

Chapter 1

Tourist Commitment to the Environment Under the Preview of TPB–Based Analysis

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ABSTRACT

The purpose of this chapter is to explore the underlying behaviors and motives that insist on a commitment to sustainable practices among tourists. Also, this study aims to suggest suitable methods and techniques for encouraging green practices among visitors. This study will provide stakeholders in the tourist sector with insight into useful information for educated decisions. The primary objective of this chapter is, with the help of theory of planned behavior (TPB) enhance understanding of the factors influencing tourists' participation in green tourism and provide insights on how to encourage sustainable tourism practices among tourists.

INTRODUCTION

Tourism stimulates worldwide economic growth, generates employment opportunities, and fosters infrastructure development. Nevertheless, the exponential expansion of

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the tourist sector has led to detrimental effects on the environment and society, thereby giving rise to the concept of sustainable or green tourism. The commitment to tourism emphasizes ethical practices promoting environmental protection, sensitivity to different cultures and economic sustainability while limiting negative impacts. Wang et al. (2020) employed the widely accepted theory of planned behavior (TPB) as a conceptual framework to examine the intricate elements that impact visitors' engagement with their surroundings.

This chapter explores the underlying behaviors and motives that insist on a commitment to sustainable practices among tourists. As Wang (2020) argues about TPB, In this chapter, we link the sustainable behavior of tourists with TPB. The literature provides strong evidence about the TPB theory for use in tourist commitment to the environment. This study will provide stakeholders in the tourism sector with insight into useful information for educated decisions. Also, this study aims to suggest suitable methods and techniques for encouraging green practices among visitors. The primary objective of this chapter is, with the help of TPB (Theory of Planned Behavior), to enhance understanding of the factors influencing tourists' participation in green tourism and provide insights on how to encourage sustainable tourism practices among tourists.

Background of Tourist Commitment to the Environment

In the travel and tourism industry, sustainability has recently gained attention. This has increased tourists' emphasis on engaging in tourism practices (Gupta et al., 2022). The concept of managing tourism in a manner brings benefits to both travellers and the local communities they visit as it involves them in ecological and socio-cultural initiatives (Saleem et al., 2021).

Tourist Commitment

Commitment means having a persistent wish to maintain a relationship that we value highly. It's usually seen as a strong emotional bond to a specific relationship. The dedication of tourists to the environment is complex. It involves understanding the environmental effects linked with tourism.

Tourism may result in many environmental degradations, such as pollution, the loss of habitats, and the overutilization of natural resources. Tourism should be viewed as a sustainable industry that cultivates enduring relationships with tourists. There are different approaches available to handle the situation. Hence, it is necessary to develop a tailored approach for different types of visitors attending tourist places. But should be taken in mind, that this approach should be based on the

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