 15, 2022, from <https://www.mdpi.com/2071-1050/13/6/3351>
- Aquino, R. S., Hall, M. C., Prayag, G., Chen, N., & Fieger, P. (2022, October 12). Is Gen Z really that different? Environmental attitudes, travel behaviors, and sustainability practices of international tourists to Canterbury, New Zealand. *Journal of Sustainable Tourism*. DOI: 10.1080/09669582.2022.2131795
- Asian Development Bank, & World Tourism Organization. (2022). Covid-19 and the Future of Tourism in Asia and the Pacific. Retrieved from <https://www.adb.org/sites/default/files/publication/>
- Baloch, Q. B., Shah, S. a. A., Maher, S., Irshad, M., Khan, A., Kiran, S., & Shah, S. S. (2022). Determinants of evolving responsible tourism behavior: Evidence from the supply chain. *Cogent Social Sciences*, 8(1). <https://doi.org/10.1080/23311886.2022.2099565>
- Balińska, A., Parzonko, A. J., & Siczko, A. (2021). Pro-Environmental Behaviors of Generation Z in the Context of the Concept of Homo Socio-Oeconomicus. *Energies*, 14(6), 1597. <https://doi.org/10.3390/en14061597>
- Batson, C. D., & Powell, A. A. (2003). Altruism and prosocial behavior. In I. B. Weiner (Ed.), *Handbook of psychology* (pp. 463-484). New Jersey: Wiley Online Library.
- Blackstock, K., White, V., McCrum, G., Scott, A., & Hunter, C. (2008). Measuring Responsibility: An Appraisal of a Scottish National Park's Sustainable Tourism Indicators. *Journal of Sustainable Tourism*, 16(3), 276–297. <https://doi.org/10.1080/09669580802154090>

- Bøhlerengen, M., & Wiium, N. (2022). Environmental Attitudes, Behaviors, and Responsibility Perceptions Among Norwegian Youth: Associations With Positive Youth Development Indicators. *Frontiers in Psychology*, 13. <https://doi.org/10.3389/fpsyg.2022.844324>
- Brief, A. P., & Motowidlo, S. J. (1986). Prosocial Organizational Behaviors. *Academy of Management Review*, 11(4), 710. <https://doi.org/10.2307/258391>
- Brokaj, R. (2014). Local Government's Role In The Sustainable Tourism Development Of A Destination. *European Scientific Journal*, ESJ, 10(31). <http://eujournal.org/index.php/esj/article/view/4571/0>
- Buffa, F. (2015). Young Tourists and Sustainability. Profiles, Attitudes, and Implications for Destination Strategies. *Sustainability*, 7(10), 14042–14062. <https://doi.org/10.3390/su71014042>
- Caliskan, C. (2021, May 23). Sustainable tourism: Gen Z? *Journal of multidisciplinary academic tourism*. DOI: <https://doi.org/10.31822/jomat.2021-6-2-107>
- Cape Town, Fabricius, M., & Goodwin, H. (2002). Responsible Tourism In Destinations. (Vol. 5). The Cape Town Declaration. <https://www.hungarianbirdwatching.com>
- Caruana, R., Glozer, S., Crane, A., & McCabe, S. (2014). Tourists' accounts of responsible tourism. *Annals of Tourism Research*, 46, 115–129. <https://doi.org/10.1016/j.annals.2014.03.006>
- Chua, B., Al-Ansi, A., Lee, M. J., & Han, H. (2021). Tourists' outbound travel behavior in the aftermath of COVID-19: role of corporate social responsibility, response effort, and health prevention. *Journal of Sustainable Tourism*, 29(6), 879–906. <https://doi.org/10.1080/09669582.2020.1849236>
- Dias, A. L., Da Costa, R. L., Pereira, L. F., Antonio, N., & Aldana, I. (2021, March 18). A Measure of Tourist Responsibility. www.researchgate.net. Retrieved November 15, 2022, from https://www.researchgate.net/publication/350135393_
- Eichelberger, S., Heigl, M., Peters, M., & Pikkemaat, B. (2021). Exploring the Role of Tourists: Responsible Behavior Triggered by the COVID-19 Pandemic. *Sustainability*, 13(11), 5774. <https://doi.org/10.3390/su13115774>
- Escario, J., Rodríguez-Sánchez, C., & Casaló, L. V. (2020, July 15). The influence of environmental attitudes and perceived effectiveness on recycling, reducing, and reusing packaging materials in Spain. *Waste Management*. <https://doi.org/10.1016/j.wasman.2020.05.043>

- Fenitra, R. M., Premananto, G. C., Sedera, R. M. H., Abbas, A., & Laila, N. (2022). Environmentally responsible behavior and Knowledge-Belief-Norm in the tourism context: The moderating role of types of destinations. *International Journal of Geoheritage and Parks*, 10(2), 273–288. <https://doi.org/10.1016/j.ijgeop.2022.05.001>
- Fenitra, R. M., Tanti, H., Gancar, C. P., & Indrianawati, U. (2021). Understanding Younger Tourists' Intention Toward Environmentally Responsible Behavior. *GeoJournal of Tourism and Geosites*, 36(2spl), 646–653. <https://doi.org/10.30892/gtg.362spl12-694>
- Fenitra, R., & Gunawan, S. (2020, May). Factors influence tourists' waste reduction behavior while traveling. www.researchgate.net. <https://www.researchgate.net/publication>
- Fieger, P., Hall, M. C., Prayag, G., Chen, N., & Aquino, R. S., (2022, October 12). Is Gen Z really that different? Environmental attitudes, travel behaviors, and sustainability practices of international tourists to Canterbury, New Zealand. *Journal of Sustainable Tourism*. DOI: 10.1080/09669582.2022.2131795
- Francis, R., Arif, M. M. K., Sakkariya, M. K. K., & Ganapathy, S. (2020, April 10). RESPONSIBLE TOURISM: KERALA PERSPECTIVE. www.researchgate.net/. Retrieved 22 January, 2023, from <https://www.researchgate.net/publication>
- Frost, J. (2023). Stratified Sampling: Definition, Advantages & Examples. *Statistics by Jim*. <https://statisticsbyjim.com/basics/stratified-sampling/>
- Gancar, C.P., Fenitra, R.M., Tanti, H., & Indrianawati, U. (2021). UNDERSTANDING YOUNGER TOURISTS' INTENTION TOWARD ENVIRONMENTALLY RESPONSIBLE BEHAVIOR. *GeoJournal of Tourism and Geosites*, 36(2spl), 646–653. <https://doi.org/10.30892/gtg.362spl12-694>
- Ganapathy, S., Arif, M. M. K., Sakkariya, M. K. K., & Francis, R. (2020, April 10). RESPONSIBLE TOURISM: KERALA PERSPECTIVE. www.researchgate.net/. Retrieved 22 January, 2023, from <https://www.researchgate.net/publication>
- García-Rosell, J.C. (2017). A multi-stakeholder perspective on sustainable marketing: Promoting sustainability through action and research. Rovaniemi: Lapland University Press.
- Geissdoerfer, M., Savaget, P., Bocken, N., & Hultink, E. J. (2017). The Circular Economy – A new sustainability paradigm? *Journal of Cleaner Production*, 143, 757–768. <https://doi.org/10.1016/j.jclepro.2016.12.048>

- Giachino, C., Bollani, L., Truant, E., & Bonadonna, A. (2022). Urban area and nature-based solution: Is this an attractive solution for Generation Z? *Land Use Policy*, 112, 105828. <https://doi.org/10.1016/j.landusepol.2021.105828>
- Giachino, C., Pattanaro, G., Bertoldi, B., Bollani, L., & Bonadonna, A. (2021). Nature-based solutions and their potential to attract the young generations. *Land Use Policy*, 101, 105176. <https://doi.org/10.1016/j.landusepol.2020.105176>
- Giuseffi, M. (2011). Environmentally Responsible Behavior and the Application of Leave No Trace Beyond the Backcountry. *Environmentally Responsible Behavior and the Application of Leave No Trace Beyond the Backcountry*, 117. <https://etd.ohiolink.edu/apexprod>
- Goodwin, H. (1998). DFID/DETR Workshop on Sustainable Tourism and Poverty 13 October 1998. *Sustainable Tourism and Poverty Elimination*, 8. <https://www.haroldgoodwin.info/resources/dfidpaper.pdf>
- Goodwin, H. (2016). What is responsible tourism? <https://responsibletourismpartnership.org/what-is-responsible-tourism/>
- Gutierrez, E. L. M., Rivera, J. P. R., & Soler, A. P. (2021). Creating local sustainability indicators towards evidence-based policymaking for tourism in developing economies: Evidence from the Philippines. *Journal of Quality Assurance in Hospitality & Tourism*, 22(5), 561–590. <https://doi.org/10.1080/1528008x.2020.1818356>
- Hanafiah, M. H., Azman, I., Jamaluddin, M. H., & Aminuddin, N. (2016). Responsible Tourism Practices and Quality of Life: Perspective of Langkawi Island communities. *Procedia - Social and Behavioral Sciences*, 222, 406–413. <https://doi.org/10.1016/j.sbspro.2016.05.194>
- Hassan, S. B., & Soliman, M. (2021). COVID-19 and repeat visitation: Assessing the role of destination social responsibility, destination reputation, holidaymakers' trust, and fear arousal. *Journal of Destination Marketing and Management*, 19, 100495. <https://doi.org/10.1016/j.jdmm.2020.100495>
- Hayes, A. (2023). How Stratified Random Sampling Works, with Examples. Investopedia. Retrieved from <https://www.investopedia.com/terms/>
- Han, H., Hsu, L., Lee, J. Y., & Sheu, C. (2011). Are lodging customers ready to go green? An examination of attitudes, demographics, and eco-friendly intentions. *International Journal of Hospitality Management*, 30(2), 345–355. <https://doi.org/10.1016/j.ijhm.2010.07.008>

- Hines, J. M., Hungerford, H. R., & Tomera, A. N. (1987). Analysis and Synthesis of Research on Responsible Environmental Behavior: A Meta-Analysis. *The Journal of Environmental Education*, 18(2), 1–8. <https://doi.org/10.1080/00958964.1987.9943482>
- Hu, B., Tuou, Y., & Liu, J. (2019, June 18). How Does Destination Social Responsibility Impact Residents' Pro-Tourism Behaviors? The Mediating Role of Place Attachment. www.mdpi.com. Retrieved January 20, 2023, from <https://www.mdpi.com/journal/sustainability>
- Huang, Y., Su, L., & Gong, Q. (2020). How do destination social responsibility strategies affect tourists' intention to visit? An attribution theory perspective. *Journal of Retailing and Consumer Services*, 54, 102023. <https://doi.org/10.1016/j.jretconser.2019.102023>
- Husbands, W., & Harrison, L. (2010). *Practicing responsible tourism: international case studies in tourism planning, policy, and development* (1-10 ed.). J. Wiley, New York. <https://www.worldcat.org/title/practicing-responsible-tourism-international-case-studies-in-tourism-planning-policy-and-development>
- Idahosa, L. O. (2019). Understanding Sustainability, Corporate Social Responsibility, and Responsible Tourism In Literature Vs Practice. *Geojournal of Tourism and Geosites*. <https://doi.org/10.30892/gtg.26322-410>
- Jiang, J., Gao, B., & Su, X. (2022). Antecedents of Tourists' Environmentally Responsible Behavior: The Perspective of Awe. *Frontiers in Psychology*, 13. <https://doi.org/10.3389/fpsyg.2022.619815>
- Jones, R., & Dunlap, R. E. (2010). The Social Bases of Environmental Concern: Have They Changed Over Time? 1. *Rural Sociology*, 57(1), 28–47. <https://doi.org/10.1111/j.1549-0831.1992.tb00455.x>
- Kafková, M. P. (2019). Environmental Attitudes in An Intergenerational Perspective. *..*, 67(2), 201–215. <https://doi.org/10.2478/se-2019-0011>
- Kasim, A., & Wickens, E. (2020). Exploring youth awareness, intention and opinion on green travel: The case of Malaysia. *Tourism and Hospitality Research*, 20(1), 41–55. <https://doi.org/10.1177/1467358418781441>
- Kassem, A., Ragab, A. M., Alomran, A., Alotaibi, E. K., Ahmed, T., Shaker, E. M., & Alajlani, A. A. (2021). Underlying Factors of Tourist Social Responsibility (TSR) within the COVID-19 Context: An Empirical Investigation of the Saudi Tourism Market. *Sustainability*, 13(23), 13342. <https://doi.org/10.3390/su132313342>

- Khoo-Lattimore, C., & Yang, E. C. L. (2018). Asian Youth Travellers. In Perspectives on Asian tourism. Springer Nature. <https://doi.org/10.1007/978-981-10-8539-0>
- Kim, A. K. (2012). Determinants of Tourist Behaviour in Coastal Environmental Protection. *Tourism Geographies*, 14(1), 26–49. <https://doi.org/10.1080/14616688.2011.597774>
- Kioko, J., & Kiringe, J. W. (2017, 25 August). Youth's Knowledge, Attitudes and Practices in Wildlife and Environmental Conservation in Maasailand, Kenya. www.ajol.info. Retrieved May 15, 2023, from <https://www.ajol.info/index.php/sajee/article/view/122876>
- Kumari, R. (2022). Empowering Local Communities through Responsible Tourism: A Conceptual Overview on Rajasthan State. ResearchGate. <https://www.researchgate.net/publication/>
- Kyaw, A. S., Maningo, L. E., Athapinyaprapakorn, T., Tuyet, L. T., & Liew, S. L. (2022, July 06). The Best Practices of Youth in Responsible Tourism: Insights from Malaysia, Myanmar, Philippines, Thailand, and Vietnam. *JOURNAL OF RESPONSIBLE TOURISM MANAGEMENT*, 2(2), 73-89. <https://doi.org/10.47263/JRTM.02-02-05>
- Laaroussi, S. I., Rjoub, H., & Wong, W.-K. (2020, July 15). Sustainability of Green Tourism among International Tourists and Its Influence on the Achievement of Green Environment: Evidence from North Cyprus. www.mdpi.com. Retrieved January 20, 2023, from <https://www.mdpi.com/2071-1050/12/14/5698>
- Laila, N., Premananto, G. C., Sedera, R. M. H., Abbas, A., & Fenitra, R. M. (2022). Environmentally responsible behavior and Knowledge-Belief-Norm in the tourism context: The moderating role of types of destinations. *International Journal of Geoheritage and Parks*, 10(2), 273–288. <https://doi.org/10.1016/j.ijgeop.2022.05.001>
- Lazaric, N., Guel, F. L., Belin, J., Oltra, V., Lavaud, S., & Douai, A. (2020). Determinants of sustainable consumption in France: the importance of social influence and environmental values. *Journal of Evolutionary Economics*, 30(5), 1337–1366. <https://doi.org/10.1007/s00191-019-00654-7>
- Lee, C., Olya, H., Ahmad, M., Kim, K., & Oh, M. (2021). Sustainable intelligence, destination social responsibility, and pro-environmental behavior of visitors: Evidence from an eco-tourism site. *Journal of Hospitality and Tourism Management*, 47, 365–376. <https://doi.org/10.1016/j.jhtm.2021.04.010>

- Lee, E., Park, N., & Han, J. H. (2013). Gender Difference in Environmental Attitude and Behaviors in Adoption of Energy-Efficient Lighting at Home. *Journal of Sustainable Development*, 6(9). <https://doi.org/10.5539/jsd.v6n9p36>
- Leslie, D.M. (2012). The responsible tourism debate. In D. Leslie (Ed.), *Responsible tourism: Concepts, theory, and practice* (pp. 17-42). Wallington: CABI.
- Li, Y., Wang, B., & Cui, M. (2022, June 29). Environmental Concern, Environmental Knowledge, and Residents's Water Conservation Behavior: Evidence from China. *MDPI*. <https://doi.org/10.3390/w14132087>
- Li, X., Li, X., & Hudson, S. (2013). The application of generational theory to tourism consumer behavior: An American perspective. *Tourism Management*, 37, 147–164. <https://doi.org/10.1016/j.tourman.2013.01.015>
- Liew, S. L., Maningo, L. E., Kyaw, A. S., Athapinyaprapakorn, T., & Tuyet, L. T. (2022, July 06). The Best Practices of Youth in Responsible Tourism: Insights from Malaysia, Myanmar, Philippines, Thailand, and Vietnam. *JOURNAL OF RESPONSIBLE TOURISM MANAGEMENT*, 2(2), 73-89. <https://doi.org/10.47263/JRTM.02-02-05>
- Lopes da Costa, R., Aldana, I., Dias, A., Pereira, L., & Antonio, N. (2021, March 18). A Measure of Tourist Responsibility. *www.mdpi.com*. Retrieved November 15, 2022, from <https://www.mdpi.com/2071-1050/13/6/3351>
- Mamun, A. A., Hayat, N., Masud, M. M., Yang, Q., Salameh, A. A., & Md. Salleh, M. F. (2022, April 20). Energy Conservation Behaviour Among the Malaysian Youth: A Study Under the Premises of Value-Belief-Norm Model. *Frontiers*. <https://doi.org/10.3389/fenrg.2022.902619>
- Manganari, E. E., Dimara, E., & Theotokis, A. (2016). Greening the lodging industry: Current status, trends and perspectives for green value. *Current Issues in Tourism*, 19(3), 223–242. <https://doi.org/10.1080/13683500.2015.1021668>
- Maningo, L. E., Kyaw, A. S., Athapinyaprapakorn, T., & Tuyet, L. T., Liew, S. L. (2022, July 06). The Best Practices of Youth in Responsible Tourism: Insights from Malaysia, Myanmar, Philippines, Thailand, and Vietnam. *JOURNAL OF RESPONSIBLE TOURISM MANAGEMENT*, 2(2), 73-89. <https://doi.org/10.47263/JRTM.02-02-05>
- Mathew, P., & Sreejesh, S. (2017). Impact of responsible tourism on destination sustainability and quality of life of the community in tourism destinations. *Journal of Hospitality and Tourism Management*, 31, 83–89. <https://doi.org/10.1016/j.jhtm.2016.10.001>

- Mechi. (2017, December 26). Socially Responsible Tourism. Una Vaina Bien Spanish. <http://www.unavainabienspanish.com/socially-responsible-tourism/>
- Nguyen, V. (2021). Segmenting local residents by perceptions of tourism impacts in Sapa, Vietnam: a cluster analysis. *International Journal of Tourism Cities*, 8(1), 153–167. <https://doi.org/10.1108/ijtc-03-2021-0046>
- Nguyen, Q., & Malesky, E. (2021). Fish or steel? New evidence on the environment-economy trade-off in developing Vietnam. *World Development*, 147(2021), 1–23. <https://doi.org/10.1016/j.worlddev.2021.105603>
- Noor M. N. M., Jumain R. S. A., Yusof A., et al. (2017) ‘Determinants of Generation Z Green Purchase Decision: A SEM-PLS Approach’, *International Journal of Advanced and Applied Sciences* 4(11): 143–7.
- Nugraheni, A. I. P., Priyambodo, T. K., Sutikno, B., & Kusworo, H. A. (2019, November 26). DEFINING SOCIAL SUSTAINABILITY AND SOCIALLY CONSCIOUS TOURIST IN SUSTAINABLE TOURISM DEVELOPMENT. www.researchgate.net. Retrieved January 15, 2023, from <https://www.researchgate.net/publication>
- Park, J. Y., Kim, M. J., Reisinger, Y., & Lee, C.-K. (2018, May 11). Predicting responsible tourist behavior Exploring pro-social behavior and perceptions of responsible tourism. *International Journal of Tourism and Hospitality Research*, 32(4), 5-20. DOI: <https://doi.org/10.21298/IJTHR.2018.4.32.4.5>
- Parzonko, A. J., Balińska, A., & Siczko, A. (2021). Pro-Environmental Behaviors of Generation Z in the Context of the Concept of Homo Socio-Oeconomicus. *Energies*, 14(6), 1597. <https://doi.org/10.3390/en14061597>
- Patawari, D. S., & Bairwa, M. K. (2022, September 12). RECENT TRENDS IN TOURISM & HOSPITALITY. www.researchgate.net. Retrieved January 20, 2023, from <https://www.researchgate.net/publication/363925145>
- Powell, R., & Ham, S. H. (2008). Can Ecotourism Interpretation Really Lead to ‘ Pro Conservation Knowledge, Attitudes, and Behaviour? Evidence from the Galapagos Islands. *Journal of Sustainable Tourism*, 16(4), 467–489. <https://doi.org/10.1080/09669580802154223>
- Prayag, G., Aquino, R. S., Hall, M. C., Chen, N., & Fieger, P. (2022, October 12). Is Gen Z really that different? Environmental attitudes, travel behaviors, and sustainability practices of international tourists to Canterbury, New Zealand. *Journal of Sustainable Tourism*. DOI: 10.1080/09669582.2022.2131795

- Rakotoarisoa, F., & Gunawan, S. (2020). Factors influence tourists' waste reduction behavior while traveling. ResearchGate. <https://doi.org/10.37200/>
- Ranjith, M. (2021). Responsible Tourism as best practices for Sustainable ecotourism-a case study of Kumarakom in Kerala. *International Journal of Tourism & Hotel Business Management (IJTHBM)*, 3(3), 485-498, ISSN: 2641-6948.
- Rasdi, A. L. M., Som, A. P. M., Azinuddin, M., Nasir, M. N. M., & Khan, N. F. a. H. (2022). Local Community Perspective On Responsible Tourism And Destination Sustainability. *Planning Malaysia Journal*, 20. <https://doi.org/10.21837/pm.v20i22.1143>
- Rifai, T., & UNWTO. (2016, March). Global Report on The Power of Youth Travel. www.unwto.org. Retrieved December 20, 2022, from https://www.wysetc.org/wp-content/uploads/2016/03/Global-Report_Power-of-Youth-Travel_2016.pdf
- Said, H. M. (2018). Investigating the Responsible Tourist Behaviour in Egypt's Ecotourism Destinations: A Case Study of Siwa. www.jotr.eu. Retrieved November 15, 2022, from <https://www.jotr.eu/index.php/volume21/245->
- Sedera, R. M. H., Abbas, A., Laila, N., Premananto, G. C., & Fenitra, R. M. (2022). Environmentally responsible behavior and Knowledge-Belief-Norm in the tourism context: The moderating role of types of destinations. *International Journal of Geoheritage and Parks*, 10(2), 273–288. <https://doi.org/10.1016/j.ijgeop.2022.05.001>
- Shahzalal, M. (2016). The Influence of Tourists' Attitude and Self-efficacy Belief in Adopting Responsible Behavior in Bangladesh. *Journal of Tourism and Hospitality Management*, 4(4). <https://doi.org/10.17265/2328-2169/2016.08.003>
- Sharpley, R. (2021). On the need for sustainable tourism consumption. *Tourist Studies*, 21(1), 96–107. <https://doi.org/10.1177/1468797620986087>
- Sica, E., Sisto, R., Bianchi, P., & Cappelletti, G. M. (2020, December 22). Inclusivity and Responsible Tourism: Designing a Trademark for a National Park Area. www.researchgate.net. Retrieved January 20, 2023, from <https://www.researchgate.net/publication/347901139>
- Silva, R. F., Aldana, I., Pereira, L. F., Da Costa, R. L., & António, N. (2021). A Measure of Tourist Responsibility. *Sustainability*, 13(6), 3351. <https://doi.org/10.3390/su13063351>

- Srisawad, P., & Ounvichit, T. (2016). Innovating a constructivist learning model to instill cultural diversity and respect into youths in a Thai tourism community. *Kasetsart Journal of Social Sciences*. <https://doi.org/10.1016/j.kjss.2015.06.001>
- Stanford, D. (2008). 'Exceptional Visitors': Dimensions of Tourist Responsibility in the Context of New Zealand. *Journal of Sustainable Tourism*, 16(3), 258–275. <https://doi.org/10.1080/09669580802154082>
- Steg L., Vlek C (2009). Encouraging pro-environmental behavior: An integrative review and research agenda. *J. Environ. Psychol.* 2009;**29**:309–317. doi: 10.1016/j.jenvp.2008.10.004.
- Sutikno, B., Priyambodo, T. K., Nugraheni, A. I. P., & Kusworo, H. A. (2019, November 26). DEFINING SOCIAL SUSTAINABILITY AND SOCIALLY CONSCIOUS TOURIST IN SUSTAINABLE TOURISM DEVELOPMENT. www.researchgate.net. Retrieved January 15, 2023, from <https://www.researchgate.net/publication>
- Tanti, H., Gancar, C.P., Fenitra, R.M., & Indrianawati, U. (2021). UNDERSTANDING YOUNGER TOURISTS' INTENTION TOWARD ENVIRONMENTALLY RESPONSIBLE BEHAVIOR. *GeoJournal of Tourism and Geosites*, 36(2spl), 646–653. <https://doi.org/10.30892/gtg.362spl12-694>
- Thapa, B.; Graefe, A.R.; Meyer, L.A (2005). Moderator and Mediator Effects of Scuba Diving Specialization on Marine-Based Environmental Knowledge-Behavior Contingency. *J. Environ. Educ.* 2005, 37, 53–67.
- The Capetown Declaration & Goodwin, H. (2002, August). Responsible Tourism In Destinations. www.hungarianbirdwatching.com. Retrieved December 10, 2022, from <https://www.hungarianbirdwatching.com>
- Thipsingh, S. (2015). Creating a Network of Youth in Sustainable Tourism Development in the Greater Mekong Sub-region Case study: Nakhon Phanom, Thailand, and Khammouan, Laos PDR. *Procedia - Social and Behavioral Sciences*, 195, 1573–1582. <https://doi.org/10.1016/j.sbspro.2015.06.194>
- Thukral, V. (2022, October 22). What role do the youth have to play in responsible tourism. <https://www.thehindu.com/education/what-role-do-the-youth-have-to-play-in-responsible-tourism/article>
- Tixier, M. (2010). Tourism at the crossroads of economic, social, and environmental considerations. *The International Journal of Management and Business*, 1(1), 103-126
- Tuyet, L. T., Kyaw, A. S., Maningo, L. E., Athapinyaprapakorn, T., & Liew, S. L. (2022, July 06). The Best Practices of Youth in Responsible Tourism: Insights from

Malaysia, Myanmar, Philippines, Thailand, and Vietnam. *JOURNAL OF RESPONSIBLE TOURISM MANAGEMENT*, 2(2), 73-89. <https://doi.org/10.47263/JRTM.02-02-05>

- Unavainabienrd. (2015, July 21). How to Be a Socially Responsible Tourist. www.unavainabienspanish.com. Retrieved November 15, 2022, from <http://www.unavainabienspanish.com/socially-responsible-tourism/>
- UNWTO. (2019, July). International tourism continues to outpace the global economy. www.e-unwto.org. Retrieved December 20, 2022, from <https://www.e-unwto.org/doi/pdf/10.18111/9789284421152>
- UNWTO. (2016, March). Global Report on The Power of Youth Travel. www.unwto.org. Retrieved December 20, 2022, from <https://www.wysetc.org/wp-content/>
- Voxco. (2021, September 29). What is Descriptive Research Design? Voxco. <https://www.voxco.com/blog/descriptive-research-design>
- Wang, B., Cui, M., & Li, Y. (2022, June 29). Environmental Concern, Environmental Knowledge, and Residents's Water Conservation Behavior: Evidence from China. *MDPI*. <https://doi.org/10.3390/w14132087>
- Wiernik, B. M., Ones, D. S., & Dilchert, S. (2013). Age and environmental sustainability: a meta-analysis. *Journal of Managerial Psychology*, 28(7/8), 826–856. <https://doi.org/10.1108/jmp-07-2013-0221>
- Zhang, H., Cheng, Z., & Chen, X. (2022, June 01). How Destination Social Responsibility Affects Tourist Citizenship Behavior at Cultural Heritage Sites? Mediating Roles of Destination Reputation and Destination Identification. *www.mdpi.com*. Retrieved January 15, 2023, from <https://www.mdpi.com/journal/sustainability>
- Zgolli, S., & Zaiem, I. (2018). The responsible behavior of tourists: The role of personnel factors and public power and effect on the choice of destination. *Arab Economic and Business Journal*, 13(2), 168–178. <https://doi.org/10.1016/j.aebj.2018.09.004>