Residents' Environmentally Responsible Behavior: An Insight into Sustainable Destination Development

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ABSTRACT

The consumption of tourism products, alongside its economic benefits, always brings about the depletion of a tourism destination's natural resources. This reality exerts pressure on destination marketers and managers to ensure the preservation of the resources without compromising the economic gains of tourism development. Given this dichotomy, understanding and implementation of a sustainable tourism destination are critical to balance either side of the scale.

Therefore, the current thesis is designed to develop and test a conceptual model for sustainable destination development that considered residents' environmentally friendly behavior as an outcome of community attachment and community involvement. Further, the dissertation posited that environmental attitudes mediate the relationship between the predicting variables (community attachment and community involvement) and the predicted variable (environmentally friendly behavior).

The data were collected through a questionnaire from 300 Cypriots living in Famagusta and analyzed using PLS-SEM. The findings demonstrated that community attachment, community involvement, and environmental attitude influence the residents' environmentally responsible behaviors. Discussion and implications for destination managers, limitations, and recommendations for future research directions are also provided at the end of the thesis.

Keywords: Environmentally Responsible Behavior, Community Attachment, Community Involvement, Environmental Attitudes, Sustainable Tourism Development.

ÖZ

Turizm ürünlerinin tüketimi, ekonomik faydalarının yanı sıra, her zaman bir turizm destinasyonunun doğal kaynaklarının tükenmesine neden olmaktadır. Bu gerçeklik, turizm pazarlamasının ekonomik kazanımlarından ödün vermeden kaynakların korunmasını sağlamak için hedef pazarlamacılar ve yöneticiler üzerinde baskı oluşturmaktadır. Bu ikilem göz önüne alındığında, sürdürülebilir turizm yönetiminin anlaşılması ve uygulanması tartının her iki tarafını dengelemek için kritik önem taşımaktadır.

Bu nedenle, mevcut tez, bölge sakinlerinin çevre dostu davranışlarını topluma bağlılık ve topluma katılımın bir sonucu olarak gören sürdürülebilir destinasyon gelişimi için kavramsal bir model geliştirmek ve test etmek için tasarlanmıştır. Ayrıca tez, çevresel tutumların bağımsız değişkenler (topluma bağlılık ve topluma katılım) ile bağımlı değişken (çevre dostu davranış) arasındaki ilişkiye aracılık ettiğini ileri sürmüştür.

Veriler Gazimağusa'da yaşayan 300 Kıbrıslı'dan bir anket aracılığı ile toplanmış ve PLS-SEM kullanılarak analiz edilmiştir. Bulgular, topluma bağlılığın, topluma katılımın ve çevresel tutumun konut sakinlerinin çevreye karşı sorumlu davranışlarını etkilediğini ortaya koymuştur. Tezin sonunda destinasyon yöneticileri için çıkarımlar ve sonuçlara dair tartışmalar, sınırlamalar ve gelecekteki araştırmalara yönelik öneriler de sunulmuştur.

Anahtar Kelimeler: Çevreye Karşı Sorumlu Davranış, Topluma Bağlılık, Topluma Katılım, Çevresel Tutum, Sürdürülebilir Turizm Gelişimi.

DEDICATION

To my dear parents...

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Chapter 1

INTRODUCTION

This chapter presents the overall outline and peripheral information regarding the general focus of the thesis. More specifically, the issue of rationale, problem and purpose of the study were highlighted, the contribution of the study and the plan of the study were also discussed.

1.1Problem Statement and Rationale of Study

1.1.1 Problem Statement

Nowadays, the tourism industry is increasingly competing with other industries in terms of its contribution to global economic development and resilience. Specifically, revenue generation has been highlighted by a number of scholars as one of the high points of tourism development (Loureiro, 2014; Rezaei, Shahijan, Valaei, Rahimi, & Ismail, 2018) and economic growth of nations (Dyer, Gursoy, Sharma, & Carter, 2007).

Beyond its economic contribution, tourism also affects societies socially and environmentally. Due to the demand for natural resources in destinations, tourism tends to exert pressure on the carrying capacity of the resources in a destination thereby effectively raising some sustainability concerns. Essentially, the benefits of tourism are sometimes outweighed by its accompanying defects thus demanding that tourism stakeholders especially the destination managers constantly devise strategies for

coping with the demands of the industry in order to harness its benefits without necessarily incurring its demerits.

Communities that host tourist like any other communities are made up of varying stakeholders that contributes to tourism or are benefiting from the proceeds of tourism activities. It thus implies that adequate focus on achieving sustainable tourism destinations cannot be achieved without giving considerable consideration to the attitudes of residents of the tourist destinations.

One of the many concerns that have plagued the development and importance of tourism is its contribution to environmental degradation. By its very nature, tourism aids the consumption of natural resources, tourism activities deplete green-house gases and even contribute to the emission of carbon dioxide (CO_2) which in all dampens the importance of tourism to destinations (Akadiri, Lasisi, Uzuner, & Akadiri, 2018; Eluwole, Saint Akadiri, Alola, & Etokakpan, 2020; Ramkissoon & Nunkoo, 2011; Ramkissoon, Smith, & Weiler, 2013; Saint Akadiri, Lasisi, Uzuner, & Akadiri, 2019).

Policies with a specific focus on the long-term sustainability of a tourism destination are needed in order to guarantee that the interactions between locals, tourists, and the natural environment do not only result in consequential negative impacts but also the much cherished positive contributions of tourism to economic growth and development (Alola, Eluwole, Alola, Lasisi, & Avci, 2019). The community is the collective representation of a wide variety of stakeholders who either intervene from all sectors including civil, public, and private in order to preserve the socio-economic and environmental resource base of their geographical location or are affected by the consequences of touristic activities on the location.

1.1.2 Rationale of Study

To achieve sustainable tourism in communities, an efficient and effective mechanism for coordinating the complex networks of stakeholders in the local destination is a necessity. Environmentally responsible behavior has been operationalized in literature as personal habits and collective actions of individuals or groups which involves learning and understanding of environmental attitudes and responsibilities which are the main contributors to sustainable tourism development (Cheng, Wu, Wang, & Wu, 2017).

While many studies have investigated the predictors of environmentally responsible behavior as well as its impact on sustainable tourism growth, the majority of those studies have focused on tourists and visitors thereby neglecting the contribution of locals or residents to the understanding of environmentally responsible behavior (Cheng et al., 2017; Hines, Hungerford, & Tomera, 1987). Although environmentally responsible behavior is undoubtedly a predictor of sustainable tourism growth (Borden & Schettino, 1979; Zhao et al., 2018), its impacts can be undermined by the ignorance of the locals in that they are unaware of their involvement and contribution to the development of their community and how to implement environmentally responsible practices.

Residents' environmentally responsible behavior is highly cherished for destination sustainable development because it highlights residents' individual or collective action undertaken to conserve or preserve personal natural environment and solve identified environmental problems (Lujun Su, Huang, & Pearce, 2018). An important dimension of residents' environmentally responsible behavior is the willingness to sacrifice for the wellness of the environment (Davis, Le, & Coy, 2011).

Thus, the demonstration of environmentally responsible behavior by residents who have extensive interaction with the destination is essential for the development of the destination sustainably. Further, as concerns for the environment increases, destinations looking to attract visitors must improve on their destination environmental quality since this is a major drawcard for visitor attraction due to the reliance of tourism on the environment (Lujun Su, Huang, & Pearce, 2019; Lujun Su & Swanson, 2017).

1.2 Purpose of Study

Building on the understanding of the critical role of locals in sustaining tourism growth in a destination (Stylidis, Biran, Sit, & Szivas, 2014), this study seeks to examine how residents' community attachment, community involvement, and environmental attitude contribute to residents' display of environmentally responsible behavior.

Specifically, this thesis empirically develops a conceptual model that tests the impact of individual's community attachment and community involvement on their environmentally responsible behavior. Additionally, the study also investigated the mediating role of individual's environmental attitudes in the relationship between the independent variables and the dependent variable.

1.3 Significance and Contribution of Study

The findings of this study offer important contributions. Firstly, our study developed and tested an empirical model for sustainable tourism growth in the destination by affirming the causal relationship between community attachment, community involvement, environmental attitude, and environmentally responsible behavior. With the exception of (Nyaupane & Thapa, 2006; Stylidis et al., 2014), majority of prior studies have tried to investigate similar relationships, the focus on the predictor of environmentally responsible behavior has generally been tourist-oriented (Nunkoo &

Ramkissoon, 2012; Wang & Chen, 2015). Hence, this study, to the best of authors' knowledge, is among the frontrunners in estimating the proposed relationships with residents-oriented perspective.

Secondly, our study extends the tourism literature in asserting the role of identification and sense of belonging in the preservation of community resources by engaging in positive and supportive attitudes that promote the development of tourism activities in the local destination. This study assumes that irrespective of the policy direction of the government and the tourism investment of the nation if the community (host residents) who form the core component of the tourism destination is not adequately taken into consideration all the investment and policy goals will yield no result. Hence, with the focus on residents' community involvement, attachment, and environmental attitude, our study will establish the "springboard" that will provide the necessary boost for governmental policy implementation and investment towards the development of sustainable tourism.

1.4 Structure and Timeline of Study

The following chapters covers a detailed evaluation and analysis of the extant literature and the development of the study hypotheses, immediately after is the methodology chapter that covers the research approach, measurement instruments, study context, and analysis of survey data. Findings and results follow the methodology section while discussion of results and recommendations for managers and body of knowledge completes the study not forgetting to mention the limitations of the study.

Chapter 2

LITERATURE REVIEW

2.1 Theoretical Framework

2.1.1 Attitude-Behavior Theory

The tourism industry comprises a complex mix of stakeholders that each contributes to its development and success. When streamlined to community-based tourism or community-oriented tourism development, it is even more interesting to note that several elements of the community play into forming the perspectives of the residents towards tourism development. Therefore, in order to account for the perceptions of residents in the current study adequately, the attitude-behavior theory was adopted.

The attitude-behavior theory argues that attitude predicts behavior and people act the way they do because of their attitude towards the target action (Ajzen & Fishbein, 1977). The attitude-behavior theory proposes an approach for understanding the reasons that prompt people to have environmental concerns for community protection and their motivation for either supporting or opposing a particular tourism development policy or proposal (Davis & Jones, 2014).

However, the work of Juvan and Dolnicar (2014) established that attitude does not always predict behavior especially when its pertains to sustainable tourism. While this school of thought is valid and is also a reality, it is important to note that such gap exists mostly when individuals with adequate level of awareness change role from

residents to tourist. That is, the disconformity of attitude-behavior logic as used in this study is mostly experienced in tourists. As concluded in their study, many reasons can be used to explain this attitude-behavior gap some of which include denial of negative consequences, denial of control, downward comparison, and vacation are exemption (Juvan, & Dolnicar, 2014). Clearly, such explanations are not likely to hold true when it pertain to the attitude-behavior logic of highly attached resident of a pro-environmental community.

The theory of attitude-behavior is predicated on the concept that the effects of value systems on particular act is mediated by behavioral attitudes, meaning that in a given situation a sequential flow of action from theory to abstract to attitude and then behavior can be elicited (Bhattacharyya, Biswas, & Moyeen, 2020). Attitude implies the clear tendency of an person to react positively or negatively to a given substance (Ficko & Bončina, 2019). Behavior reflects the person's purposive influence and therefore the most important predictor of a behavior is the decision to participate in that conduct (Bhattacharyya et al., 2020; Ficko & Bončina, 2019; Kim, Hall, & Kim, 2020).

The principles were shown to have a significant effect on environmental behavior in environmental research using the attitude-behavior paradigm, which in turn greatly affected behaviors. Wildlife interest orientation, for example, has been shown to be a crucial component of attitudes that aid the understanding of human interactions towards wildlife (Störmer, Weaver, Stuart-Hill, Diggle, & Naidoo, 2019). Correspondingly, in answer to environmental resources concerns, the biocentric / anthropocentric viewpoint projects the attitudes of participants to wildlife protection that completely mediate the connection between value orientation and wildlife

behavioral intentions (Philips, Szuster, & Needham, 2019; Störmer et al., 2019). By incorporating potential threats to climate change issues, environmental attitudes have been discovered to fully mediate values (altruistic and self-improvement) and ecological behaviors (Milfont, Duckitt, & Wagner, 2010). Good attitudes regarding social-ecological quality of textile and biosphere / altruistic principles have been described as improving sustainable the buying of apparel in social sustainability (Jacobs, Petersen, Hörisch, & Battenfeld, 2018). All in all, environmental awareness of users has been outlined as creating a clear influence on overall ecological policy and social benefits (attitude), which in turn has a positive effect on sustainable purchases (behavior) (Cheung & To, 2019; Jacobs et al., 2018; Milfont & Duckitt, 2010).

In the field of tourism and hospitality, the theory of attitude-behavior was recognized as a vigorous tool for evaluating sustainable behavioral changes (see. Han, Hwang, Lee, & Kim, 2019; Kim et al., 2020; Verma, Chandra, & Kumar, 2019). For instance Han et al. (2019) applied the attitude-behavior theory in their examination of environmentally responsible cruise tourism. The study concluded with the assertion that value-attitude-behavior paradigm extends the activation of norms and individual's specific norm significantly mediates their intentions in creating a social norm.

Shin, Moon, Jung, and Severt (2017) argued that sustainability principles affect pro-environmental attitudes within a restaurant background, which in turn contributes to a desire to pay extra for sustainable meals. Because attitude-behavior theory has contributed vitally in the modeling of environmentally responsible behavior, Shin et al.'s research article consequently asserts to the use of a coherent and holistic research

model concerning the lengthened Attitude-Behavior Framework to estimate environmentally friendly customers' eating out behavior in restaurants.

2.2 Environmentally Responsible Behavior (ERB)

Cottrell and Graefe (1997) conceptualized environmentally responsible behavior as the reflection of an individual's concern for the environment, ecological knowledge, and commitment. More recently, Iwata (2001) viewed environmentally responsible behavior as an expression of specific types of behavior that aimed to protect the environment like energy management and waste recycling. In another view, it is considered as actions undertaken by individuals or groups with the objective of minimizing environmental problems as much as possible (Lee, Jan, & Yang, 2013; Steg & Vlek, 2009).

Sharing a similar perspective, Sivek and Hungerford (1989, 1990) argued that environmentally responsible behavior represents people's actions that demand sustainable or reduced use of natural resources. Subsequently, the behavior of users of the environment can be geared towards the sustainability of the environment or vice versa. Kerstetter and Bricker (2009) asserted that the core foundation of environmentally responsible behavior is a commitment to the natural environment.

As Lujun Su and Swanson (2017) argued, for a touristic destination to be sustainable, the core resources of the destination which are cultural and environmental must be responsibly managed. This assertion inferred that socially responsible activities must be integral part of destination policy direction if such destination must grow sustainably (Lujun Su et al., 2018). In essence, residents' environmentally responsible behavior which outlines residents' love and affection for the preservation of the natural

environment of their location is necessary for sustainable tourism development in such destination.

Overall, environmentally responsible behavior sought the protection of nature regardless of the context or mechanism with which it is conveyed.

2.3 Community Attachment (CA)

For ages humans have also have some level of interactions with the place or space in which they exist. Such interaction has resulted in a variety of studies investigating impact of place attachment with respect to home, continent or neighborhood. Community attachment however was not a subject of investigation until 1996 when Beggs, Hurlbert, and Haines (1996) decided to examine how urbanization impact social structures. Later, in 2000, Beggs et al.'s (1996) conceptualization of community attachment was tested and validated by Theodori and Luloff (2000).

With further research and investigation of the phenomenon, Kyle, Theodori, Absher, and Jun (2010) defined community attachment as an expression of people's sentimental and emotional connection to their community. The focus of community attachment unlike place attachment is the emphatic emphasis on the bond of individual's social connection to a place rather than the physical characteristics of the place (Beggs et al., 1996; Kyle et al., 2010).

Community attachment in literature has been found to predict a number of interesting outcomes. For instance, a significant correlation was found between community attachment and community well-being (Theodori & Luloff, 2000). Further, community attachment has been shown to have a viable link with greater civic

engagement, migration of workers, low violence and crime rate, better physical and mental health (Beggs et al., 1996; Kyle et al., 2010; Lee & Thomas, 2010).

Although extant studies have proven the association of community attachment to several issues of community life, to the best of our knowledge such studies has myopically focused on linear-association development and systemic approach such as social ties and population size. While these studies revealed valuable and interesting findings with respect to the influence of community attachment on community characteristic, it is surprising to know that studies investigation influence of community attachment on environmental sustainability are either not available or under-researched.

Nonetheless, community attachment is a critical contributor to environmental quality and sustainability and thus directly or indirectly impact on the civic life in the community, and individual's satisfaction with life and health (Kao & Sapp, 2020; Strömgren, Eriksson, Bergman, & Dellve, 2016). In particular, extant literature has asserted that the strength of small towns in rural areas is based on their social cohesion, intense interaction, and mainly association with bonding trust (Fonseca, Lukosch, & Brazier, 2019; Wellman, Quan-Haase, & Harper, 2019).

In small communities, it is often the case that social capital is displayed among the residents. Social capital in this context refers to the creation of public good as a result of concerted efforts demonstrated within every stratum of the social network, trust and norms of reciprocities (Xu, Barbieri, & Seekamp, 2020). In addressing various concerns of community attachment and related problems, scholars have often connect the construct of social capital as a channel of solution (e.g., Cumiskey, Priest, Klijn, &

Juntti, 2019; Dill & Ozer, 2019; Kao & Sapp, 2020; Park, Dizon, & Malcolm, 2020; Xu et al., 2020).

Case in point, in understanding the creation of local non-profit organizations, Cheng (2019), discovered that the degree of social capital in the community is essential for decision-making. Additionally, people living in poor communities will be able to amass resources to change their difficult situation to the extent of social capital that they possess (Cumiskey et al., 2019; Park et al., 2020). In other words, social connectedness such as community attachment is strongly recommended in communities that intend to achieve collective progress or project. It was also found that strong social capital contributes positively to total family and individual income, and also facilitates a reliable market landscape (Harrison, Montgomery, & Jeanty, 2019). All these researches established that in accounting for the welfare of the society, social capital is an important contributing factor.

Previous research found a discrepancy about whether social capital is a cause or a result of community attachment. Some researchers claim that social capital (e.g. political engagement, loyalty and connections with neighborhoods) is a function of group connection (Chow, Ma, Wong, Lam, & Cheung, 2019; Gifford, 2014; Kao & Sapp, 2020; Lewicka, 2011; Scopelliti & Tiberio, 2010). Sense of community and other parameters at the community and person level were used to estimate collective effectiveness, community engagement, and neighborhood in the work of Perkins and Long (2002). Their results indicate that people with a stronger sense of community are more likely to be active in block groups and have more peers who can offer help as appropriate, but a sense of community has no substantial impact on group effectiveness.

Stefaniak, Bilewicz, Michałand, and Lewicka (2017) observed that learning local history would enhance citizens' commitment to localities, which in turn contributed to improved community involvement and social participation. Similarly, several studies have found that people who stay connected to municipalities appear to participate aggressively in prosocial behaviors (Buta, Holland, & Kaplanidou, 2014; Sanecka, Barthel, & Colding, 2020; Tournois & Rollero, 2020; Wu, Li, Liu, Huang, & Liu, 2019) such as promoting restoration of the countryside (Gursoy, Zhang, & Chi, 2019), more affect for local environmental impacts of dam construction and hydroelectricity generation (Vorkinn & Riese, 2001), strengthened viewpoint on air pollution risks and, consequently, civic intervention against protecting the environment (Anton & Lawrence, 2016; Devine-Wright & Batel, 2017; Stefaniak & Bilewicz Michałand Lewicka, 2017). Thus, community attachment can be seen as a consequence of social capital which is a combined factor which contributes to increasing rates of group connection or the two factors are, in reality, strengthened over time (through reciprocal effects).

2.4 Community Involvement (CI)

The literature on maintaining partnerships with indigenous peoples sheds more light on the impacts on local cultures of environmentally destructive practices, the reasons behind community involvement in this field, and their gains and inconsistencies. While conservation of the environment is important for most aboriginal populations (Boiral, Heras-Saizarbitoria, & Brotherton, 2019, 2020; O'Faircheallaigh, 2013), the present literature reflects primarily on the political and socio-economic implications of group participation or community involvement.

As a result, the literature has largely underestimated how community involvement can lead, in concrete terms, to strengthening organizational environmental management. Similarly, the critical role of aboriginal peoples in the sustainable conservation of natural resources, with some exceptions, is largely overlooked in the literature on environmental management (Benyei, Turreira-Garcia, Orta-Martinez, & Cartró-Sabaté, 2017; Boiral et al., 2019, 2020; Conde, 2017; Conde & Le Billon, 2017). Most of the expensive disputes between the organizations and community faithful are often rooted in the environmental problems because these problems hampers the way of life of the people since their culture usually depend on the ecosystem of their communities. For instance, Boiral et al. (2020) reported the rejection of gold and copper mining project by the Canadian First Nation community with the intention of preserving their community's ecosystem for the associated environmental destruction that mining will bring to the community (National Observer, 2017).

Native resistance to resource extraction practices in some areas has become pervasive and progressively well-organized. According to TeleSUR (2017), the indigenes of the communities of Cusco, Ancash and Apirimac in Peru opposed the development of more than one hundred and fifty resources extraction projects. The major argument against the projects is the risks to the environment that such projects represent, coupled with the governmental lack of support for environmental preservation or protection.

In this frame of reference, whatever policies are being implemented, preserving ecosystems and integrating environmental concerns into corporate community involvement seem to be vital in reducing future disputes between indigenes and organizations, and ensuring the sustainability of resource extraction activities.

When policies and governmental attitude tends to neglect environmental concerns, involved indigenes may enter into powerful alliances with movements for environmental issues and join forces to oppose any conception or birthing of extractive projects (Benyei et al., 2017; Conde & Le Billon, 2017). Though not necessarily related, campaigns of indigenous right activists and environmental movements hold many similar themes, including a respect for the protection of natural ecosystems and conventional ways of living and resistance to natural resource extraction and the unchecked growth of industrial operations in rural regions.

Environmental and indigenous partnerships will dramatically raise systemic stress on resource extraction entities and weaken their reputation on a much broader scale. In other words, community-involved individuals may solicit help of established pro-environmental organization to work together in achieving the goal of protecting their community from the invasion of businesses such as tourism-related that has the potential of extracting the resources of the community leaving it exposed to environmental disasters. To prevent such undesirable turns of events that have the potential of disastrous impact on both the corporate image of tourism organizations, organizations should ensure that indigenous individual lend this support to every and any environmental development initiatives that they are proposing (Boiral et al., 2019).

Beyond peace and tranquility or profitability claims of tourism organizations, indigenes by right as stipulated in the United Nations Declaration on the Rights of Indigenous Peoples (UNDRIP) (Nichols, 2018), responsible for the conservation, protection and development of the productive capacity of their environmental resources (territories or lands). To exert this right, article 29 of the UNDRIP also mandated the government of nations to create non-discriminatory projects and

programs that help indigenes to achieve the initial goals of protection, and promotion of their resources. Thus, community involvement is an essential contributor to environmental sustainability and development of the nations. The subject of identity, culture, health, education and community serves as basic guidelines for creation of national laws that foster community involvement which also impacts on environmental friendliness.

The interdependence of indigenous contributions of residents and environmental preservation has also been duly recognized by some environmental conventions. Case in point, in the early investigation of such dependences, a statement from the International Convention on Biological Diversity (United Nations, 1992) indicated that the traditional lifestyle of indigenes of communities which are evident in their community activities are closely related with the desire to share equitable knowledge that can benefit the preservation of their biological resources.

Furthermore, Zhang, Zhang, Zhang, and Cheng (2014) claimed that community involvement of indigenes in environmental management may be beneficial for corporate organizations in improving their performance as well as their corporate practices. Similarly, Megeirhi, Woosnam, Ribeiro, Ramkissoon, and Denley (2020) argued that community involvement often result in attachment with the environment which will in turn promote the adoption of environmental friendly behaviors. Even more, the wealth of knowledge of the indigenes about their locality is undeniably an asset for identification and management of important concerns for the environment (Megeirhi et al., 2020; Zhang et al., 2014).

Gurney et al. (2016) argued in favor of community involvement by suggesting that when indigenes are involved in the management of the environment, it results in the decentralization of governance and brings about the development of democratic and community-based decision making approach that prioritizes natural resource management. In this approach, a synergetic dependence of environmental management and community involvement is necessary for the birthing of a preserved natural ecosystem in which the rights of the locals are respected and collaboration between organizations and communities is realized.

2.5 Environmental Attitudes (EA)

Attitude is a psychological trend conveyed by assessing a physical footprint with certain level of favour or disadvantage (Bauer, Megyesi, Halbac-Cotoara-Zamfir, & Halbac-Cotoara-Zamfir, 2020), and it is considered an essential factor in behavior prediction. Hence attitude plays a key role in several hypotheses aimed at explaining human behaviors. Some widely used theories included the theory of planned behavior (TPB), and the theory of reasoned action (TRA) (Ajzen, 1991). In fact, a significant number of studies have paid a considerable attention to people's attitudes towards the environment and found out that these attitudes would lead to the creation of pro-environmental activities based on the theories (e.g., Bauer et al., 2020; Prati, Albanesi, & Pietrantoni, 2017).

In essence, two conventional environmental attitudes are being used to assess environmental behaviors. The first pertains to people’s attitudes about pro-environmental behavior such as recycling, cycling instead of driving, or waste classification. The other pertains to people’s attitude with regards to some aspects of the environment or the environment at large (Liu, Teng, & Han, 2020). Evidence of

growing interest in understanding environmental attitudes has seen the recent growth in the use of the new ecological paradigm (NEP) in the measurement of individual's extent of environmental attitudes (Dunlap, Van Liere, Mertig, & Jones, 2000; Halkos & Matsiori, 2017, 2018; Liu et al., 2020).

NEP includes mainly human self-restraint, human rights in nature, controversy and consistency between human beings and nature, and other aspects. There are five key aspects of the NEP: the probability of an eco-crisis, growth limits, the vulnerability of the ecological balance, the rejection of exemptions, and anti-anthropocentrism (Dunlap et al., 2000). Some scholars presumed that NEP had the same undertone as the environmental sustainability (Stern, Common, & Barbier, 1996). The NEP is a conscious mental framework and environmental view of things which influences those most basic beliefs, attitudes, norms, behavioral intentions and behaviors of people.

The major argument of many scholars is that an environmental attitude is a viable contributor to people's behavior towards the environment. For instance, in the work of Fischer, Stanszus, Geiger, Grossman, and Schrader (2017), it was posited that to generate positive environmental behavior from people, such individual's intrinsic motivation, environmental values and other elements of environmental attitudes must be conditioned to exude environmental friendliness. A similar result was reported by Malik and Singhal (2017) when their study concludes that consumers (tourists) with positive environmental attitudes have higher tendency of eliciting environmental responsible behavior in their purchase decisions than those with negative environmental attitudes. This result resonated with the previously concluded outcome of Romero, Laroche, Aurup, and Ferraz (2018) that argued that environmental attitude influence the purchase of green commodities, that is; individuals with positive

environmental attitude will patronize energy-saving products even if it is not considered to be convenient practices by the majority (Fischer et al., 2017).

Environmental attitude can also be seen as psychological attribute of people that is responsible for their behavior. According to Capaldi, Dopko, and Zelenski (2014), satisfaction with life and well-being of individuals is a function of their attitudes to the environment. They further argued that the perception of individual's influence over the environment and their pro-environmental attitudes are associated with feelings of emotional connection to the environment. Their discussion was premised on the argument that people's subjective wellbeing, vitality, life satisfaction and positive affect are strongly and highly correlated with positive environmental attitudes. Other empirical evidences abound in support of the association of environmental attitudes and its impact on people's behavior (Capaldi et al., 2014). For example, Tam and Hao (2016), showed that people's attitude in form of commitment to the environment fuels their perception of the same and result in the activities that they perform in relation to the sustainability of the environment.

In a more recent investigation of positive self-image against pro-environmental behaviors, Binder and Blankenberg (2017) uncovered an alternative relationship between environmental attitude and pro-environmental behavior. Their finding indicated that pro-environmental behavior negatively relates with perceived environmental attitudes, but, asserted that a desire to engage more in environmental related activities may lead to lesser satisfaction with life. However, the broader view that a positive association existed between elements of environmental attitudes and pro-environmental behavior was upheld in the finding of Welsch and Kühling (2018)

that demonstrated that social norms amplifies the positive impacts of environmental attitudes on life satisfaction.

The alternative results propagated in Binder and Blankenberg (2017) is understandable when considered from the lens of fear and agitation over climate change and its attendant problems. This perspective was shared and empirically confirmed by Cunsolo and Ellis (2018) who considers environmental problems proxies by climate change as a negative predictor of emotions. But this line of thought is at a primitive stage in it exposition and does not have the weight of scholarly knowledge behind it.

Findings from the study of Gibson, Head, Gill, and Waitt (2011) suggested that the sense of communality is also important in the discussion of the impacts of environmental attitudes. Their argument was that community is a connection of social units in which every inhabitant belong or identifies with a specific social group with a level of bonds connected to the expression of their emotions.

2.6 Hypotheses

2.6.1 CA and ERB

This study adopt Crowe's (2010) conceptualization of community attachment which refers to the affective commitment of individuals to a community where they emotional connection with the community, a feeling of belongingness, and the understanding or sensation of the capacity of the community to help individual achieve their personal need for membership satisfactorily (Pei, 2019). Community attachment signifies resident’s alignment of personal activities to community objective. In Theodori's (2018) view, it is the degree to which residents routinely perform community-oriented actions.

Community attachment which represents individuals' affective emotions of bonding to a particular place or sentimental ties to the community through social ties (Erickson, Call, & Brown, 2012) has been found in the literature to influence people's actions towards a particular place (Theodori, 2018). Thus, the level of residents' attachment to a specific tourist destination is expected to affect their attitudes and behavior towards the destination. Highly attached residents are more likely to preserve the interest of the community and go beyond the accepted social norm to ensure the values and heritage of their community is intact.

Attached residents support the development of tourism in their community (Stylidis et al., 2014), promote their community via recommendations, and act as ambassadors of the community in promoting its attractions to others (Stylidis, 2018; Stylidis, Sit, & Biran, 2016). Although one might expect that highly attached resident will resent the intrusion of tourism as it might disrupt the essence of their community, however, their understanding of the value of tourism together with the positive image of their community that tourism will create might be crucial in ensuring sustainable tourism (Theodori, 2018).

According to Brehm, Eisenhauer, and Stedman (2013), people attached meanings of values to certain things and are will protect whatever is valuable to them. Community attachment has demonstrated in literature facilitates the display of community-friendly behavior by the collective residents of the community (Brehm et al., 2013). With stronger sense of attachment, residents may develop a stronger feeling of social identity or belongingness which drives their expression of environmentally sustainable attitudes (Brehm et al., 2013). Macias and Williams (2016) opine that an indication of residents' attachment to their community is demonstrated in their intentions and

willingness to sacrifice and support for the greater and common good of the community. Thus, an attached resident tend to express more concern and care for the community's environmental challenges (Brehm et al., 2013).

Tourism scholars have asserted that community attachment has the tendency to shape residents' attitudes towards tourism development and growth (Nunkoo & Gursoy, 2012; Ramkissoon & Nunkoo, 2011; Ramkissoon et al., 2013). More interestingly, a noticeable school of thought argued that community attachment is a predictor of pro-environmental behavior (Cheng et al., 2017; Zhao et al., 2018). Ramkissoon et al. (2013) pointed out that the level of an individual's attachment to the community will make him/her exhibit specific behavioral indicators that mirror environmentally responsible behavior.

Although there have been conflicting findings in the literature regarding the relationship between community attachment and pro-environmental behavior, community attachment has been found to be more associated with pro-environmental behaviors (Scannell & Gifford, 2010). Kaltenborn (1998) in his study on residents' attachment of Svalbard archipelago in the Norwegian high Arctic lent support to the positive association that exists between community or place attachment and pro-environmental behaviors.

Further, as evidenced in the findings of Vaske and Kobrin (2001), community attachment has a considerable impact on individuals' responsible behaviors. Their study demonstrated the predictive capacity of community attachment on youths' responsible behavior within the context of a natural resource-based community program. Similarly, Halpenny (2010) found support for the argument that community

attachment has a positive relationship with pro-environmental behavior. Using the dimensions of affect, dependence, and identity, Halpenny (2010) concluded that both pro-environmental intentions and the actual pro-environmental behavior are a direct consequence of the degree of attachment of people to a place or community. These arguments lead to the first hypothesis proposed as:

H1: Residents' community attachment has a positive effect on their attitude towards environmentally responsible behavior.

2.6.2 CI and ERB

Lee (2013) conceptualized community involvement as the engagement of indigenous residents of a place in community issues that directly pertain to them. Community involvement is said to be very important not only in tourism planning but also in environmental conservation (Rasoolimanesh, Jaafar, & Tangit, 2018). It indicates the extent to which residents are willing to be involved in the sharing of issues that concern their lives in their community. With a specific focus on host residents' contribution to tourism development, several studies found that community involvement is a critical predictor of tourism development (Amir, Osman, Bachok, & Ibrahim, 2015; Firmansyah & Fadlilah, 2016).

The role of community involvement transcends just community development but also includes sustainable community development due to its contribution to minimizing the negative effects of tourism while maximizing its positives (Jamal & Getz, 1995; Olya, Alipour, & Gavilyan, 2018). In examining the effect of residents' involvement on pro-environmental behavior, Stedman (2002) discovered that identity-based attachment and positive emotional attachment greatly influence their behavioral intentions and actual actions. Specifically, Stedman's study (2002) emphasized the protective capacity of involved residents over their community and thus it is natural for residents

to be highly involved in activities that will positively affect their community through its protection.

Barber, Taylor, and Deale (2010) highlighted that the display of tourists' environmental behavior is an expression of their involvement in the environment. This also holds true for residents as attitude-behavior theory suggests that behaviors are direct outcomes of people's attitudes (Amir et al., 2015; Olya et al., 2018). Following the school of thought explained above, the next hypothesis proposes that:

H2: Residents' community involvement has a positive effect on their environmentally responsible behavior.

2.6.3 CA, CI, and EA

Gray, Canessa, Rollins, Keller, and Dearden (2010) suggested that a complex interaction exists between people and the environment. Gray et al. (2010) further asserted that people's perception of their environment informs their attitudes and behaviors towards the environment. Environmental attitude indicates the degree of residents' inclination towards environmental qualities such as greenery, space, and quietness (Gieling, Haartsen, Vermeij, & Strijker, 2018). Individual residents, who have a high environmental attachment to their community, will strive to preserve their natural landscape and thus become involved in community-oriented behaviors intended to protect and keep the pristine nature of the community.

Fundamentally, community attachment involves a passionate—usually positive—connection between a person and setting (Brehm et al., 2013). It thus implies that people with an attachment to their community are concerned about all aspects of the community development and protection that includes its environmental protection. Individuals with high levels of attachments to the natural environment often identify

with the community and become highly involved with the community which can be a pointer to their attachment to the environment (Buta, Holland, & Kaplanidou, 2014; Cheng & Monroe, 2012; Halpenny, 2010; Imran, Alam, & Beaumont, 2014; Vaske & Kobrin, 2001).

An attached or involved resident acknowledges the community's physical spaces as meaningful in human experience and considers the community's spaces aid in creating emotional bonds (Alonso-Vazquez, Packer, Fairley, & Hughes, 2019). Since environmental attitudes values and respects the preservation of the environment, one will expect that community attachment and involvement will naturally drive the frequency of display of environmental attitude. In fact, extant literature have argued that attachment to and involvement with a place or community predicts behavioral intentions and/or attitudes (Alonso-Vazquez et al., 2019).

Clearly, both community attachment and involvement contributes to the preservation attitudes of the community. It is necessary to understand that the drive for environmental protection will be lacking if the fundamental love borne out of attachment to the community is lacking. Based on the above argument, the next sets of hypotheses are developed as:

H3: Residents' community attachment positively influences their environmental attitudes.

H4: Residents' community involvement positively influences their environmental attitudes.

2.6.4 EA and ERB

According to Milfont and Duckitt (2010), environmental attitude represents an individual's psychological predisposition towards assessing a level of favor or disfavor

regarding environmental issues. These issues may include general attitudes regarding ecology or environment as well as specific environmental attitudes regarding specific environmental subjects (Hines et al., 1987). Simply, environmental attitude is being environmentally concerned in actions, deeds, behavior and every other habit that focus on protecting the environment.

People with egoistic environmental attitude believe that destruction of the environment will result in adverse effect on individuals thus protection of the environment is seems as protecting oneself (Schultz & Zelezny, 1999). On the other hand, environmental attitude may be based on social-altruism which refers to the protection of environment bored out of concerns for the consequences it may have on other people on the long-run (Schultz & Zelezny, 1999).

Ajzen and Fishbein (2000) argued that specific behaviors are a function of some specific attitudes and, similarly, the general behavior is a function of general attitudes. Following the tenets of attitude-behavior theory and prior empirical investigations, individuals, who demonstrate favorable attitude towards environmental concerns, are most likely to exhibit or involve in environmentally responsible behaviors (Borden & Schettino, 1979; Dunlap & Van Liere, 1978; Gigliotti, 1992; Gkargkavouzi, Paraskevopoulos, & Matsiori, 2018; Maloney & Ward, 1973; Ogunbode, Henn, & Tausch, 2018; Ostman & Parker, 1987; Scott & Willits, 1994; Tarrant & Cordell, 1997; Van Liere & Dunlap, 1981; Wiernik, Ones, & Dilchert, Klein, 2018).

Kang and Moscardo (2006) opined that the environmental attitude is a direct predictor of environmentally responsible behavior. Their conclusion was drawn from the study conducted within the ecotourism context and ascertained that attitudes are precursory

to behavioral norms. Within the context of environmental education, Duerden and Witt (2010) concluded that individuals in the natural environment will have a better environmental attitude than they would in the classroom. Collado, Staats, and Corraliza (2013) concurred with that notion by concluding that children are inspired to possess positive environmental attitudes and involve in environmentally responsible behavior by the natural environment.

Thus, by following the strong argument in literature, we posit that environmental attitudes should predict environmentally responsible behavior, hence, our fifth hypothesis was proposed:

H5: Residents' environmental attitudes positively influence their engagement in environmentally responsible behavior.

2.6.5 Mediating Role of Environmental Attitudes

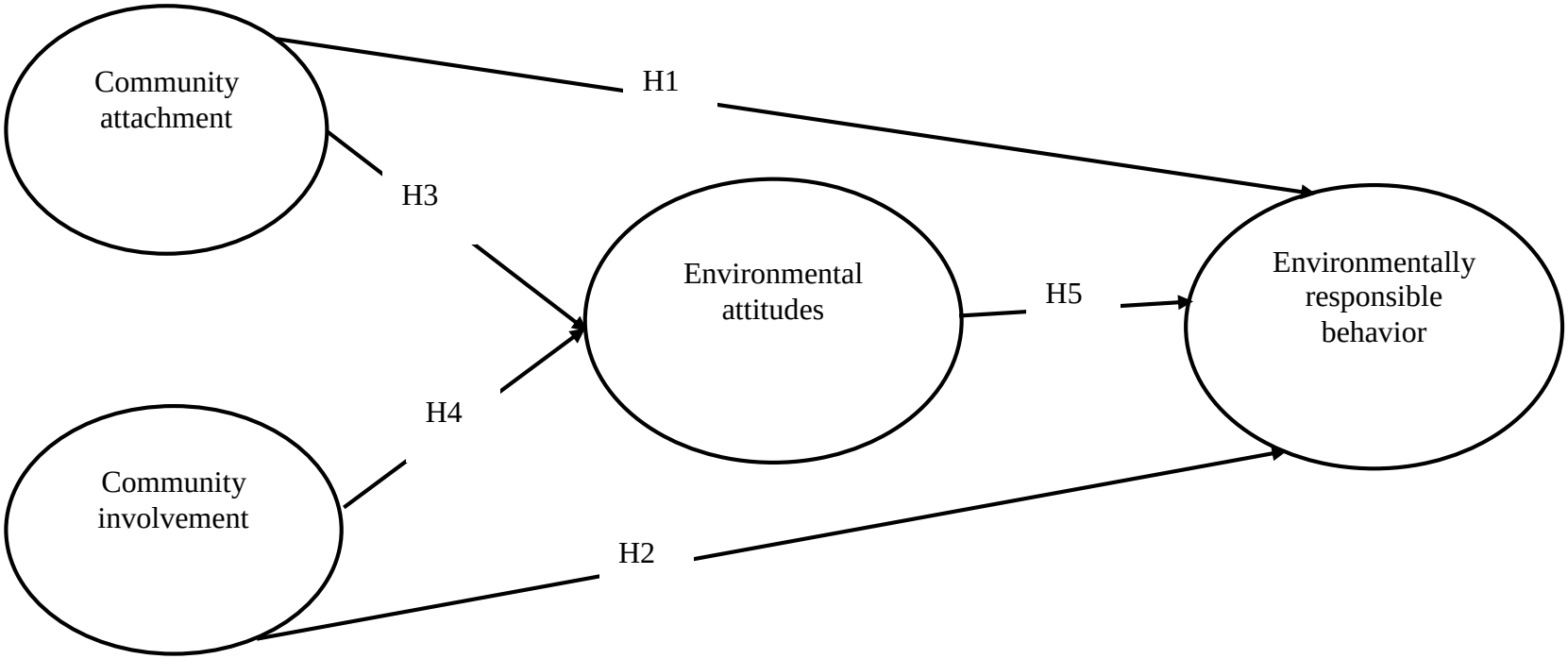
Several perspectives have been used in extant literature to understand the antecedents and consequences of environmentally responsible behavior. For instance, Thapa (2010) believed environmentally responsible behavior was best manifested through actions such as community activism, green consumption, education, recycling, and physical action. However, Smith-Sebasto and D'Costa (1995) are of the perspective that environmentally responsible behavior is best measured based on financial action, civil action, persuasion action, educational action, legal action, and physical action. In all, environmentally responsible behaviors are actions founded on basic attitudes that are rooted in some social belief systems or norms.

As we have earlier established, community attachment has the tendency to shape residents' attitudes towards tourism development and growth (Nunkoo & Gursoy, 2012; Ramkissoon & Nunkoo, 2011; Ramkissoon et al., 2013). Both community

attachment and involvement are the consequences of an individual's or group's commitment to shared objectives and emotional connection to a place. Such connection results from experience built over time often motivate an individual to want to behave in certain ways that will keep the natural ecosystem of the community in place.

It is thus expected that environmental attitude, which is a predictor of environmental behavior and a consequence of community attachment and involvement, will play a role in ensuring that attached residents of a host community will behave responsibly. Following this line of reasoning, our next hypothesis was developed as:

H6: Residents' environmental attitudes positively and significantly mediate the impact of residents' attachment to the community on their environmentally responsible behavior (H6a), and the impact of community involvement on their environmentally responsible behavior (H6b).



H6a & H6b: Mediation hypotheses

Figure 1: Research Model of the Study

Chapter 3

METHODOLOGY

This current chapter focuses on the research philosophy and approach. In other words, the research design from conceptualization to execution is explain in this chapter. In clear terms, the chapter describes the deductive research approach, sampling techniques, survey development and survey administration and procedures taken to achieve the overall objective of the dissertation. Hence, information about all constructs of interest (that is; CI, CA, EA and ERB) and their measuring items are described.

3.1 Study Approach

Research orientation and direction are often governed by the outcome that the research is expected to contribute to the larger academic communities or industry as whole. Therefore, to arrive at an accurate conclusive outcome, care must be taken to ensure that the routes and parameters involved in the measurement of the relevant concepts are adequate and accurate. This understanding therefore demands that a proper study approach be used in eliciting the objective of a study.

As expounded in chapter 1, this dissertation was designed to develop a conceptual model that tests the impact of individual's community attachment and community involvement on their environmentally responsible behavior. Additionally, the study also investigated the mediating role of individual's environmental attitudes in the relationship between the independent variables and the dependent variable. Given the

objective of the current study, a deductive research approach that hinges on the strength of established theoretical framework is examining novel ideas was deemed appropriate for this investigation (Quratulain & Khan, 2015).

This approach is appropriate because it empowers the research to lean on extant literature and approach in defining and designing new constructs that will be relevant in examining the novel situation. That is, in deductive research philosophy, researcher through the wealth of knowledge resident in theoretical views and existing literature can propose hypothesis that can be further tested and confirmed to be true or otherwise (Gill & Johnson, 2002).

Following the line of reasoning highlighted above, this thesis with the support of the attitude-behavior theory proposed four hypotheses as highlighted in the literature review section. ERB which is a preservative behavior that promotes the sustainable development of tourism destinations was conceptualized to be dependent on several residences' attitudes. For example, the dissertation posited that residences' CI and CA will positively contribute to EA and ERB. Further, the thesis also posited the direct impact of EA on ERB and proposed that the direct influence of both CI and CA on ERB is also mediated by the availability of EA.

As explain in the next sub-section, a representative sample that is relevant and adequate for the research was selected and examined with the aid of self-administered questionnaire in a cross-sectional manner. The data from this exercise were analyzed and reported with recommendations for destination marketing organizations, tourist and tourism-suppliers.

3.2 Sampling and Procedure

In order to fulfill the objective of this study, a survey was conducted over a period of 4 months during face-to-face interaction with the residents of Famagusta, North Cyprus. The residents were selected using a judgmental sampling method. Judgmental sampling approach being a non-probabilistic approach enables the researcher to rely on his/her own judgment in selecting the sample that is appropriate for the study's objective (Black, 2010; Hair, Anderson, Tatham, & William, 2010). According to Taherdoost (2016), investigating a quantitative research with the aid of judgmental sampling is the most appropriate representation of the subset of the target population.

The respondents were briefed with the objective of the study, and questionnaires were only administered to those residents who were voluntarily willing to participate. In all, 310 questionnaires were returned, and after sorting for adequate completion of the questionnaires, 300 were considered as adequate for further analysis.

This sample size is also adequate for the study as the required sample size of 205 based on 99% confidence level, ±1% margin of error, and standard deviation of 0.5 was satisfied (Ali, Kim, & Ryu, 2016). The sample size also fulfills Westland's (2010) requirement for the absolute minimum sample size of 250 respondents. Table 1 demonstrates the respondents' profile. 47% of the study's respondents are aged between 18 and 37 years while 42.7% of them are aged 48 years and older. With respect to gender, about 56% of the sampled population re male while the remainder female. The majority of the population is educated as 74% of them are either graduate from a vocational school or higher degree. Moreover, the entire dataset does not

contain missing values due to the preliminary sorting of questionnaires before data were imputed.

3.3 Data Collection

Data for the current thesis were solicited from residents of the touristic island of Northern Cyprus. North Cyprus is a small island with sand, sea and sun as the main natural attraction for tourist and a lot of historical sites. As the supply of tourism is helping the economy of the island, it is also a known fact that the demand of tourism equally exerts a degree of depletion to the resources of the destination.

Given that the island rely on tourism and education sector as the primary areas of economic growth and development, it was deemed appropriate to consider if an understanding of the beneficial attributes of ERB may be handy in the sustainable use of the resource of the island. To this end, indigenous residents of Famagusta were chosen as the target population of this study.

3.4 Measurement of Constructs

In order to test the research objectives and hypothesized relationships, a quantitative research approach with the aid of cross-sectional data collected by adopting a self-administered questionnaire (Kwol, Eluwole, Avci, & Lasisi, 2019; Ogunmokun, Eluwole, Avci, Lasisi, & Ikhide, 2020). As suggested by the purpose of this study, which is to examine the causal dependencies of community attachment, community involvement, environmental attitudes, and environmentally responsible behaviors, the data were solicited from the residents of Famagusta, a tourist city in Northern Cyprus. The questionnaire was designed to include six sections. The first five sections measured the study variables respectively while the last section included questions regarding respondents' demographic profiles.

3.4.1 Instrumentation of Community Attachment

To measure community attachment, a ten-item scale was adopted from Lee (2013). A sample item for this scale was “I feel a strong sense of belonging to this community”. This scale was measured using a 7-point Likert scale ranging from 1 (strongly disagree) to 7 (strongly agree).

3.4.2 Instrumentation of Environmental Attitudes

A 15-item revised the New Ecological Paradigm (NEP) scale developed by Dunlap, Van Liere, Mertig, and Jones (2000) was used to measure environmental attitude. This scale has been used and validated in a community-based tourism context (Choi & Murray, 2010). This scale was anchored on a 5-point Likert scale with 1 (strongly disagree) and 5 (strongly agree).

3.4.3 Instrumentation of Community Involvement

Community involvement was measured with a 4-item scale also adopted from Lee (2013). A sample item was “I participate in sustainable and eco-friendly tourism-related activities”. This scale was also measured using 7-point Likert scales ranging from 1-strongly disagree to 7-strongly agree.

3.4.4 Instrumentation of Environmentally Responsible Behavior

Lastly, environmentally responsible behavior was measured by using a 19-items scale that comprised of 6 dimensions of pro-environmental behavior, sustainable behavior, physical action, civil action, educational action, and persuasive action. This scale was adapted from Lee et al., (2013). A sample item was “I voluntarily visit a favorite spotless if it needed to recover from environmental damage.” This scale was also anchored with 7-point Likert scales ranging from 1-strongly disagree to 7-strongly agree.

3.5 Back-Translation

To ensure the correctness of the content and formulation of items, the questionnaire was reviewed by academicians and practitioners. Firstly, the back-translation technique, in which professional bi-lingual experts involved, is used to ensure the context and content relevance of the translation. Thus, the original questionnaire was translated from English to Turkish and back to English. The final version of the questionnaire (i.e., Turkish version) was also reviewed by local tour operators for constructive feedback. Finally, a pilot test with 20 residents of Famagusta Area of North Cyprus was conducted.

3.6 Data Analysis

Since this study used a self-reported questionnaire for soliciting data from respondents, it is imperative to examine common method variance especially when both criterion and predictor variables have been solicited from a single source (Lasisi, Eluwole, Ozturen, & Avci, 2019; Podsakoff, MacKenzie, Lee, & Podsakoff, 2003). As a result, we employed several remedies as recommended in scholarly literature.

First, with regards to achieving psychological separation among the respondents, we used separate cover stories for each measurement scale. Second, respondents were guaranteed their anonymity and confidentiality in order to encourage them to provide a higher degree of sincere and truthful responses. Moreover, we adopted a statistical method popularly referred to as Harman's single factor test. According to Podsakoff et al. (2003), common method bias exists if a single factor surfaces from the factor analysis or a single factor generally accounts for most covariance among the measures.

We verified that there was no common method bias statistically by performing factor analysis without rotation in SPSS. Results returned 10 factors that together explained 75.75% of the variance. Only 30.957% of the variance was explained by the first factor thereby suggesting that common method bias is not a problem for this research. Further, as shown in Table 3, all inter-correlations are below the critical value of 0.9 with the highest inter-correlation at only 0.738. Therefore, we can conclude based on the result of both tests that common method bias is not a serious problem in this current study.

For the descriptive statistics and reliability analysis, we used SPSS version 20. In addition, analysis of respondents' demographic profile as well as internal consistency of study construct was performed using the same software. Further, for the analysis of our proposed model (see Figure 1), we performed a Partial Least Square (PLS) analysis with SmartPLS 2.0 software. According to the recommendation of Hair, Hult, Ringle, and Sarstedt (2013), we analyzed the research model in two stages. Validity and reliability of measures (measurement model) were initially conducted and the structural model was later examined.

To confirm the significance of all loadings and path coefficients, 5000 subsamples bootstrapping method was used (J F Hair et al., 2013). Since it is not expected that data used for structural equation modeling should satisfy the assumption of normality (Kline, 2011), we examine the skewness and kurtosis of our study data. The result of skewness ranged from 2.503 to 0.281 and kurtosis ranged from 0.082 to 3.101. These results suggest that some of the data violates the normality assumption, as such; PLS based SEM was employed in analyzing the study data.

Chapter 4

RESULTS OF STUDY

This section of the thesis described with clarity the result from the analysis of the data from the respondents of the study. In general terms, the demographic distribution of the respondents (such as gender, income, age and occupation) were described. In addition, the psychometric qualities of construct which address data adequacy concerns (that is; discriminant and convergent validity) are also explained in this section. The later part of the chapter covered result of empirical analysis of the proposed hypotheses. That is; standardized regression weights and the associated t-statistic and p –values were provided were appropriate in the chapter.

4.1 Profile of the Study's Respondents

In Table 1 below, five categories of demography of the participants of the study were elucidated. In clear terms, income level, educational attainment, gender, age, and occupations of participants were surveyed and the result presented in Table 1. The sample of the dissertation contained almost equally distributed individuals from age 28-37 group and the elderly group of 58 years or older at approximately 27.7%. These two age groups also represented the most participating age group followed by the youngest categories of ages between 18 and 27 years with 19.3% and the 48-57 years age group comprised of 15.2% of the sample while the others are aged between 38 years and 47 years.

Table 1: Respondent's Profile

Demography	**Category**	**Frequency**	**%**
Age	18-27	58	19.3
	28-37	83	27.7
	38-47	31	10.3
	48-57	46	15.2
	58 and older	82	27.5
Gender	Male	166	55.3
	Female	134	44.7
Education	Primary	22	7.3
	Secondary	54	18.0
	Vocational	103	34.3
	University (First degree)	75	25.0
	Masters and PhD	46	15.3
Occupation	Teaching	64	21.3
	Agriculturist	46	15.3
	Consultant	32	10.9
	Business owners	57	19.0
	Retired	78	25.8
	Others	23	7.7
Income (TRY)	5000 or less	224	74.7
	5001-10000	55	18.3
	10001-15000	20	6.7
	15001 or more	1	0.3

Concerning the education level or attainment of the respondents, the highest representation with 34.3% had completed a vocational course at the time of completing the survey. A quarter of the sample (25%) is graduates of a university degree. Another 15.3% of the participants had either completed a master's level program or had become a doctor of philosophy in their chosen field of endeavor. The remainder of the sample had either a secondary education diploma (18.0%) or a primary school diploma (7.3%).

Our sample suggested a male-dominated community with a little over the average participants (55.3%) accounting for the male gender. Unsurprisingly, 25% of the sampled population is retired and 21.1% are engaged in teaching profession. This is not surprising because education is the higher driver of economic growth in the island after tourism as such people are enlisted in teaching profession while the larger age group are also elderly and are expected to have retired from their professions. Business owners, agriculturist and consultants represented 19%, 15.3% and 10.9% of the sample respectively.

Lastly, concerning the income level of the sample, the overwhelming majority (74%) earned 5,000TRY or less, while 18.3% of the sample earned between 5,001 and 10,000TRY. The remaining 7% earned more than 10,000TRY for a month worth of employment.

4.2 Measurement Model

As reported in Table 2 below, Average Variance Extracted (AVE), Composite Reliability (CR), and factor loadings were used to assess the convergent validity of the measurement model. The item loadings ranged from 0.634 to 0.923; clearly, the loadings are above the required level of 0.6 as recommended by Chin, Peterson, & Brown (2008). Additionally, at the construct level, composite reliability values, that is, the extent to which the latent construct is represented by its corresponding indicators, also exceeded the required cut-off value of 0.7 and, AVE, which indicates

the total variance in the indicator accounted for by the latent construct, also fulfilled the required minimum value of 0.5 (J F Hair et al., 2013).

Furthermore, we assessed the discriminant validity, that is, the extent to which specific indicators accurately reflects its specific construct and not others, by using Fornell & Larcker's (1981) criteria. An adequate discriminant validity can be confirmed by ensuring that the square root of the AVE (diagonal values) of each construct is greater than its corresponding correlation coefficients (Fornell & Larcker, 1981). This criterion was fulfilled and reported in Table 3. Results reported in Table 4 indicated that weights of the first-order constructs (6 dimensions) on the designated second-order construct (environmentally responsible behavior) specifying that environmentally responsible behavior is a second-order factor with six significant first-order dimensions including layout pro-environmental behavior, sustainable behavior, education, physical action, civil action, and persuasive action.

Table 2: Construct Validity and Reliability for Reflective Scales

Research Construct	Items	Loadings	AVE	CR	Cronbach's Alpha
Community Attachment	"The settings and facilities provided by this community are the best".	0.665	0.578	0.932	0.919
	"I prefer living in this community over other communities."	0.692			
	"I enjoy living in this community more than other communities."	0.807			
	"I identify the living in this community."	0.770			
	"I feel that this community is a part of me".	0.773			
	"Living in this community says a lot about who I am".	0.808			
	"I am very attached to this community".	0.759			
	"I feel a strong sense of belonging to this community. "	0.746			
	"Many of my friends/family prefer this community over other Communities."	0.790			
	"Living in this community means a lot to me."	0.779			
Community involvement	"I participate in sustainable and eco-friendly tourism-related activities"	0.818	0.633	0.873	0.806
	"I support research for the sustainability of this community"	0.781			
	"I am involved in the planning and management of sustainable tourism in this community".	0.814			
	"I am involved in the decision-making for the sustainable tourism of this community".	0.768			
Environmental attitudes	"Humans were meant to rule over the rest of nature."	0.548	0.401	0.823	0.749
	"The balance of nature is very delicate and easily upset."	0.524			
	"Humans will eventually learn enough about how nature works to be able to control it."	0.663			
	"If things continue on their present course, we will soon experience a major ecological catastrophe."	0.634			
	"When humans interfere with nature it often produces disastrous consequences."	0.674			
	"Humans are seriously abusing the environment."	0.708			
	"The balance of nature is strong enough to cope with the impacts of modern industrial nations."	0.658			

"Average variance extracted (AVE) = (summation of the square of the factor loadings)/ {(summation of the square of the factor loadings) + (summation of the error variances)}. Composite reliability (CR) = (square of the summation of the factor loadings)/ {(square of the summation of the factor loadings) + (square of the summation of the error variances)}".

Table 2 (Continued)

Research constructs	Items	Loadings	AVE	CR	Cronbach Alpha
Pro-environmental behavior	"I voluntarily visit a favorite spot less if it needed to recover from environmental damage."	0.786	0.668	0.857	0.749
	"I choose products or services with eco-labels first in this trip.'	0.755			
	"I voluntarily stop visiting a favorite spot if it needed to recover from environmental damage."	0.902			
Sustainable behavior	"I understand residents' life-styles."	0.877	0.565	0.818	0.708
	"I observe the history and culture heritage detailed."	0.899			
	"I observe the nature detailed."				
	"I pick up (encourage others) litter left by other people."	0.793			
Physical action	"I conserve water by turning off the tap while washing dishes (brushing teeth)."	0.778	0.758	0.903	0.843
	"I turn off lights if I am leaving a room for more than 10 min."	0.923			
	"I reduce the amount of my household trash by reusing or recycling items to the fullest extent."	0.902			

"Average variance extracted (AVE) = (summation of the square of the factor loadings)/ {(summation of the square of the factor loadings) + (summation of the error variances)}. Composite reliability (CR) = (square of the summation of the factor loadings)/ {(square of the summation of the factor loadings) + (square of the summation of the error variances)}".

Table 2 (Continued)

Research constructs	Items	Loadings	AVE	CR	Cronbach Alpha
Persuasive action	"I convince someone to buy fruits and vegetables loose rather than in plastic bags."	0.879	0.791	0.919	0.868
	"I convince someone to buy products packaged in containers that either can be reused or recycled or are made of recycled materials"	0.895			
	"I convince someone to conserve water by not running the water while brushing his/her teeth or shaving and/or installing a water saving device in the tank of his/her toilet(s)".	0.893			
Education/learning	"I learn about the recycling facilities in my area."	0.893	0.738	0.849	0.738
	"I watch TV programs about environmental issues."	0.823			
Civil action	"I donate money or give time to support an environmental organization (include specific destinations)"	0.853	0.772	0.931	0.902
	"I would be willing to pay much higher taxes in order to protect the environment."	0.852			
	"I do volunteer work for a group that helps the environment (more involve environment issue)."	0.906			
	"I join in community cleanup efforts."	0.902			

"Average variance extracted (AVE) = (summation of the square of the factor loadings)/ {(summation of the square of the factor loadings) + (summation of the error variances)}. Composite reliability (CR) = (square of the summation of the factor loadings)/ {(square of the summation of the factor loadings) + (square of the summation of the error variances)}".

Table 3: Discriminant Validity – Fornell Larcker Criterion

Research constructs	1	2	3	4	5	6	7	8	9
1. Community attachment	**0.760**								
2. Community involvement	0.493	**0.797**							
3. Civil action	0.532	0.630	**0.879**						
4. Education	0.558	0.466	0.673	**0.859**					
5. Environmental attitudes	0.349	0.445	0.505	0.415	**0.633**				
6. Persuasive action	0.389	0.596	0.692	0.660	0.544	**0.889**			
7. Physical action	0.479	0.425	0.565	0.618	0.431	0.614	**0.871**		
8. Pro-environmental behavior	0.430	0.566	0.650	0.567	0.625	0.635	0.506	**0.817**	
9. Sustainable behavior	0.484	0.464	0.671	0.662	0.580	0.710	0.605	0.738	**0.752**

Note: The diagonals represent the square root of AVE and the off-diagonals represent the correlation. Notes: *$p < 0.05$, **$p < 0.01$ Two-tailed test.

Table 4: Weights of First Order on Designated Second-order Constructs.

Second-order construct	First-order construct	Items	Path coefficient	T-statistics of items
Environmental responsible behavior				
(AVE=0.50, CR=0.948)	Pro-environmental behavior	ERB1	0.336	6.034**
		ERB2	0.423	8.990**
		ERB3	0.457	10.753**
	Sustainable behavior	ERB4	0.379	20.437**
		ERB5	0.395	19.312**
		ERB7	0.392	15.867**
	Physical action	ERB8	0.334	14.713**
		ERB9	0.386	16.818**
		ERB10	0.423	13.457**
	Persuasive action	ERB11	0.358	20.260**
		ERB12	0.372	22.795**
		ERB13	0.394	16.647**
	Education/learning	ERB14	0.591	13.699**
		ERB15	0.571	16.277**
	Civil action	ERB16	0.272	20.445**
		ERB17	0.268	21.224**
		ERB18	0.295	19.981**
		ERB19	0.301	18.011**

Notes: *$p < 0.05$, **$p < 0.01$ Two-tailed test.

4.3 Mediation Analysis

This study hypothesized residents' environmental attitudes would have a significant positive mediation effect on the relationship between community attachment and environmentally responsible behavior (H6a) as well as on the relationship between community involvement and environmentally responsible behavior (H6b). The mediation effect in PLS is determined using Preacher & Hayes's (2008) 2-step approach. Firstly, we perform a bootstrapping analysis to check the significance of direct relationships without the mediating variable (e.g. community attachment to environmentally responsible behavior). Then, the procedure was repeated with the mediating variable to confirm the indirect effects.

The mediating effect of environmental attitude on the relationship between community involvement and environmentally responsible behavior was confirmed since the indirect effect was significant. Thus, H6 (a) was rejected while H6 (b) was supported. The results are shown in figure 2 below. This result indicates that community involvement together with environmental attitudes predicts residents' environmentally responsible behavior. While residents' community attachment does not through environmental attitude influence environmental responsible behavior but directly impact it.

Table 5: Hypotheses Testing

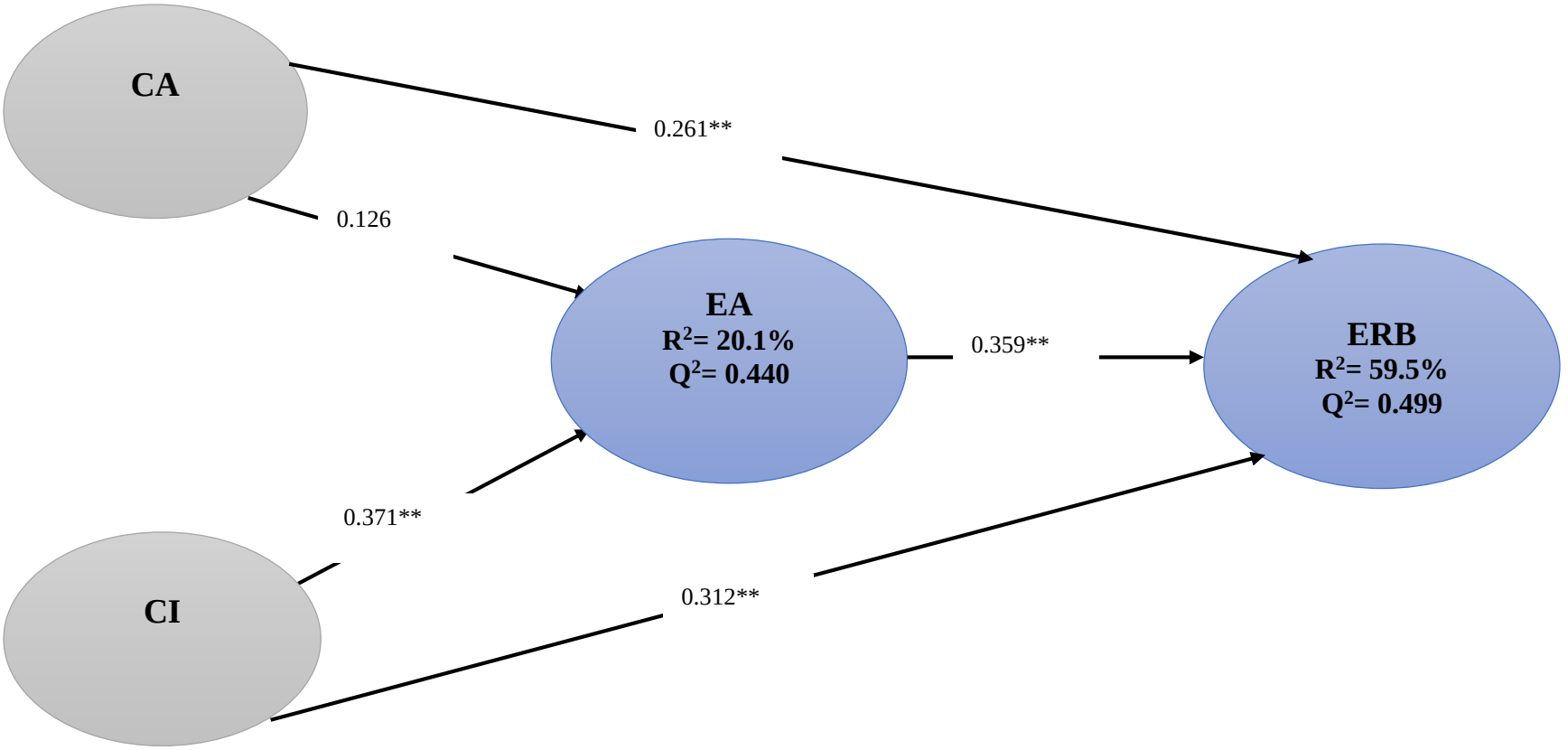
Hypothesis	Path	Path coefficient	Standard error	T-statistics	Decision
H1	CA-> ERB	0.261	0.093	2.788**	Supported
H2	CI -> ERB	0.312	0.087	3.600**	Supported
H3	CA -> EA	0.126	0.130	0.972	Not supported
H4	CI -> EA	0.371	0.109	3.402**	Supported
H5	EA-> ERB	0.359	0.074	4.828**	Supported

Note*: Critical t-values: two-tailed test 2.58 (significance level=1%).

Table 6: Result of R^2 and Q^2 for Endogenous Constructs

Endogenous constructs	R^2	Q^2
Environmental attitudes	0.201	0.440
Environment responsible behavior	0.595	0.499

"Note: Q^2 values of 0.02, 0.15 and 0.35 indicate that an exogenous construct has a small, medium or large predictive relevance for a selected endogenous construct."



Critical t-value. *1.96 ($p < 0.05$); **2.58 ($p < 0.01$). CA (community attachment), CI (community involvement), EA (environmental attitudes) and ERB (environmentally responsible behavior).

Figure 2: Structural Model

4.4 T-test/ANOVA Result

To understand the impact of gender in the interpretation of the effects of the independent variables on the dependent variable, independent sample t-test analysis and ANOVA for multigroup demographic categories was conducted. In general terms, for indicators with more than two classifications (such as education status) ANOVA test was performed but for indicators with two classes such as gender, independent t-test was performed.

Specifically, independent t-test was used to investigate whether gender constituted a significant difference in the display of environmentally friendly behavior. As result from Table 7 indicated, there is no significant difference in mean based on gender of the respondents.

Table 7: T-test for equality of means based on gender

		95% CI	
Mean difference	Standard error difference	LCI	UCI
0.248	0.152	-0.546	0.514

Note. CI = confidence interval, LCI = lower level confidence interval, UCI = upper level confidence interval

When age was considered for gauging the difference of means, the ANOVA result showed that there is a significant mean difference between the groups. As reported in Table 8, the mean difference between age groups 18-27 and 28- 37 was 0.565, $p \leq 0.05$, for the age groups 18-27 and 38-47, the significance mean difference was 0.518, $p \leq 0.05$, the difference between groups 18-27 and 48-57 was 0.778, $p \leq 0.05$, while the final group mean comparison between 18-27 and 58 or older group showed the

largest mean difference 0.974, $p \leq 0.05$. This result implied that age significantly impact how people perceived the need for being environmentally responsible.

Table 8: One-Way ANOVA of age on ERB

				95% CI	
18-27		Mean difference	Std. error difference	LCI	UCI
	28-37	0.565**	0.201	0.169	0.961
	38-47	0.518**	0.195	0.134	0.902
	48-57	0.778**	0.290	0.208	1.351
	58/older	0.974**	0.352	0.280	1.667

Note. CI = confidence interval, LCI = lower level confidence interval, UCI = upper level confidence interval. **P = mean difference significant at 0.05.

As evident in figure 3, the relationship between age and environmentally responsible behavior is almost linear; that is, the respondents tend to become more environmental conscious as they grow older. The only deviation from this visible co-movement over time is between age group 28-37 and 38-47.

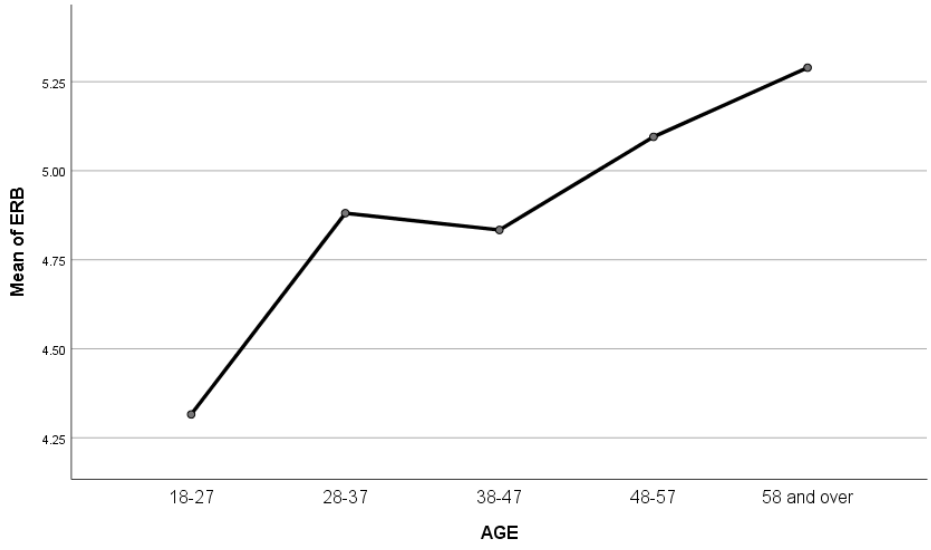


Figure 3: Graphical representation of impact of age on ERB

In terms of education, the ANOVA test result showed that was significant mean difference between of education status while some others were not significantly different. As reported in Table 9, the mean difference between primary school certificate holders and secondary school graduate was significant (0.989, $p \leq 0.05$). Similarly, the mean difference between primary school graduates and vocational college graduates was also significant (0.739, $p \leq 0.05$). However, the mean difference between primary school graduates and university graduates or post-graduates were not significant (see Table 9).

Table 9: One-Way ANOVA of education on ERB

				95% CI	
Primary School		Mean difference	Std. error difference	LCI	UCI
	Secondary	0.989**	0.320	0.359	1.619
	Vocational	0.739**	0.297	0.154	1.324
	University	0.099	0.307	-0.703	0.506
	Post-graduate	0.177	0.328	-0.823	0.469

Note. CI = confidence interval, LCI = lower level confidence interval, UCI = upper level confidence interval. **P = mean difference significant at 0.05.

Going by the visual representation of the relationship between education and peoples' environmental behavior, it appears that people become more conscious about their environment as they progress with their academic pursuit and reach their climax after graduating from high school. This trend reversed with university education and beyond (see figure 4).

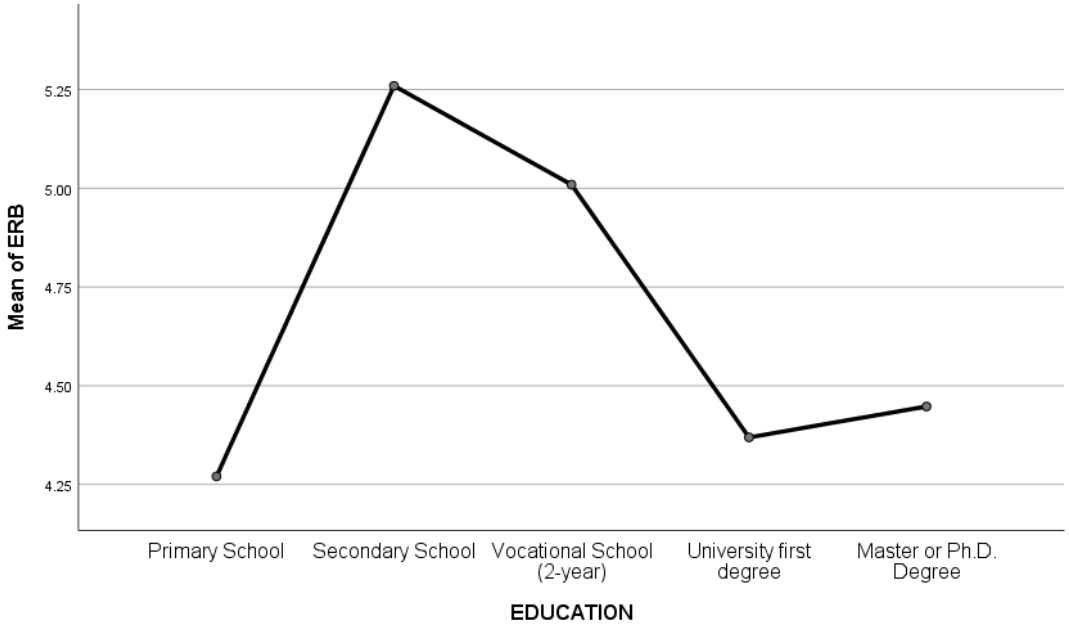


Figure 4: Graphical representation of impact of education on ERB

Appertaining to the influence of financial income on attitude and behavior towards environmental responsibility, the ANOVA result as document in Table 10 suggest that income does not significantly impact people's environmentally responsible behavior. Specifically, the between group and within group ANOVA result showed no significant difference in mean.

Table 10: One-Way ANOVA of income on ERB

				95% CI	
5,000 or less		Mean difference	Std. error difference	LCI	UCI
	5,001-10,000	0.217	0.198	-0.172	0.605
	10,001-15,000	0.241	0.306	-0.843	0.362
	15,001 or more	0.754	0.932	-2.588	1.080

Note. CI = confidence interval, LCI = lower level confidence interval, UCI = upper level confidence interval. **P = mean difference significant at 0.05.

Figure 4 shows the graphical representation of the influence of income on environmental responsible behavior. It presumably indicated that income ought to linearly correlate with environmental responsibility.

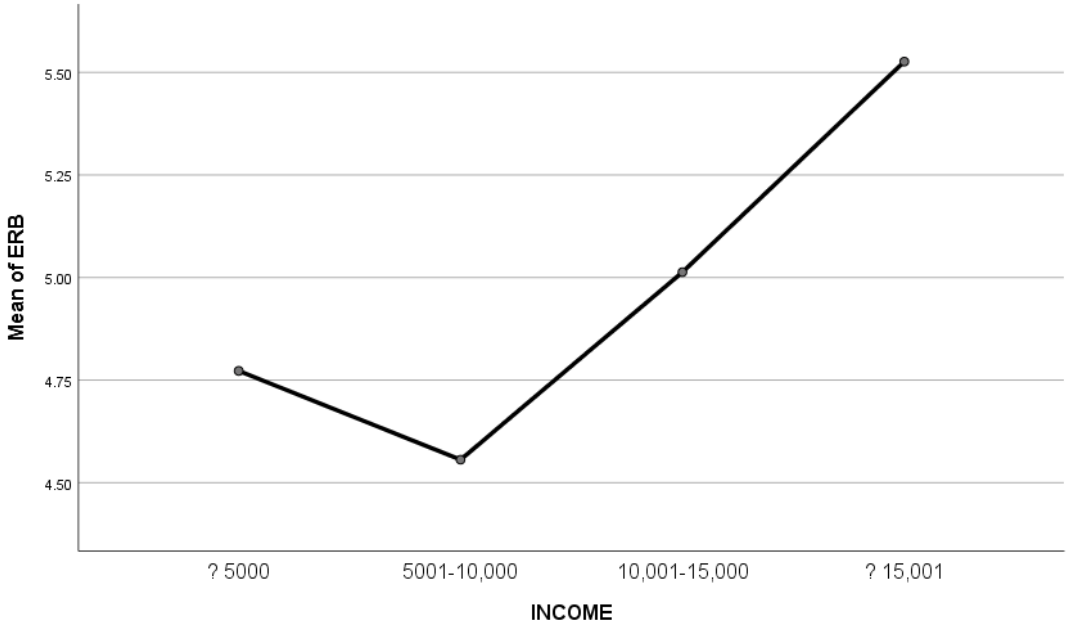


Figure 5: Graphical representation of impact of income on ERB

Chapter 5

DISCUSSION AND CONCLUSION

5.1 Discussion

This study investigates the relationship between residents' community attachment and involvement on environmentally responsible behavior via resident's environmental attitudes. The researcher derived the result from the PLS-SEM technique in accordance with the target sample of the study. According to the result, as anticipated, residents' sense of attachment and involvement generally enhanced their commitment to their community and their environmentally responsible behavior towards the community.

The findings appertaining to the significant positive impact of community attachment and involvement on resident's environmentally responsible behavior were consistent with previous scholarly findings (Firmansyah & Fadlilah, 2016; Ramkissoon et al., 2013). For example, Firmansyah and Fadlilah (2016) found a positive impact of community involvement on environmentally friendly behavior. In their study, they broadly employ smart technology for the preservation of cultural heritage sites. The current study focuses on residents' perception and their involvement in ensuring sustainable tourism development in their locality via the discharge of environmentally responsible behavior.

Being environmentally responsible is being conscious of the environment and the protection of the same. An environmentally responsible individual will engage in

activities that preserve and keeps the sustainability of the environment and its resources. The demonstration of environmental responsibility is ultimately essential in the drive for destination development as the demand for tourism and its impact often exert considerable measure of demand on the resources especially when sustainability is not a priority for the users.

By investigating the aforementioned relationships, this study contributes to tourism and destination management literature in identifying the role of residents in assuring environmentally responsible behavior in the consumption of tourism products at the destinations. In addition, our findings provide valuable insights for managers and academia while simultaneously addressing the call for future research in understanding the mechanisms that better expound the effectiveness of environmentally responsible behavior (Romani & Grappi, 2014; Romani, Grappi, & Bagozzi, 2016; Xie, Bagozzi, & Grønhaug, 2015).

Prior studies in the community-based tourism literature have utilized attitude-behavior theory to focus on tourists' behavior (LuJun Su & Hsu, 2013) and involvement with the destination (Eusébio, Vieira, & Lima, 2018). However, our findings suggest that residents' attitudes set the pace for the actions and behaviors of others in the destination (Chang, 2018; Chen, Dwyer, & Firth, 2018). The specific findings of our study revealed that residents' community attachment, community involvement, and environmental attitudes all significantly predict their environmentally responsible behavior.

This finding is critical in developing sustainable tourism for destinations as environmentally responsible actions guarantees resource protection and conservation

of the environment while also encouraging the sustainable development of the natural environment (Chen et al., 2018; LuJun Su, Hsu, & Swanson, 2017; Lujun Su & Swanson, 2017). It helps to maximize the positives of tourism activities and developments while also keeping at bay the negative impacts of those tourism activities. Thus, the role of residents in destination management is far beyond attraction management but includes active participation in sustainable practices bored out of genuine connection with the community in form of attachment and involvement.

While our results also revealed that the environmental attitudes of residents is a mediator of community involvement and environmentally responsible behavior, the result does not hold true for a similar proposition between community attachment and environmentally responsible behavior. A number of factors may be highlighted as responsible for this finding however, the main determining factor can be said to be the cultural orientation of the host community. Thus, within the context of the Turkish-Cypriot community, environmental attitudes only mediate for community involvement rather than community attachment.

Crucially, the findings of this study validate the application of attitude-behavior theory. Although attitude-behavior gap seldom occurs in tourists, our results suggest that with greater attachment to and involvement with the community, residents will care for the sustainability of their community thereby displaying environmentally responsible behaviors by doing what it takes to protect and preserve the environment. With proper attachment to a community, residents become advocates for the sustainable development of such community as they place greater meaning and sense of value originating from their feeling of belongingness and connection to the community.

5.2 Contributions

This dissertation made some notable contributions to the extant literature and tourism-stakeholder understanding of the sustainability concepts of tourism resources. Firstly, with regards to theoretical relevance, the application of attitude-behavior theory as the underpinning mechanism of the research extends the knowledge of scholars in this environmental sustainability research domain to the suitability of the theory. In essence, most scholarly literature understood that human interaction with the environment and behavior are critical in sustaining and preserving the tourism resources (Kaltenborn et al., 2008; Milfont & Duckitt, 2010; Walpole & Goodwin, 2001), however, the vast majority of such studies have over relied on theory such as TPB (Hsu & Huang, 2012; López-Mosquera & Sánchez, 2012) or theory of reasoned action (Haider, Fatima, Bakhsh, & Ahmed, 2019) in explaining their findings. Hence, attitude-behavior framework was validated and confirmed as viable theoretical support for investigation of environmental consciousness of residents of tourism destinations.

Secondly, contextual relevance of the theory is also noteworthy. While attitude-behavior theory has been widely employed in a number of researches with valuable contributions, to the best of our knowledge, the theory has not been operationalized in studies conducted in North Cyprus. This contribution is important because of the uniqueness of the island and its people. Several studies have concluded that cultural orientation and other social norms affect the attitudes and behavior of people, as such; individuals from divergent cultural settings are likely to behave to the same stimulus in different ways (Cheng & Monroe, 2012; Han et al., 2019; Kim et al., 2020). Hence, by confirming that attitude-behavior theory holds true in the context of North Cyprus further extend the global relevance and application of the theory.

Thirdly, the unavoidable dependence on tourism for economic growth in North Cyprus because of the peculiarity of its political challenges implied that destination marketing and management organizations in the country must understand and use the behavior of their residents towards the tourism resources and tourist. Given this background, the finding of this study is important for destination managers and other stakeholders. For instance, this study concluded that residents' community attachment and involvement significantly predicted their behaviors in environment-friendly manners. This finding therefore can be used as a springboard for destination managers to intensify their community-driven projects that will aid the development of community values and the generation of community orientation among indigenous residents.

Furthermore, the creation and execution of such projects with not only bring about community involvement but also attachment because both attitudes have been found to be predicted by social norms and belief systems. Therefore, destination managers through these projects are indirectly inculcating the desired environmental-friendliness into their destination residents.

Fourthly, since tourism industry can be seen as an ecosystem in which all the parts or aspect of the system inter-related and inter-depend on each other to exist, it is paramount that eliciting environmental friendly behavior in residents and even other industry-level stakeholder is a major requirement for the sustenance of the industry. Given this reason, the finding of this study can be used as a catalyst for developing training programs. As established in this study, individuals will go to unimaginable length to preserve their possessions. Hence, it is the duty of destination managers who are keen on improving tourist attraction without jeopardizing the destination to lean on the inherent abilities of the residents to help ensure the preservation of the

destination by helping them understand their identity in the complete ecosystem of the industry.

Lastly, people-conscious approach to tourism initiatives is advised. The central argument of this thesis is that the rise and fall of a destination is highly dependent on the attitude and behaviors of the inhabitants of the destination. If a destination must thrive and be sustainable, the people element of the destination must approve the activities of the industry because it is in so doing that they can be attached and involved in the activities thereby bringing about their beneficial environmental friendly behavior. Thus, since residents' environmental attitudes may make or break the economic growth of the industry, then, it will be wise to ensure that tourism activities are planned and execution in synergy with the "will" of the people.

5.3 Limitation and Future Research Directions

The result of this study must be interpreted in light of some limitations. First, this study focused solely on the perception of residents in understanding the sustainable tourism development of the destination. Future studies may benefit from multiple sources of information in trying to expound further the result of this study. For instance, it will be interesting to compare the outcome of tourists' community attachment and involvement with residents' outcomes to see if the result holds true for the different stakeholders. Secondly, a mixed-method approach that incorporates both qualitative and quantitative research methods might also provide an exciting result for future researches.

5.4 Conclusion

To conclude, the results of this study is consistent with other pro-environmental studies which suggest that the importance of community attachment and involvement as well

as environmental attitude of people (tourist and locals alike) may indeed contribute to their behavior towards environmental sustainability of a destination (Meloni, Fornara, & Carrus, 2019; Van Vugt, John, Dowding, & Van Dijk, 2003). Thus, our findings buttressed the perception that high involvement of locals is a crucial strategy for prevention of the environment from being stressed as their pro-environmental responses to problematic situations ensures the environment is preserved from overuse or degradation (Meloni et al., 2019; Van Vugt et al., 2003).

Our findings may also be viewed in light of some policy implications. The understanding of the influence of the residential community's involvement in environmentally responsible behavior towards a destination may contribute essentially to the process of setting realizable communication campaigns that are geared towards the promotion of environmentally responsible behavior. This will also impact the global strategies that can be deployed for realizing a sustainable lifestyle and improved quality of life in a globalized world (Mercado-Doménech, Carrus, Terán-Álvarez-Del-Rey, & Pirchio, 2017).

Indeed, positive environmental attitudes in touristic destinations can promote environmentally responsible behavior (Mastandrea & Crano, 2019; Mastandrea et al., 2018; Panno, Carrus, Lafortezza, Mariani, & Sanesi, 2017). Adopting this approach can serve as a stress-reduction mechanism for touristic destinations since the pro-environmental lifestyle of an attached and involved resident tends to be more inclined to an environmentally-aware worldview. Hence, policymakers can leverage on the findings of this study when considering individuals for key-roles for driving the sustainable environmental goal of the destination. In particular, decision-makers should understand that the attitude and behavior of residents can be translated into an

effective tool for pushing the local identity of residents as a strategic tool for achieving the environmental goal for the destinations.

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APPENDIX

A FIELD STUDY ON READINESS OF DESTINATION FOR ENVIRONMENTALLY RESPONSIBLE BEHAVIOR

Dear Respondent:

This research is part of my PhD dissertation aimed at understanding destination readiness for environmentally responsible behavior. Your perception is important and we asked that you provide the requested information to the best of your understanding. Therefore, we kindly request that you self-administer this questionnaire.

There are no right or wrong answers in this questionnaire. Any sort of information collected during our research will be kept confidential. We appreciate your time and participation in our research very much.

If you have any questions about our research, please do not hesitate to contact Ms. Sedighe SAFSHEKAN through her e-mail address: s.safshekan537@gmail.com

Thank you for your kind cooperation.

Researcher

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SECTION 1 (Place Attachment)
Please indicate your disagreement or agreement with each statement by crossing the number using the following seven-point scale:

(1) I strongly disagree
(2) I disagree
(3) Somehow I disagree
(4) Undecided
(5) Somewhat I agree
(6) I agree
(7) I strongly agree

1. I identify strongly with visiting here	1	2	3	4	5	6	7
2. I am very attached to visiting here	1	2	3	4	5	6	7
3. I have a special connection to visiting here and other tourists who visit here	1	2	3	4	5	6	7
4. I enjoy visiting here more than visiting any other place	1	2	3	4	5	6	7
5. I get more satisfaction visiting here than visiting any other place	1	2	3	4	5	6	7
6. Visiting here is more important to me than visiting any other place	1	2	3	4	5	6	7
7. I would not substitute any other type of recreation for what I do here	1	2	3	4	5	6	7
8. Buyuk Konuk is meaningful to me	1	2	3	4	5	6	7

SECTION 2. (Recreational Involvement)

Please indicate your disagreement or agreement with each statement by crossing the number using the following seven-point scale:

(1) I strongly disagree
(2) I disagree
(3) Somehow I disagree
(4) Undecided
(5) Somewhat I agree
(6) I agree
(7) I strongly agree

9. Visiting Buyuk konuk is very important to me	1	2	3	4	5	6	7
10. Visiting Buyuk konuk is one of the most enjoyable things that I do	1	2	3	4	5	6	7
11.Visiting Buyuk konuk pleases me	1	2	3	4	5	6	7
12.Visiting Buyuk konuk interests me	1	2	3	4	5	6	7
13.Visiting Buyuk konuk offers me relaxation	1	2	3	4	5	6	7
14.A lot of my life is related to visiting Buyuk konuk	1	2	3	4	5	6	7
15.Visiting Buyuk konuk plays a central role in my life	1	2	3	4	5	6	7
16.Most of my friends are in some way connected with visiting Buyuk konuk	1	2	3	4	5	6	7
17. I like to discuss visiting Buyuk konuk with my friends	1	2	3	4	5	6	7
18. When visiting Buyuk konuk, I can demonstrate my ability and personality	1	2	3	4	5	6	7
19. I can tell others a lot about visiting Buyuk konuk	1	2	3	4	5	6	7

20. When visiting Buyuk konuk, I can really be myself	1	2	3	4	5	6	7
21.When I visit Buyuk konuk, others see me the way I want them to see me	1	2	3	4	5	6	7

SECTION 3. (Conservation Commitment)

Please indicate your disagreement or agreement with each statement by crossing the number using the following five-point scale:

(1) I strongly disagree
(2) I disagree
(3) Somehow I disagree
(4) Undecided
(5) Somewhat I agree
(6) I agree
(7) I strongly agree

22. I am willing to donate money to environmental organizations	1	2	3	4	5	6	7
23. I am willing do volunteer work for groups that help the environment	1	2	3	4	5	6	7
24. I am willing to actively search for information about environmental conservation	1	2	3	4	5	6	7

SECTION 4. (Community Inovement)

Please indicate your disagreement or agreement with each statement by crossing the number using the following five-point scale:

1) I strongly disagree
(2) I disagree
(3) Somehow I disagree
(4) Undecided
(5) Somewhat I agree
(6) I agree
(7) I strongly agree

25.I participate in sustainable and eco-friendly tourism-related activities	1	2	3	4	5	6	7
26.I support research for the sustainability of this community	1	2	3	4	5	6	7
27.I am involved in the planning and management of sustainable tourism in this community	1	2	3	4	5	6	
28.I am involved in the decision-making for the sustainable tourism of this community	1	2	3	4		6	7

SECTION 5. (Activity Involvement)

Please indicate your disagreement or agreement with each statement by crossing the number using the following five-point scale:

(1) I strongly disagree
(2) I disagree
(3) Undecided

(4) I agree
(5) I strongly agree

29. Eco-travel is interesting.	1	2	3	4	5
30. Eco-travel at this place is enjoyable.	1	2	3	4	5
31. I share my travel experience with others	1	2	3	4	5

SECTION 6. (Community Attachment)

Please indicate your disagreement or agreement with each statement by crossing the number using the following five-point scale:

(1) I strongly disagree
(2) I disagree
(3) Somehow I disagree
(4) Undecided
(5) Somewhat I agree
(6) I agree
(7) I strongly agree

32.The settings and facilities provided by this community are the best	1	2	3	4	5	6	7
33.I prefer living in this community over other communities	1	2	3	4	5	6	7
34.I enjoy living in this community more than other communities	1	2	3	4	5	6	7
35.I identify the living in this community	1	2	3	4	5	6	7
36.I feel that this community is a part of me	1	2	3	4	5	6	7
37.Living in this community says a lot about who I am	1	2	3	4	5	6	7
38.I am very attached to this community	1	2	3	4	5	6	7
39.I feel a strong sense of belonging to this community	1	2	3	4	5	6	7
40.Many of my friends/family prefer this community over other communities	1	2	3	4	5	6	7
41.Living in this community means alot to me	1	2	3	4	5	6	7

SECTION 7. (Environmental Attitudes)

Please indicate your disagreement or agreement with each statement by crossing the number using the following five-point scale:

(1) I strongly disagree
(2) I disagree
(3) Undecided
(4) I agree
(5) I strongly agree

42.We are approaching the limit of the number of people the Earth can support.	1	2	3	4	5
43.Humans have the right to modify the natural environment to suit their needs.	1	2	3	4	5
44.When humans interfere with nature it often produces disastrous consequences.	1	2	3	4	5

45.Human ingenuity will insure that we do not make the Earth unlivable.	1	2	3	4	5
46.Humans are seriously abusing the environment.	1	2	3	4	5
47.The Earth has plenty of natural resources if we just learn how to develop them.	1	2	3	4	5
48.Plants and animals have as much right as humans to exist.	1	2	3	4	5
49.The balance of nature is strong enough to cope with the impacts of modern industrial nations.	1	2	3	4	5
50.Despite our special abilities, humans are still subject to the laws of nature.	1	2	3	4	5
51.The so-called "ecological crisis" facing humankind has been greatly exaggerated.	1	2	3	4	5
52.The Earth is like a spaceship with very limited room and resources.	1	2	3	4	5
53.Humans were meant to rule over the rest of nature.	1	2	3	4	5
54.The balance of nature is very delicate and easily upset.	1	2	3	4	5
55.Humans will eventually learn enough about how nature works to be able to control it.	1	2	3	4	5
56.If things continue on their present course, we will soon experience a major ecological catastrophe.	1	2	3	4	5

SECTION 8. (Recreational Experience)

Please indicate your disagreement or agreement with each statement by crossing the number using the following five-point scale:

(1) I strongly disagree
(2) I disagree
(3) Undecided
(4) I agree
(5) I strongly agree

57.Recreation activities are rich and unique	1	2	3	4	5
58.A high degree of participation	1	2	3	4	5
59.Environmental protection of tourism activities	1	2	3	4	5
60.Educational eco-tourism	1	2	3	4	5
61.Relaxed and happy atmosphere for activitie	1	2	3	4	5

SECTION 9. (Environmental Responsible Behavior)

Please indicate your degree of agreement to the following questions	**Lowest ⟷ Highest**						
I voluntarily visit a favorite spot less if it needed to recover from environmental damage.	1	2	3	4	5	6	7
I choose products or services with eco-labels first in this trip.	1	2	3	4	5	6	7

I voluntarily stop visiting a favorite spot if it needed to recover from environmental damage.	1	2	3	4	5	6	7
I understand residents' life-styles.	1	2	3	4	5	6	7
I observe the history and culture heritage detailed.	1	2	3	4	5	6	7
I observe the nature detailed.	1	2	3	4	5	6	7
I pick up (encourage others) litter left by other people.	1	2	3	4	5	6	7
I conserve water by turning off the tap while washing dishes (brushing teeth).	1	2	3	4	5	6	7
I turn off lights if I am leaving a room for more than 10 min.	1	2	3	4	5	6	7
I reduce the amount of my household trash by reusing or recycling items to the fullest extent.	1	2	3	4	5	6	7
I convince someone to buy fruits and vegetables loose rather than in plastic bags.	1	2	3	4	5	6	7
I convince someone to buy products packaged in containers that either can be reused or recycled or are made of recycled Materials.	1	2	3	4	5	6	7
I convince someone to conserve water by not running the water while brushing his/her teeth or shaving and/or installing a water saving device in the tank of his/her toilet(s).	1	2	3	4	5	6	7
I learn about the recycling facilities in my area	1	2	3	4	5	6	7
I watch TV programs about environmental issues	1	2	3	4	5	6	7
I donate money or give time to support an environmental organization (include specific destinations)	1	2	3	4	5	6	7
I would be willing to pay much higher taxes in order to protect the environment	1	2	3	4	5	6	7
I do volunteer work for a group that helps the environment (more involve environment issue)	1	2	3	4	5	6	7
I join in community cleanup efforts	1	2	3	4	5	6	7

SECTION 10 (Demographics)

Please indicate your answer by placing a (√) in the appropriate alternative.

1. How old are you?

18-27 ( )
28-37 ( )
38-47 ( )
48-57 ( )
58 and over ( )

2. What is your gender?

Male ( )
Female ( )

3. What is the highest level of in education you completed?

Primary School ( )
Secondary School ( )
Vocational School (2-year) ( )
University first degree ( )
Master or Ph.D. Degree ( )

4. How long have you been working this Hotel?

Under 1 year ( )
1-5 years ( )
6-10 ( )
11-15 years ( )
16-20 years ( )
More than 20 years ( )

5. What is your marital Status?

Single or Divorced ( )
Married ( )

6. What is the range of your monthly income ($)

≤ 5000 ( )
5001-10,000 ( )
10,001-15,000 ( )
≥ 15,001 ( )

7. what is the nature of your occupation

Office/Teaching ( )
Agriculturist ( )
Consultant ( )
Businessman ( )
Retired ( )
Others .....

Thank you for your kind cooperation.