

UNIVERSITY OF LJUBLJANA
SCHOOL OF ECONOMICS AND BUSINESS

MASTER THESIS

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**ANALYSIS OF PRO-ENVIRONMENTAL BEHAVIOUR OF
TOURISTS FROM THE ARABIAN GULF VISITING SLOVENIA**

Ljubljana, February 2020

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AUTHORSHIP STATEMENT

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INTRODUCTION

With the steady increase in the number of tourists around the world, as in the last year, the international tourist arrivals reached a total of 1,4 billion tourists around the globe, according to the latest World Tourism Organization (2019), the host countries and communities thrive economically and grow faster. But, at the same time, these countries and communities bear the burden of negative consequences resulting from tourism and the behaviour of tourists on their environment and society in general. This was caused by the fact that the priority was economic performance and profits, rather than environmental performance and preservation of natural resources (Bohdanowic, Simanic & Martinac, 2005; Bramwell, Lane, McCabe, Mosedale & Scarles, 2008; Mihalič, Žabkar & Cvelbar, 2012).

There are numerous proposals for change in legislation, as well as programs and innovations trying to mitigate the negative impacts of tourism in a lot of countries, especially Slovenia. But to achieve success in that regard, there is a need to focus on the most important factor of all: the environmentally friendly behaviour of the individual.

Understanding how people make decisions about relevant environmental behaviour is critical to meeting the challenges of the global environment. Shifts in human behaviour to alternative environment-friendly decisions could make all the difference. Increasing awareness of environmental problems and possible conservation mechanisms among tourists would make tourism a tool of preserving the environment, rather than a contributing factor of destruction. Consequently, attention to study individual behaviour in tourism should be a key priority.

By proposing and testing useful theories and models for predicting targeted environmental behaviour, environmental psychologists have made an important contribution to this discussion to determine the entry point for changes in the behaviour of individuals. A comprehensive model that combines the most successful theories, and includes assumptions about how the variables of these theories relate, and can in return be used to identify relevant variables across behaviours and cultures, was established and could be used for increasing the impact on relevant behaviour and thus on environmental problems.

Tourism is a kind of human activity that depends, on large scale, on natural resources and is, at the same time, responsible for its exhaustion (Rutty, Gössling, Scott & Hall, 2015). Tourism is believed to be a major energy-consuming and greenhouse gas generating industry. It also contributes to the global usage of freshwater resources, loss of biodiversity, land use, increased demand for food supply, and food waste management. Although most of the tourism activities take place locally, the impact is added globally (Gössling & Hall, 2006). To minimize all the negative impacts on the environment caused by tourism, environmentally sustainable behaviour in tourism should be a major goal, also, to ensure the

preservation and maintaining of the natural resources, used by tourism, for future generations.

The awareness of the importance of tourism sustainability and tourist's environmental behaviour has not developed just in recent times. From the Stockholm Conference in 1972 to this day, many global environmental meetings have been organised and many plans have been made for the future of the environment and how it can be preserved for future generations. In recent years, studies on the customers' behaviours towards the environmental and sustainable way of travel and accommodation, show an increasing demand for sustainable tourism. Two surveys, that were held by two of the biggest aggregators that specialize in accommodation reservation and travel planning, Booking.com and Expedia.com, show that a big proportion of world explorers want to reduce their footprints on the environment, and at the same time include among their travel priorities a positive impact on the local community. The results show also an increase in the number of customers who prefer companies based on their environmental performance (Sustaining Tourism, 2017).

The differences between the host communities and the tourists have received some of the attention of researchers during their study of factors and consequences that hamper the environmental behaviour of tourists. There is, however, a lack of research on the results of behaviours of tourists from cultures different from the culture of the host country, especially when tourists come from countries with different environmental standards than those in the host country.

In this study, I focus on the pro-environmental behaviour of tourists from the Arabian Gulf region who came to visit Slovenia. I try to answer two main research questions:

What are the main drivers that impact the pro-environmental behaviour in tourism?

Are the tourists from the Arabian Gulf in Slovenia behaving environmentally friendly?

This study has three goals: 1) to get a better understanding of the pro-environmental behaviour in tourism; 2) to understand how the pro-environmental behaviour drivers impact the tourist's pro-environmental behaviour; 3) to understand specifically the pro-environment behaviour of tourists from the Arabian Gulf who visit Slovenia.

This thesis is designed as the following: Chapter 1 introduces theories that precede the interpretations of pro-environmental behaviour and includes definitions of pro-environmental behaviour in general as well as factors and drivers of the pro-environmental behaviour in general. Chapter 2 defines and explains pro-environmental behaviour in tourism, as well as the drivers that affect tourists to act in a more environmentally responsible way. Chapter 3 analyses the research group, the sampling of the targeted group, proposes the conceptual framework, and presents research methods. Chapter 4 summarizes and discuss the results of the interviews. Chapter 5 highlights the conclusions from this study.

1 PRO-ENVIRONMENTAL BEHAVIOUR IN GENERAL

Climate change, biodiversity loss, greenhouse effects, resource depletion and more, are all global environmental challenges facing humankind, that call for international and interdisciplinary efforts to understand the key drivers behind the behaviour that causes these challenges, and to try to predict its development over time in a way to eventually change the system, as well as control or reduce the negative outcome (Klöckner, 2013). Understanding how humans make decisions about relevant environmental behaviour is crucial to address the challenges that face the global environment. It is important to know how humans shift their behaviour to an alternative behaviour; what makes people switch from diesel cars to electric cars? What motivates people to stop eating meat? Or what drives people to choose sustainable transportations, like trains and buses, over unsustainable ones, like to travel by car or plane?

Thus, this chapter begins with the definition of pro-environmental behaviour in general, then explains the factors and drivers for pro-environmental behaviour in general. Followed by an explanation and summarization of the most frequent theories in the pro-environmental behaviour domain, later explaining moral and economic motives for pro-environmental behaviour. The above to understand the concept of pro-environmental behaviour and how the behaviour of individuals could be changed.

1.1 Definitions of the General Pro-Environmental Behaviour

The literature on pro-environmental behaviour brings an important starting point towards understanding tourists' tendency toward the environment. Pro-environmental behaviour is defined as any action to protect or at least minimize the negative impacts of human activity on the environment in either general daily practice or specific outdoor settings (Cottrell, 2003, p. 2).

There are diversified and distinguished types of pro-environmental behaviour that have been studied from different theoretical perspectives. These include private environmental activism, non-activist public behaviours, environmental activism, and environmental behaviours in organizations (Stern, 2000). Many psychological theories and behavioural models have been specifically formed to explain the different types of pro-environmental behaviour and the efforts to change pro-environmental behaviour (e.g., the Value Belief Norm theory (Stern, 2000)). Other models of behaviour that are more general in nature, were initially designed to explain the behaviour of other types, before applying it on pro-environmental activity (e.g., the Theory of Planned Behaviour (Ajzen, 1991)). Each of these models puts a different focus on the factors that might influence the performance of pro-environmental behaviour. Generally speaking, there are two different theoretical perspectives.

The first one draws attention to individual agency and the individual as the subject of behaviour. From this viewpoint, the behaviour is the result of competing influences that were decided by the individual, usually in a balanced and rational way. According to that, the behaviour is determined by the power of influence of the individual's personal affective, cognitive, and/or behaviour characteristics and competencies.

The second theoretical perspective focuses more on where the behaviour is performed from the social and physical context. This approach focuses more on the role of the context and the external factors that are seen to be outside of the control of the individual.

Several theories and models depend on those two theoretical perspectives and affirm the interaction of both individual characteristics and contextual forces. Through theories, two main types of pro-environmental action determinants were identified.

1) attitudinal factors, such as personal norms, beliefs, morals, values, and identity, which can influence people's general willingness to act with pro-environmental intent. Research has examined rational choice (Jackson, 2005), values (Dunlap & Van Liere, 1978), emotions (Swim and others, 2009), morals and norms (Schwartz, 1977), identity (Gatersleben, Murtagh & Abrahamse, 2012), and socio-demographic variables, like age and gender (e.g., Abrahamse & Steg, 2009),

2) contextual factors that exist in the social and physical environment and could help or prohibit action. Researchers have addressed the role of habit and context change (e.g., Dolnicar & Grün, 2009), the impact of social norms and normative messaging (e.g., Schultz, Khazian & Zaleski, 2008), and technology and infrastructure (Rogers, 2003).

The concept of pro-environmental behaviour is used equivalently to environmentally responsible behaviour, environmentally friendly behaviour, in either general daily practice or specific outdoor settings (Cottrell, 2003). This concept is also used equivalently to environmentally responsible behaviour, environmentally friendly behaviour, low impact behaviour, and conservation behaviour (Mobley, Vagias & DeWard, 2010). In Table 1 below, there is a list of definitions (used terms) for the general pro-environmental behaviour.

Table 1: Definitions (used terms) for the general pro-environmental behaviour.

Authors	Term used	Definition
Stern, 2000	Environmental behaviour	The types of behaviours that change the forms of ecosystems or the biosphere or the behaviour that alter the energy or materials available in the environment.

(table continues)

(continued)

Corraliza & Berenguer, 2000	Pro-environmental attitudes	People's predispositions, relatively durable and relatively organized, to pay attention to, be concerned about, and, ultimately, to act in the name of environmental protection.
Steg & Vlek, 2009	Pro-environmental behaviour	Behaviour that harms the environment as little as possible or even benefits the environment as the pro-environmental behaviour.
Albayrak, Caber, Moutinho & Herstein, 2011	General pro-environmental behaviour	Efforts of individuals to limit the damaging actions that can harm the physical and natural environment.
Kollmuss & Agyeman, 2002	General pro-environmental behaviour	The behaviour that consciously seeks to minimize the negative impact of one's actions on the natural and built world.
Sivek & Hungerford, 1990	Pro-environmental behaviour	An action by an individual or group that promotes or leads to the sustainable use of natural resources.

Source: Own work.

1.2 Factors and Drivers of the General Pro-Environmental Behaviour

The influences of behavioural interferences increase when directed at the important foundation of related behaviour and at eliminating the obstruction against changes. Accordingly, it is critical to differentiate between factors that boost environmental behaviour and the factors that prevent environmental behaviour (Steg & Vlek, 2009).

Different theoretical views have studied factors behind environmental behaviour. In this part, three lines of research that focuses on motivation factors (Steg & Vlek, 2009), intra-personal factors and Contextual factors (Ertz, Karakas & Sarigöllü, 2016), are explained, along with some other studies on other factors and drivers for pro-environmental behaviour.

1.2.1 Motivation Factors

Steg and Vlek (2009) clarify three lines of research that focus on individual motivations to engage in environmental behaviour, which are: weighing costs and benefits, affect, and moral and normative concerns.

1) Weighing costs and benefits: individual aims to choose alternative behaviour, or more environmentally friendly behaviour, based on the highest benefits and low costs (Steg & Vlek, 2009, p. 311).

2) Affects: the theory on the meaning of material possessions (Dittmar, 1992) helps to test the role of effect in explaining environmental behaviour. From Dittmars' point of view, the use of material goods should achieve 3 functions: instrumental, symbolic, and affects. Each of environment behaviours can fall under one or more of those functions, to be taken by the individual into consideration. Steg (2005) showed that car use is more related to symbolic and affective motives than to instrumental motives.

3) Moral and normative concerns: in this category, many studies focused on the function of moral and normative concerns influencing environmental behaviour from another theoretical view. Many studies (Stern, Dietz, Abel, Guagnano & Kalof, 1999; Stern, Dietz & Guagnano, 1995) uncover the value basis of environmental beliefs and behaviours, and conclude that the more the individuals share values beyond their interest, the more likely they are willing to engage in pro-environmental behaviour.

1.2.2 Intra-Personal Factors

Pro-environmental behaviour has a miscellaneous nature for different reasons:

1) Various social and structural factors: the level of participation of the consumer (for example, the willingness to reduce energy consumption) can be limited by the opportunity and availability of alternative resources. These factors can either increase or reduce participation in pro-environmental behaviour (Larson, Stedman, Cooper & Decker, 2015).

2) Goals: these could be gain goals (what are our benefits from taking pro-environmental behaviour actions), hedonic goals (what is the level of satisfaction reached from these actions), or normative goals. These goals can define the level of participation, as well as influence the individual decision towards pro-environmental behaviour and affect the way the people perceive actions and their environmental impacts (Stern, 2000; Steg, Bolderdijk, Keizer & Perlaviciute, 2014).

3) Direct and indirect impacts, local and global influence: people will act in a pro-environmental way, if this action will bring long term or short term results, and if they will participate individually or as a group (Stern, 2000).

1.2.3 Contextual Factors

Several contextual variables are likely to interact with attitudes to shape pro-environmental behaviour and should be considered while attempting to anticipate such pro-environmental behaviour. These variables include:

1) Perceived business and the availability of time: if people have more time for the environmental activities in their life, they will be more able to behave environmentally friendly (Grimmer, Kilburn & Miles, 2015). For example; recycle requires more effort, so if

the needed tools for recycling are available and easy to access, the people's perception of the time necessary to perform recycle behaviour will increase (Vining & Ebreo, 1990).

2) Perceived wealth: the level of participation depends on the number of financial resources available to customers (Stern, 2000). The higher the customer's income, the higher they will be willing to engage in environmental actions, especially as a lot of those actions might cost more, if done in an environmentally friendly way (Grimmer, Kilburn & Miles, 2015). For example: the price of the heating system that works on renewable energy sources is more expensive than the one that depends on regular fuel.

3) Perceived power: the psychological and mental state which defines the capability of the individual to act or not in a certain environmental behaviour (Anderson, John & Keltner, 2012). Splurging to act environmentally friendly can be one of these states.

Many studies were focusing on the factors and drivers for pro-environmental behaviour. Dunlap and Van Liere (1978); Dunlap, Van Liere, Mertig, and Jones (2000) were focusing on the role of the environmental concern and concluded with the idea that a high level of environmental concern is linked to performing more pro-environmentally.

Some researchers focused on the moral obligations to act pro-environmentally. The theories of norm-activation model (Schwartz, 1977; Schwartz & Howard, 1981) or the value-belief-norm theory of environmentalism (Stern, 2000; Stern, Dietz, Abel, Guagnano & Kalof, 1999) were able to successfully explain the low-cost environmental behaviour and good intentions (like willingness to change behaviour or political behaviour), but were not able to adequately describe the high-cost environmental behaviour (like reducing car use). On the other hand, the Theory of Planned Behaviour takes into consideration a broader range of factors, especially non-environmental motivations and perceived behavioural control, which make Theory of Planned Behaviour more effective in making environmental behaviour more clear (Bamberg & Schmidt, 2003).

Some lines of studies were focusing on the influence of social norms on individual behaviour. The theory of normative conduct (Reno, Cialdini & Kallgren, 1993) differentiate between two types of social norms (injective and descriptive norms). Injective norms are the behaviour, which is assumed to be commonly either approved or disapproved. While the descriptive norms are behaviour when it is perceived as common. The influence of these two types of behaviour depends on the appearance of a particular norm (Reno, Cialdini & Kallgren, 1993).

1.3 Theories that Explain Pro-Environmental Behaviour

In the past decades, many theories have begun to emerge to explain the actions of individuals towards the environment, the most common theories are: the theory of planned behaviour (Ajzen, 1991), the value-belief norm theory (Stern, 2000), the norm-activation model

(Schwartz, 1977), and the new environmental paradigm (Dunlap, Liere, Mertig & Jones, 2000). There were also some authors who introduced models combining some components of these theories (Bamberg & Möser, 2007) or frameworks to encourage pro-environmental behaviour (Kollmuss & Agyeman, 2002; Steg & Vlek, 2009). Since many different theoretical perspectives are related to pro-environmental behaviour, this sub-chapter presents the psychological theories that focus more on the individual as the subject of behaviour. This part focuses on the influence of the individual's personal affective, cognitive, and/or behavioural characteristics and competencies. The theoretical perspectives presented include the Theory of Planned Behaviour (Ajzen, 1991), the Norm Activation Theory (Schwartz, 1977), and the Value-Belief-Norm theory (Stern, 2000).

1.3.1 Theory of Planned Behaviour

The Theory of Planned Behaviour by Ajzen (1991) is, broadly used, a social-psychological model that has been used to anticipate pro-environmental behaviour. In this theory, the behaviour is directly determined by the intention, but this intention is also determined via attitudes, subjective norms, and perceived behaviour control (Klößner, 2013):

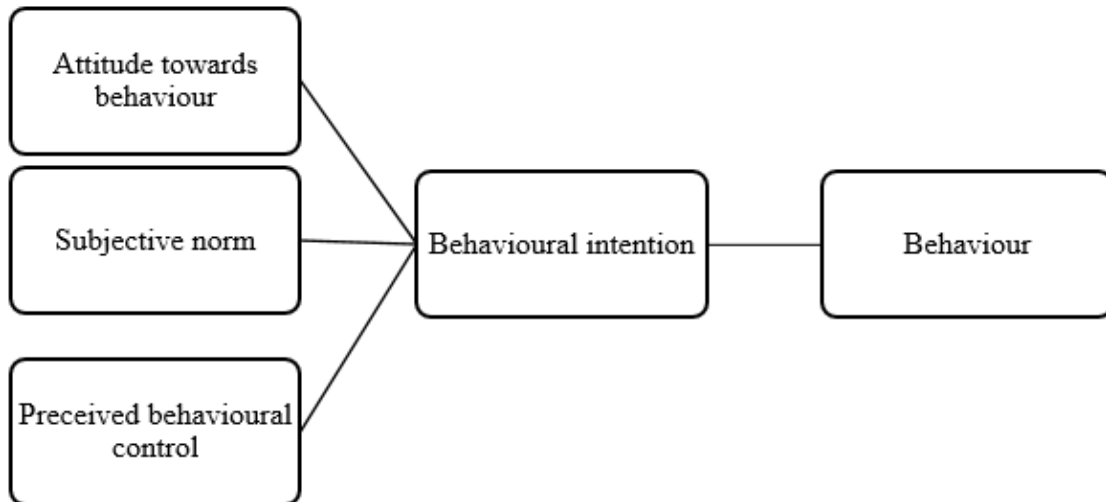
- 1) Attitude: beliefs about the behaviour we are doing, and generally related to the outcome of this behaviour (positive or negative overall performance). And usually, the evaluation for these attitudes or behaviour has already been done in advance.
- 2) Subjective norms: represent the willingness to comply with expectations of relevant people who behave alternately, or the social effect on the people's willingness to behave environmentally friendly.
- 3) Perceived behaviour control: the degree of opportunity and ability the people have in order to act in a certain way and the level in which the individual considers the environmental behaviour to be voluntary. In other words, to which level the individual think that acting or engaging in environmental behaviour is considered as a normal setting and perceived as a normal positive action.

Based on the variables in this theory we can say that the people will behave environmentally (Klößner, 2013): if they expect a positive outcome; if society or other people expect them to perform in that way and support them in doing so; and if they expect themselves to be able to implement this intention.

The Theory of Planned Behaviour suggests that the combination of a favourable attitude and subjective norm, besides perceptions of behavioural control, contributes to strong behavioural intentions and therefore behaviour. It is important to mention that in the Theory of Planned Behaviour refers to intentions to behave rather than to actual behaviour. However, behavioural intentions do not always connect with behaviour (Armitage & Conner, 2001).

Figure 1 is an illustration of how the behaviour is formed according to the Theory of Planned Behaviour.

Figure 1: The Theory of Planned Behaviour



Source: Ajzen (1991).

This theory forms a basis for many related studies associated with the environmental issues, such as organic food purchasing (Arvola and others, 2008), private car use reduction (Bamberg & Schmidt, 2001). It was mainly developed for situations that are not under volitional control (Jackson, 2005). Vacations are considered as one of these situations because many obstacles and barriers limit the tourists' control over their vacation activities and behaviours.

Empirical studies, that use the theory of planned behaviour to study the tourist's sustainable behaviour, focus on the association between the tourist's environmental attitude, behavioural intention, and subjective norms. The tourist's environmental attitude and beliefs anticipate energy-saving behaviour and environmental sustainable buying behaviour. Subjective norms and perceived behaviour control, anticipate the tourist use of transportation, food purchasing, and energy-saving behaviours (Ajzen, 2002).

Past research mainly focused on measuring the controllability dimension of perceived behaviour control but not the role of efficacy. Ajzen (2002), clearly distinguished these two variables, controllability as "the extent to which the behaviour is up to the act" (p. 681), while the efficacy as "the belief about the ease or difficulty of performing behaviour" (p. 681). To achieve behaviour changes, different types of interventions are required, and that's why both dimensions should be measured. This has been applied in various sections of hospitality and tourism researches, e.g. concerning travel mode choice (Bamberg, Ajzen & Schmidt, 2003), and food service (Kim, Ham, Yang & Choi, 2013).

1.3.2 The Norm Activation Theory

Altruism and helping behaviours are the sources for the development of this theory (Klößner, 2013). Schwartz and Howard (1984) built this theory based on the assumption that people help other people if they feel morally obliged to help in a given situation (Schwartz & Howard 1984). In this theory, the behaviour is determined by personal norms, but these norms need to be activated (Klößner, 2013).

The personal norm can be activated by four conditions (Klößner, 2013; Schwartz & Howard, 1984):

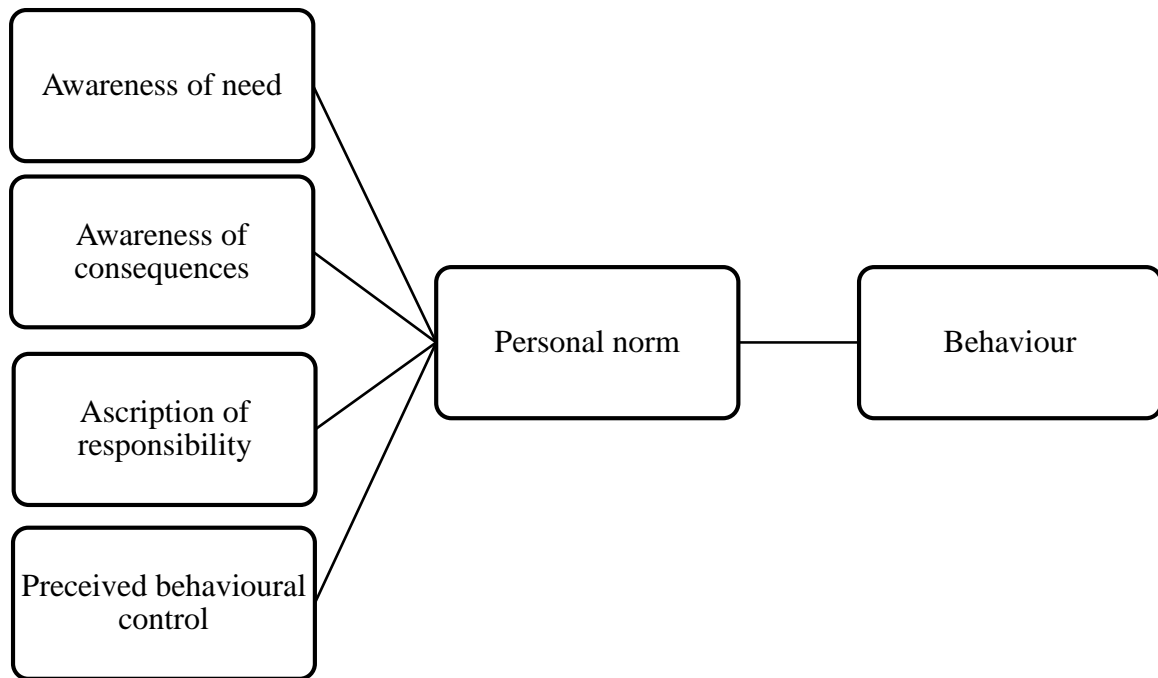
- 1) The awareness of need: the person needs to be aware of the needs of others for help.
- 2) The awareness of the consequences: the person needs to know the consequences that might occur for the person in need.
- 3) The acceptance of responsibility: the person needs to accept the responsibility of this help.
- 4) Comparable to perceived behaviour control: the person needs to consider him/her-self as capable of performing the help.

Thøgersen (1996) argues that pro-environmental behaviour is not just determined by the calculation of the cost and benefits but also by moral beliefs (Klößner, 2013) in what is right and what is wrong. This is what makes the pro-environmental behaviour linked to the norms theory, more than to the theory of planned behaviour (Thøgersen, 1996).

A potential weakness for this model might be that it depends on the individual's knowledge of the problem and the need to act (i.e., a person's awareness and open-mindedness to the opportunity), if we take into consideration the influence of opportunities, habits, and thoughts. People usually do not see all individual characteristics of their environment without focused attention, even though they become awkwardly clear once attention is drawn to them (Simons & Chabris, 1999). A lack of knowledge might be a challenge for the Norm Activation Theory, because, if people were not aware of the need to act or of the consequences of their actions, then the personal norm that influences their behaviour won't be activated.

Figure 2 is an illustration of how the behaviour is formed according to the Norm Activation Theory.

Figure 2: The Norm-Activation-Theory



Source: Schwartz (1977).

The researchers have employed the norm activation theory over and over again in the framework of pro-environmental decisions/behaviours (e.g. Bamberg & Möser, 2007; Bamberg, Hunecke & Blobaum, 2007; Klöckner, 2013).

The norm activation theory structure has also been endorsed in tourism studies to analyse tourists' pro-environmental behaviour issues (e.g. Gao, Huang & Zhang, 2017). Gao, Huang, and Zhang (2017) investigated the connection between tourists' perceptions of the negative impacts of tourism and their perceived responsibility through the norm activation theory.

1.3.3 The Value Belief Norm Theory

The Value Belief Norm Theory (Stern, 2000) builds on the assumption that the individual's personal norms directly affect their environmental behaviour during their trips. The personal norms of these individuals remain relatively stable over time, which means that they might represent a stable leverage point for encouraging environmentally sustainable behaviour (Klöckner, 2013).

This theory links values to the New Environmental Paradigm perspective and the Norm-Activation Theory through a chain of four variables that generate behaviour (Stern 2000). Several studies have shown that human values can be categorized into three categories: biosphere, altruistic, and egoistic values (e.g. Milfont, Duckit & Cameron, 2006; Stern, 2000). People with a biosphere orientation evaluate the environmental issues based on the costs or benefits to ecosystems; people with an altruistic orientation evaluate the

environmental issues based on the costs and benefits to a human group; and people with an egoistic orientation evaluate the environmental issues based on the costs or benefits to themselves (Milfont, Duckit & Cameron, 2006).

The influence of the value orientation on the acceptance of the New Environmental Paradigm, as a concept that was developed by Dunlap and Van Liere in 1978, is not clear. Dunlap and Van Liere (1978) discuss that the belief in richness and progress, the commitment to growth and prosperity, the faith in science and technology, the obligation to free economy, the limited governmental planning and private property rights, all support the environmental degeneration and/or slow down efforts to improve the quality of the environment. They also argue that the New Environmental Paradigm, which identifies the fact that human is dependent on nature and there are boundaries to the exploitation of the natural resources, if humanity wants to preserve the life support systems of the planet (Dunlap & Van Liere, 1978) is developing and gaining importance.

The main argument of the Norm Activation Theory is that personal norms are the only direct incentive of prosocial behaviours (Jackson, 2005).

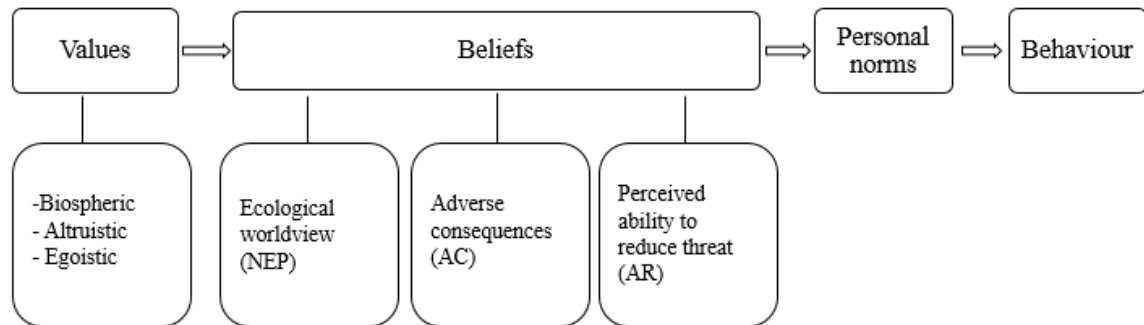
In the Value Belief Norm Theory, the admission of the New Environmental Paradigm connects to the Norm Activation Theory because it will lead to an understanding of the consequences of a particular behaviour which in turn leads to the attribution of responsibility for the actions of the individual. Once people realize that they have a specific responsibility to take or to stop specific behaviour, there is a possibility that they will act appropriately.

The Value Belief Norm Theory includes three types of behaviour: environmental citizenship, policy support, and private sphere behaviours that were distinguished by Stern (Stern, 2000). Environmental citizenship behaviours involve actions like joining environmental activism and environmental groups. Policy support involves the acceptance of government decisions that are related to protecting the environment by raising taxes and prices. Private sphere behaviours include buying, using, and disposal of personal and household products that impact the environment (Stern, 2000). Stern's model shows that environmentalist personal norms and the willingness to act pro-environmentally can be affected by information that creates these beliefs (Stern, 2000). Stern explains further, with an example, that the environmental science (about consequences) findings, explanation of those findings, and the actual openness of the political system to public influence, affect environmentalism (Stern, 2000).

Even though, the model of this theory has proven to be one of the most appropriate models for explaining pro-environmental behaviour, research finds out that this model can only anticipate actual behaviour between 19% and 35% of the time (Kaiser, Hubner & Bogner, 2005).

Figure 3 is an illustration of how the behaviour is formed according to the Value Belief Norm Theory.

Figure 3: The Value-Belief-Norm theory



Source: Stern (2000).

Evidence from empirical studies (Dolnicar & Leisch, 2008) confirms that personal norms have a strong association with some environmental behaviours, like saving water, turning off the lights or the air-condition, and using public transportation. Social responsibilities, when part of value belief norms, are associated with energy-saving and food purchasing behaviours.

The value belief norm theory suggests that factors such as problem awareness, rely upon ecological worldviews (i.e., beliefs on relationships between humans and the environment) and values (i.e., general goals that serve as guiding principles in your life) (Stern, Dietz, Abel, Guagnano & Kalof, 1999; Stern, 2000).

Prior studies propose that the value belief norm theory clarifies environmental citizenship (Stern, Dietz, Abel, Guagnano & Kalof, 1999), household energy use (Abrahamse & Steg, 2011), and policy acceptability (Eriksson, Garvill & Nordlund, 2008). This is also can be applied for the tourist intentions to pro-environmental behaviour in diverse settings, such as green hotel choice (Han, 2015) and young travellers' intention (Kiatkawsin & Han, 2017).

1.4 Motives for Pro-Environmental Behaviour

Moral motives and Economic motives are the main motives that the researches were investigating. They were comparing Theory of Planned Behaviour, Value Belief Norm Theory, Norm Activation Theory, and the Pro-Environmental Behaviour to explain the

moral motives. They also were integrating moral motivation, utility maximization, and willingness to pay for the environmental product to explain the economic motives.

1.3.1 Moral Motives

Theory of Planned Behaviour has been widely used to predict and explain behaviours in a range of domains, including to explain daily environmental behaviours, such as water conservation, waste recycling, and green consumerism (Staats, 2003). Lately, the interest in environmental social psychology to combine personal moral norms within the rational structure of the theory of planned behaviour, has been a growing (Harland, Staats & Wilke (1999); Kaiser (2006)). This interest, partially, reflects the increase in accepting the moral norm activation models in social psychology. Attempts to combine moral norms into the Theory of Planned Behaviour can be, in general, classified into three types.

The first type: moral norms are assumed to be an independent factor affecting behavioural intention (Manstead, 1999). The results from empirical studies, which were testing this type, are mixed. Harland, Staats and Wilke (1999), after studying several types of environment-related behaviours, found out that the results of adding moral norms to the Theory of Planned Behaviour variables will lead to a significant increase in the explanatory power of their behavioural models. However, Kaiser and Gutscher (2003) have different findings. They suggest, based on predicting environmental behaviour according to a multi-items General Ecological Behaviour scale, that moral norms don't add a crucial explanatory power to Theory of Planned Behaviour.

The second type: moral norms are assumed to be acting indirectly through attitudes toward behaviour instead of directly effecting behavioural intentions (Kaiser, 2006). Empirical evidence that provides support to this hypothesis is limited. Kaiser, Hübner and Bogner (2005) tested this in the framework of conservation behaviour and found out that “moral norms as antecedents to attitudes towards behaviour” enriches the explanatory power of the theory of planned behaviour model. Kaiser (2006) found strong connections between moral norms and attitude toward conservation behaviour, he suggested that these two concepts lack discriminate validity. The author tested the two hypotheses: moral norms as substitutes to attitudes, and moral norms as antecedents to attitudes. the findings indicate that both hypotheses are equally valid, which supports the assumption that they are not conceptually different.

The third type: personal moral norms explain a bit more than half of the amount of the variation in pro-environmental behaviour intentions (Bamberg & Möser (2007)) (based on a meta-analysis of many studies). However, a study that was trying to combine Theory of Planned Behaviour, Value Belief Norm Theory, and the theory of interpersonal behaviour, found that there is no influence from the personal moral norms on the behaviour after controlling intentions (Bamberg & Schmidt, 2003). Another study that was using a step-wise regression found out that personal moral norms variables, from Value Belief Norm Theory

theory, and perceived behavioural control variables, from Theory of Planned Behaviour, were the only two dominant variables in predicting pro-environmental behaviour (Wall, Devine-Wright & Mill (2007)).

Many recent studies have attempted to combine moral norms within the rational structure of the theory of planned behaviour, and the results show significant support to the idea that moral norms play a substantial role in pro-environmental behaviour. However, it appears that there is no full agreement on the exact form of the function of moral norms within the structure of the Theory of Planned Behaviour.

1.3.2 Economic motives

Pro-social behaviours in economics, such as the pro-environmental behaviour, are usually modelled as the private provision of public goods (Clark, Kotchen & Moore (2003)). The individual's actions, based on the standard assumptions in the economic models, are usually directed to maximize the benefits in line with the homo-economicus model. Based on that, there is often an assumption that behaviours are driven by egoistic motivations. The association of this assumption for the common goods, like the quality of the environment, is that the motive for free riding leads to provide sub-optimal common goods (Bergstrom, Blume & Varian, 1986)). However, this prediction contradicts empirical data on donations to charities and other public goods, such as the Red Cross (Andreoni, 1990).

In order to explain this disagreement between theoretical forecasts and empirical observations, economists have expanded standard models to include "impure altruism" as an incentive for private provision of public goods. In these models, the "warm glow" feeling drives some individuals towards their contribution to the common good, as well as the benefits of providing a collective public good (Andreoni, 1990). Thus, individuals who experience this warm glow will contribute to the common good, albeit for selfish reasons. Many of the studies that adopted this theory, attempted to identify, within the framework of self-interest, the sources of the special benefits of volunteering and the causes of different tastes among individuals. Those studies' hypothesized sources have included social approval (Rege, 2004) and prestige (Harbaugh, 1998).

- Integration of moral motivation and utility maximization

In recent studies in behavioural economics, Brekke, Kverndokk and Nyborg (2003) provide a theoretical framework that suggests that the benefits from the giving actions are motivated more by moral purposes than pure self-interest. In this theoretical framework, individuals benefit from preserving their self-image as a socially responsible person. Self-image is specified by comparing the voluntary effort with an individual's view of the "morally ideal" effort, the self-image increases as the actual effort approach the effort of the moral idea.

According to Brekke, Kverndokk and Nyborg (2003), people consider the morally ideal effort as the effort that maximizes social well-being if all members in society contribute to the same effort for the common good. However, this model recognizes that an individual's willingness to act based on moral motives, will be determined by the comparison between the costs and benefits of self-image preservation. This behavioural model explains the obvious contradiction between the expectations from the impure altruism models and the practical evidence that economic incentives sometimes reduce donations to the common good.

Building on Brekke, Kverndokk and Nyborg (2003), Nyborg, Howarth and Brekke (2006) applied the ideas from Schwartz's (1970) norm-activation model on the individuals' decision to purchase green products. In this model, the self-image represents the function of collective external benefits to contribute to the common good and the extent to which the purchase of green products is considered an individual responsibility. The understanding of responsibility is not established based on social sanctions but based on internal moral norms, such as justice and reciprocity. This model predicts that either everyone or no one purchases green products. The model also uses methods from evolutionary game theory to determine the dynamics of green product adoption. The policy on this model indicates that advertising campaigns or any other means of providing information can promote the adoption of green products if they were aimed to promote beliefs about the environmental benefits of green products and to the share of others who buy green products. The practical application of this model on green electricity programs in Sweden approves the hypothesis, that understanding the responsibility and external benefits of purchasing green electricity affect individuals' decision to purchase green electricity (Ek & Söderholm (2008).

- Willingness to Pay

Usually, the term willingness to contribute to environmental refinements or willingness to pay higher taxes is referred to as a sign of pro-environmental behaviour in the social psychology literature (Stern, Dietz & Guagnano, 1998; Stern, Dietz & Guagnano, 1995). In environmental economics, declared preference methods such as contingent valuation estimate willingness to pay, or to assess values of non-use of environmental goods. These non-use values, originally suggested by Krutilla (1967) include option value, presence value, and bequest value.

Despite the debate on whether willingness to pay non-economic drivers should be taken into consideration in policy analysis, recent contingent valuation research increasingly recognizes and incorporates a willingness to pay non-economic motivations for individuals for environmental goods. Particularly, many studies began to incorporate ideas on pro-environmental behaviour from the social-psychology literature. Recent studies (like Kotchen & Reiling, 2000; Cooper, Poe & Bateman, 2004), included environmental and altruistic attitudes, as well as standard variables, such as income, to clarify willingness to pay to non-use values. Those two studies show conflicting results regarding the impact of environmental

and altruistic attitudes on willingness to pay. Kotchen and Reiling (2000), found a relatively strong correlation between willingness to pay and attitudes, while Cooper, Poe and Bateman (2004), found that there is no relationship between willingness to pay and attitudes. The other difference between those two studies revolves around whether the distribution of tender responses (zero protests, zero, and positive willingness to pay) correlates with New Environmental Paradigm attitudes. Cooper, Poe and Bateman (2004), found no relationship, while Kotchen and Reiling (2000), displayed that individuals with a strong pro-environmental attitude are most likely to grant a solid yes/no answer.

Two other studies (Spash, 2006; Ojea & Loureiro, 2007) about contingent valuation, use different measures of environmental attitudes and build upon the concepts that were developed in the social psychology literature, to examine and study the impact of non-economic drivers on willingness to pay. Spash (2006), distinguishes subordinate economic beliefs from rights-based economic beliefs and assumes that the former relates to the tendencies of egoistic and latter values to social altruism and to trends of vital value. The second hypothesis is that willingness to pay is strongly associated with rights-based environmental attitudes. The author, in general, found practical support for the hypotheses, except that willingness to pay is more closely associated with egoistic-altruistic tendencies, rather than theoretical social altruistic and biosphere orientations. The other study (Ojea & Loureiro, 2007) has consistent results with Spash (2006), as both agree that the biosphere direction is less associated with willingness to pay, than with other values trends.

In the past years, the environmental economics theoretical and empirical literature has increasingly recognized the role of non-egoistic motives in people's environmental behaviour. In particular, these studies include differences in attitudes and values towards the environment as elements that explain heterogeneity in pro-environmental behaviours. A study by Weaver (1996), focuses on the environmentally beneficial agricultural applications. This study modelled individuals as either egoistic hedonists, selfish hedonists, imperfect altruists, or altruists. Weaver (1996) based this model on individual characteristics, beliefs, values, and attitudes. They identify the components of the model as follows: Egoistic hedonists: The individuals who are interested in profit and warm glow benefits for contributing to the common good. Selfish hedonists: develop utility only from profits. Imperfect altruists: develop utility from their contribution, profits, and the aggregate quantity of the common good. Altruists' utility: developed from profits and the aggregate quantity of common goods.

The empirical results from Weaver (1996) suggest that selfish hedonists will respond only to elements related to profits, while other individuals are willing to forfeit profits in order to contribute to the common good.

Oberholzer-Gee (2001) analyses the individuals' willingness to spend on a solar energy program in Switzerland to provide evidence for warm glow effects and altruistic motivations. The empirical results indicate that individuals are supposed to obtain warm glow benefits

when they spend on solar energy program, and altruistic motivations encourage them to participate in solar energy program because they believe that their action improves the environment.

In a household setting, Kotchen and Moore (2008) categorized individuals to be either conservationists or non-conservationists. Based on standard utility maximization, Kotchen and Moore (2008) found empirical results that suggest that individuals who are conservationists should display voluntary constraint, which means that they consume less because of the guilt that may result from overconsumption. On the other hand, non-conservationist individuals reduce their consumption because of additional costs.

Chouinard, Paterson, Wandschneider and Ohler (2008) consider individuals to have different discrete utility functions, some are ego-utility individuals whose preferences are based on personal interest, social-utility individuals whose preferences are based on moral and social interests, and the individuals whose preferences are based on both forms of utility, which means that those individuals do not maximize either component but instead, choose a middle quantity. Their model suggests that “the choice mechanism searches for some sort of ‘best’ choice, but it is explicitly not required to generate a complete and transitive preference ordering” (Chouinard, Paterson, Wandschneider & Ohler, 2008, p. 74).

Through reviewing different definitions, drivers, and popular models and theories of environmental behaviour, as well as studying their application and influences on pro-environmental behaviours and behaviour change, it has been revealed that there are several models and psychological theories of behaviour and behaviour change. Some were designed specifically for pro-environmental behaviours and some were designed for various types of behaviour. Each of these models puts two different theoretical perspectives that focus on the factors that might influence the performance of pro-environmental behaviour. Generally speaking, there are two different theoretical perspectives, either drawing attention to individual agency and the individual as the subject of behaviour, or focusing more on where the behaviour is performed from the social and physical context.

As we have seen above, social psychology provides many moral frameworks relevant to understanding and modelling pro-environmental behaviour. First, Ajzen’s (1991) Theory of Planned Behaviour stresses the part of 'perceived behavioural control' in the relationship between behavioural intention and attitudes. There have been many recent efforts to modify this rational choice theory to incorporate moral norms. This approach adds a new dimension to pro-environmental behaviour analysis with a growing body of empirical studies. Second, Schwartz's (1970) Norm-Activation Theory suggests that pro-environmental behaviour should appear when people agreed on accepting the responsibility to do their share in order to achieve co-benefits, and when they understand the consequences of their decisions on the quality of the environment. This stresses the key roles that are played by both moral and cognition judgment. Third, the Value Belief Norm Theory model, developed by Stern, Dietz,

Abel, Guagnano & Kalof (1999), provides an advanced theory of how environmental behaviours relate to deep value orientations.

Empirical research indicates that pro-environmental behaviour is most prevalent between individuals who consider "social altruistic" and/or "biosphere" as their core values. In contrast, the "Egoists" behave more consistently with the homo economicus model. The "warm glow" model of Andreoni (1990) suggests that, in economics, individuals contribute voluntarily to the provision of common goods because of the individual benefit they gain from the act of giving itself. While Andreoni's work was an important step forward, it draws from the basic ideas derived from the psychological theories discussed above. To address this gap, Brekke, Kverndokk and Nyborg (2003) built a model where individuals firstly imagine how their behaviour would be in an ideal world, characterized by full cooperation, and then experience their actual behaviour, which deviates from the ideal. This suggestion fetches judgment and moral deliberation within the modelling of rational choice, which helps to narrow the gap between behavioural realism and economic theory. Empirical research in economics on the determinants of pro-environmental behaviour has developed lively and significant literature. This literature shows two sides, the first one is that voluntary pro-environmental behaviour takes a crucial role in explaining the broad participation in programs for recycling in many industrialized countries. On the other side, the results show that only a small number of households drive hybrid-electric vehicles or buy green electricity products. If the assumed benefits directly appeal to the decision-maker and the costs of taking action are small, the pro-environmental behaviours would probably arise. This is suitable with the basics predictions from the norm-activation theory.

2 TOURIST PRO-ENVIRONMENTAL BEHAVIOUR

The concept of the tourist pro-environmental behaviour or environmentally sustainable tourist behaviour is not that different from the concept of the pro-environmental behaviour in general, which is the behaviour that does not negatively impact the natural environment (or may even benefit the environment) on both levels, globally and at the destination. This chapter expands the definition and the explanation of pro-environmental behaviour in tourism, to include different researches and theories, followed by drivers that affect tourists to act in more environmentally responsible behaviour. This might allow gaining a better understanding of the concept of the pro-environmental behaviour of tourists and what could alter their behaviour.

2.1 Identifications and Explanation of Tourist's Pro-Environmental Behaviour

Several studies are explaining the tourist's pro-environmental behaviour. Theory of Environmentally Significant Behaviour (Stern, 2000) supposes that tourist's personal norms directly affect their environmentally sustainable behaviour, the theory explains that the sense of responsibility to take pro-environmental action (Stern, 2000, p. 3) will develop, if the

tourists were aware of environmental problems and assume they are responsible for lessening such problems.

Juvan and Dolnicar, (2016), uncover a substantial difference in the estimation of the proportion of tourists that behave in an environmentally sustainable manner. This The results show that difference is explained by the definitions of environmentally sustainable tourist behaviour including/not including, the willingness to protect the environment.

Authors, in their investigations that study a specific group of tourist who assumed to behave in a particular environmentally sustainable way, have given many different names to this group of tourists over the years, including green tourists, sustainable tourists, and environmentally friendly tourists. Despite the diversity of names and definitions for this niche segment of tourists, only a few of those definitions were using the tourist's behaviour as a key defining characteristic.

In Table 2, there is a list of definitions (used terms) for the tourists' pro-environmental behaviour (Juvan & Dolnicar, 2016, p. 3).

Table 2: List of definitions (and names) for the tourists' pro-environmental behaviour.

Authors	Term used	Definition
Krippendorf (1987)	The emancipated tourist	“informed and experienced tourist with an increasing awareness of the importance of immaterial values such as health, the environment...” (p. 74)
Wood & House, (1992)	Alternative or responsible tourist	“a tourist with the need to avoid having a negative impact on the destination” (p. 101)
	Good tourist	“audits himself and his holidays” (p. 102) within the context of the impact on the people and places
Poon (1993)	New tourist	“Sensitive to environment” (p. 115); “See and enjoy, but does not destroy” (p. 145).
Ioannides & Debbage, (1997)	Post-fordist tourist	“an independent, experienced, flexible (sun-plus) traveller, who repeats visits and demands green tourism” (.p. 232)
Swarbrooke & Horner (1999)	Totally green tourists	“Not take holiday away from home at all so as not to harm the environment in any way, as a tourist” (p. 202)

(table continues)

(continued)

Authors	Term used	Definition
Dinan & Sargeant (2000)	Sustainable tourist	“someone who appreciates the notion that they are a visitor in another person's culture, society, environment and economy and respects this unique feature of travel” (p. 7)
Miller (2003)	Green consumers [in tourism context]	“actively seeking and then using that information [green product information] in the decision-making process for their holiday”(p. 33)
Dolnicar, (2004)	Sustainable tourists	tourists “who care about maintaining and protecting the natural environment at the travel destination” (p. 212)
Crouch et al. (2005)	Environmentally caring tourist	“the efforts to maintain unspoilt surroundings play a major role” (p. 14)
Dolnicar (2006)	Nature conserving tourists	“want to protect the natural resources and act in a nature-conserving way during their vacation” (p. 237)
Dolnicar & Matus (2008)	Green tourist	“behave in an environmentally friendly manner when on vacation in a wide range of tourism contexts”(p. 320)
Stanford (2008)	Responsible tourist	Has several dimensions, including “the concepts of respect, awareness, engagement (and taking time to engage), excellence and reciprocity, as well as the harder facts of spending money” (p. 270).
Dolnicar & Long (2009)	Environmentally responsible tourist	“assigns some value to the environmental responsibility demonstrated by the tour operator” (p. 10)
Mehmetoglu (2009)	Sustainable tourists	have a “consumption attitude or behaviour that intends to contribute to ecological ... sustainability in a holiday context” (p. 8)
Mehmetoglu (2010)	Sustainable tourist	“Someone who was [is] concerned about sustainability issues (i.e. of economic benefit to local people” (p. 184)
Wehrli & others (2011)	Sustainability aware tourist	“sustainability is among the top three influencing factors while booking vacations” (p.2).

(table continues)

(continued)

Authors	Term used	Definition
Chiu, Lee & Chen (2014)	Environmentally responsible tourist	A tourist who helps limit or avoid damage to the ecological environment
Shamsub & Lebel (2012)	Sustainable tourists	“those who (1) agree with a code of conduct that recommends how they as visitors should behave (2) appreciate that their activities have impacts on the environment and tailor their actions accordingly; (3) would like to make economic contribution to the host economy and therefore purchase local products such as food and crafts” (p.27)

Source: Adapted from Juvan & Dolnicar (2016).

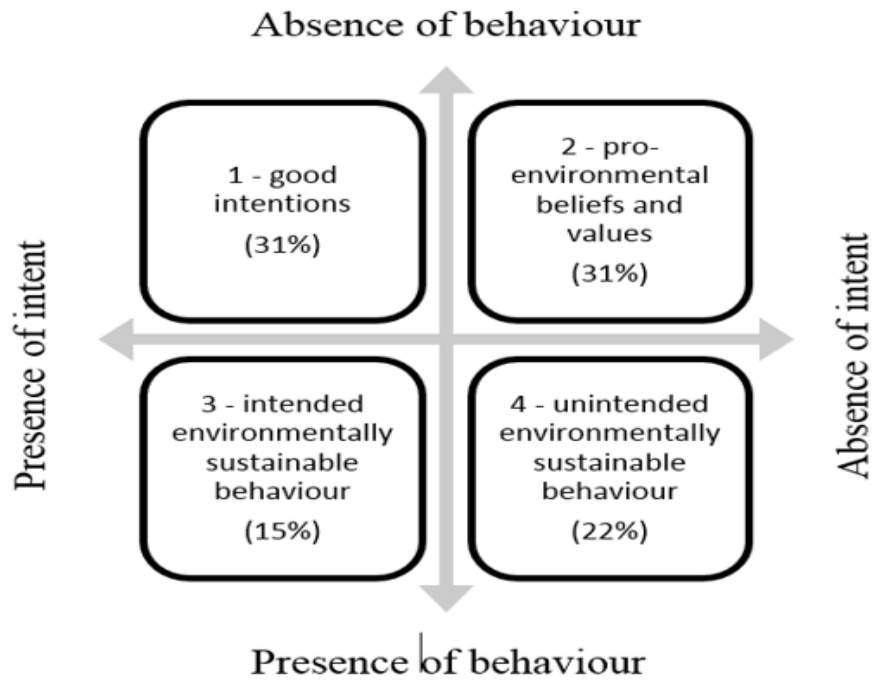
The difference in concepts used by different authors when defining pro-environmental behaviour for tourists is noticeable. Wood and House put in the centre of their definition the need for environmental protection, or that the tourists evaluate their vacations in the light of what impact their activities have on the environment (Wood & House, 1992). Other definitions put in the centre tourists who allocate money for environmental protection efforts by tourism operators (Dolnicar & Long, 2009), or make efforts or are willing to behave in a way to protect the environment (Dolnicar, 2006).

Studying these definitions could be concluded that authors build these definitions on one of these assumptions: either the tourists' pro-environmental behaviour's values and beliefs are enough to be categorized as environmentally sustainable behaviour, or the tourist's intentions to preserve the environment are enough, or that the behaviour is the only important element, not including values, beliefs, and aims (Juvan & Dolnicar, 2016).

The Theory of Environmentally Significant Behaviour (Stern, 2000), proposes that values and beliefs are responsible for the development of understanding about environmental threats and build the feeling of responsibility to reduce these threats. Based on that, values and beliefs are not enough to determine the characteristics of tourist pro-environmental behaviour, because they are suggested as an antecedent of actual behaviour. The Theory of Planned Behaviour (Ajzen, 1991), hypothesized that intentions are a direct precursor of behaviour. Based on the definitions above, intentions were suggested as premium characteristics for tourist pro-environmental behaviour.

By analysing these definitions, Juvan and Dolnicar (2016) create the theoretical framework shown in Figure 4. The tourists can either act in a pro-environmental way or not (vertical axis in Figure 4), their intentions can be pro-environmental or not (horizontal axis in Figure 4).

Figure 4: Percentage of studies focusing on each quadrant



Source: Juvan & Dolnicar (2016).

Tourists' beliefs and values and also their good intentions, on their own, are not enough to be labelled as pro-environmental behaviour (quadrant 1 in Figure 1 for 'good intentions', and quadrant 2 in Figure 1 'for beliefs and values'). Some behaviour of tourists could look like it was based on sustainable environmental intention, like saving costs by travelling by train instead of a plane, though if not intentional, cannot be considered as pro-environmental behaviour (quadrant 4 in Figure 1). On the other hand, these unintentional environmental behaviours could be interesting, if used as a base for developing new ways of making the behaviour of tourists more pro-environmentally sustainable, and making tourism more environmentally sustainable, even without their awareness. Quadrant 3 in Figure 1 shows a combination of intent and behaviours for the tourist who decides to reduce their negative impact on the environment and behave in a pro-environmental way.

Both behaviour and intention need to be present to truly categorize this behaviour as pro-environmental. Oates and McDonald's (2014) argue that just by asking about the intention or attitude to act in a pro-environmental way, doesn't inform much about the behaviour. For example: just by noticing the behaviour, it is not possible to distinguish, if the tourist chooses to travel by train, not plane, in order to reduce the carbon footprint, or just for financial concern.

After combining different concepts, a definition for intended tourist pro-environmentally behaviour is: "when a person makes a vacation-related decision or displays behaviour at the

destination that is different from how they would have otherwise decided or behaved for reasons of environmental sustainability” (Juvan & Dolnicar, 2016, p. 7).

2.2 Drivers that affect the tourist’s pro-environmentally behaviour

Tourism has several negative impacts on the components of the environment (land, water, fauna, flora, air), and these damages mostly occur during the tourist’s vacations, from their direct use of the natural resources of the destination. Tourists can keep their environmental footprint low by changing their behaviour during their vacations. During any type of vacation, tourist’s engagement in pro-environmental behaviour drops (Dolnicar & Grun 2009).

Several behaviours are available to tourists to minimize their impact on the environment. They can take less vacations or take vacations that are closer to home, buy offset vacation carbon footprint, avoid unsustainable transportation, use certified environmentally sustainable tourism providers, avoid harmful vacation activity at the destination and refuse unsustainable services.

A study made by Juvan and Dolnicar (2017), tested different ways to reduce the negative impact of tourists on the environment, and defined drivers for such behaviour. Reducing the number of vacations, using environmentally sustainable transportation, using tourism providers who put into action environmentally sustainable practices or who are labelled as environmental sustainable providers, spending vacation closer to home, and carbon offsetting, were the ways suggested to reduce the negative impact on the environment. The result from the study was that reducing the number of vacations, carbon offsetting and using environmentally sustainable transportation, count on socio-demographic drivers, like social norms and feeling of guilt. With regard to using tourism providers who put into action environmentally sustainable practices or who are labelled as environmentally sustainable providers, knowledge of these practices has the bigger impact. With higher levels of knowledge, tourist won’t rely on the labelled providers, but on their knowledge, on what needs to be done to reduce their negative impact. Supporting the idea of spending vacations closer to home rise from the attention to this behaviour as socially acceptable (Juvan & Dolnicar, 2017).

Tourist’s pro-environmental behaviour is influenced by several drivers.

1) Many articles and studies focused on the normative drivers of pro-environmental behaviour intentions. Several of them investigated the cognitive and affective triggers (Dolnicar, Cvelbar & Grün, 2017; Han & Hyun, 2018), the role of the willingness to sacrifice (Landon, Woosnam & Boley, 2018), and habits (Han & Hyun, 2018). Generally, most of the researchers used pro-environmental intention as the dependent variable, while only a few of them used pro-environmental behaviour (Cvelbar, Grün & Dolnicar, 2017; Dolnicar, Cvelbar & Grün, 2016). Dolnicar, Cvelbar and Grün (2016) found that pro-environmental

behaviour, in hedonic tourism contexts, can't be improved with the help from pro-environmental appeals. For this purpose, they suggested that more tangible benefits can motivate tourists for pro-environmental behaviour. Cvelbar Dolnicar and Grün (2017) found that, by using the segmentation approach, domestic tourists behave more pro-environmentally, because they feel that this is their country and they are more responsible for its environment, which can be also related to the normative impacts.

2) While norms can be a good predictor of intention to act pro-environmentally, they cannot be transferred into actual pro-environmental behaviour. The reasons for that could be, either lack of infrastructure, or subjective self-excuses (Juvan & Dolnicar, 2014) and full denial of the results of the behaviour (Hall and others, 2015). This group of justifications, in the vacation context, shows that people are more likely to find an excuse for themselves for not acting pro-environmentally during the vacation (Juvan & Dolnicar, 2014). One of the main drivers for not acting pro-environmentally is the cost of it. A study made by León, Araña, González and De León (2014) on the tourist's willingness to pay for a tourist product, regardless of climate change impacts, shows that tourists appreciate their financial losses more than willingness to pay to avoid negative environmental impacts (León, Araña, González & De León 2014, p. 851).

3) Factors like social context and habits play a role in the tourist's decision making, especially regarding behaving environmentally. Reno, Cialdini and Kallgren (1993) found that individuals when they make decisions on how to behave in a specific situation, look at how other people near them behave in this specific situation. Two factors play a role in this decision making, the first one is the descriptive norms which determine what is usually done in a specific situation, the second one is injunctive norms which define what is generally accepted in the community (Reno, Cialdini & Kallgren, 1993). Empirical results from Goldstein, Cialdini, and Griskevicius (2008) on the impact of environmental awareness messages on hotel guests regarding the reuse of towels to help protect the environment, shows that the messages that promote social context had the most effect on the behaviour of the guests. While the social context has been used to predict the environmental behaviour in many circumstances, there is one important disadvantage, which is that they seem to assume that the decisions for those behaviours are always made consciously (Aarts, Verplanken & Van Knippenberg, 1998). In many cases, habits play a significant role in those decisions.

4) Another factor that influences the pro-environmental behaviour of individuals are the demographic variables, such as age, gender, and educational background: or internal factors, such as pro-environment knowledge, values, attitudes, responsibility, and motives; or external factors, like institutional, economic and social incentives. The internal factors have a large influence on pro-environmental behaviour (Fliegenschnee & Schelakovsky, 1998), and the motivation variable plays a big role in the decision making for people to act in pro-environmental ways.

This thesis focuses on five main factors of pro-environmental behaviour of tourists, which are: economic variables, demographic variables, environment knowledge, self-interest motives, and place attachments.

2.2.1 Economic Variables

- Willingness to Pay

If we explain the willingness to pay from an economic perspective, it indicates that people are rational, which means that they spend more on products that they value or identify as important. Because of that explaining willingness to pay differs based on the level of valuing specific environmental goods (Liebe, Preisendörfer & Meyerhoff, 2011).

The voluntary environment behaviour is driven by altruism (Kahneman & Knetsch, 1992), because those people, whether they are poor or rich, feel morally obliged to protect their community. Therefore, the moral responsibility toward the environment is what drives explain the willingness to pay, not just the economic rationality of people and the valuing of goods (Yaghi & Alibeli, 2017). Yaghi and Alibeli (2017) examine the willingness to pay for tourists and the results indicate that the explain willingness to pay should be connected and not isolated from the ethical, economic, social, and attitudinal dimensions. The results also indicate towards evidence that there is some conflict from the side of the respondents' attitudes, as they expressed concern about the environment, but were reluctant to pay to protect it.

- Income

The income level of the tourist plays a big role in behaving in more environmental ways. Studies show that people with low-income, travel less than people with high incomes, but tourists with high incomes show stronger pro-environmental cognitions (McKercher, Prideaux, Cheung & Law, 2010). The study (Moeller, Dolnicar & Leisch, 2011) defines two types to tourists based on the cost of their activities; the environmentally sustainable tourist who chooses behaviour that is free or less expensive like who prefer to hike or to cycling; and the unsustainable tourist, who chose activities are typically more expensive, like boat riding, scuba diving, and four-wheel travelling.

2.2.2 Demographic Variables

- Education level

A large number of researchers have studied and investigated the role that education levels have on environmental consciousness. The results from those studies can be classified into two main groups: general, and exceptional results. There are not many studies that have exceptional results. Samdahl and Robertson's (1989) study shows negative results from

education levels on attitudes and self-reported behaviour. Also, Arbuthnot and Lingg's (1975) study shows negative results of education levels on self-reported behaviour. The majority of studies that fell in the general group of results and reported a significant relationship between education levels and environmental consciousness to have relatively homogeneous findings. These results indicate that people with higher education level tend to get higher scores on all components of the environmental field. This probably reflects the fact that “the very nature of ecology with its complex interactions between organisms and environment serves to make it's subject matter difficult to understand and assimilate” (Maloney, Ward & Braucht, 1975, p. 585). Therefore, it is suggested that people, with higher education levels, understand the environmental issues more fully, have a higher level of environmental consciousness and, hence, are concerned more about environmental quality and get more motivated to participate in environmentally responsible behaviours. Studies show that tourists with lower education travel less (McKercher, Prideaux, Cheung & Law, 2010). But, on the other hand, there is no role for the education level in predicting destination-based sustainable tourist behaviour (Moeller, Dolnicar & Leisch, 2011).

- Age

The majority of the studies that investigated the relationship between age and environmental attitude came to a reasonably consistent finding that there is a negative association between age and attitudes. One common explanation for this is that it is more logical to expect that younger people will support environmental reform and agree with the pro-environmental ideologies more than the elders do because such reforms and ideologies require substantial changes in traditional values, changes in the social order, and in habitual behaviours (Liere & Dunlap, 1980, p. 183).

Concerning the relationship between age and environmentally sensitive behaviour, the studies that investigated this relationship had two different results. The first group of studies suggests that age is negatively related to environmentally sensitive behaviour (e.g., Zeidner & Shechter, 1988). The second group of studies found that higher levels of green behaviour were displayed by older people (e.g., Vining & Ebreo, 1990; Schahn & Holzer, 1990). This difference in results can be attributed to either low number of younger people in the population, or to younger people stating that they will participate more in protecting the environment but in the future, because, currently, they may not have the financial stability to support such kind of behaviours (Zeidner & Shechter, 1988).

2.2.3 Motivations

“Motivation concerns energy, direction, persistence, and equifinality—all aspects of activation and intention” (Ryan & Deci, 2000, p. 69). Ryan and Deci (2000), pointed out that a diversity of factors influences an individual’s decisions to perform or not to perform an action. There are many reasons for people choosing to engage in an activity, ranging from an internal will to a fully externalized pressure. Deci and Ryan (1985), in their "self-

determination theory", try to explain human motivation to perform an action. According to the self-determination theory, motivations can be categorized into two types: intrinsic and extrinsic. Intrinsic motivation points out to the satisfaction of performing an action for its own sake. Deci and Ryan (1985) believed that people with intrinsic motivation, engage in activities because they feel satisfied with the result of performing the behaviour, rather than because of external reward or punishment.

Four different kinds of regulations of extrinsically motivated behaviours were identified by Deci and Ryan (1985): integrated, identified, introjected, and external regulations. Integrated regulation points out to behaviours that are deeply integrated into individuals' personal values and goals. In this process, individuals make their values and norms from the externally regulated rules and values by matching them to their cognitive structure through an internalization process (Darner, 2009).

Another kind of extrinsically motivated regulation is identified regulation. This kind of regulation points out to activities that are more harmonized with an individual's values and goals (Deci & Ryan, 2000); accordingly, people will feel greater volitional control over them. For example, campers, if they strongly value trees, they will feel self-determined to make the campfire smaller, even though a bigger campfire could be more pleasing.

Introjected regulation points out to behaviours that people perform based on an externally approved value, which is not fully accepted internally. These kinds of behaviours are usually performed to avoid feeling shame or guilt (Darner, 2009). As an example, driving carefully on roads inside national parks to prevent feeling guilt, which could happen if the car hit a crossing animal.

The last kind of extrinsic behavioural regulation is external regulation, which refers to behaviours that people perform, only based on an external possibility for reward or punishment (Deci & Ryan, 2000). For example, keeping food secured and away from animals while camping just to avoid a penalty or recycling to get a refund. When people are neither intrinsically nor extrinsically motivated to perform a certain behaviour, they are motivated toward that specific behaviour because of regulation.

Motives, in general, are the forces that drive the individual's reaction to a given situation (Gollwitzer & Bargh, 1996). Self-interest motives drive reactions to maximize personal utility or benefits (Bolderdijk, Steg, Geller, Lehman & Postmes, 2013), highlighting the willingness of people to change their behaviour in order to gain more benefits (Dolnicar, Cvelbar & Grün, 2017).

Motives can be classified into two groups: primary and selective motives. Primary motives are broad motives that drive people to the whole set of environmental behaviour (like changing the whole travel plans to be more environmentally friendly). Normative motives refer to motivation to act appropriately, as individuals feel morally obligated to act in a pro-environmental manner. Normative motives refer to motivation to act appropriately, or

individual feel morally obligated to act in pro-environmental manners. For example, when people change from car or motorcycle to more ecological travel models (Hunecke, Blöbaum, Matthies & Höger, 2001).

Selective motives are more direct, more immediate than the primary motives. Selective motive revolves around the needs of the people, and for that, hedonic motives and gain motives are considered selective motives. Hedonic motives refer to the motives that make the individual “feels better right now”, such as seeking personal comfort or direct pleasure (Lindenberg & Steg, 2007). An example of that, guests in the hotel might disagree with using the towel in the bathroom, if they don’t believe it will increase the level of satisfaction for them. Lindenberg and Steg (2007) define Gain motives as “the goals to guard and improve one’s resources” (Lindenberg & Steg, 2007, p. 119). Gain motives trigger the pro-environmental behaviour among tourists, if they feel that it improves their resources, but most of the times, a tourist will choose a pro-environmental behaviour, if it brings economic benefit. For example: with higher fuel taxes and prices, people might prefer to use more efficient ways to travel, like using the bus and reduce using the car to reduce their economic costs.

The domination of one of these motives (primary and selective) over the other, depends on the situation that faces the individual. Based on which kind of motive each one of them has, Miao and Wie (2013) predicted that primary motive dominates pro-environmental behaviour drivers in a household setting, while selective motives dominate pro-environmental behaviour drivers in a hotel setting.

2.2.4 Environmental Knowledge

Earlier studies have shown both: no linkage and a positive linkage between individuals’ knowledge and their pro-environmental behaviours. In the 80s, Hines, Hungerford, and Tomera (1986/87) announced a direct linkage between knowledge of the issue and individuals’ intention to act in a pro-environmental way. More recently, twenty years after Hines, Hungerford, and Tomera’s paper, a meta-analysis, conducted by Bamberg and Möser (2007), on the social-psychological determinants of pro-environmental behaviour, showed an indirect association to behavioural intention, even though they included individuals’ knowledge of environmental problems as a determinant of behaviour. Steg and Vlek (2009), pointed out that increases in individuals’ knowledge lead to increases in knowledge of environmental problems, which, as a result, increases knowledge of substitutional behaviour. They assumed that “generally, information campaigns hardly result in behaviour changes. However, prompts appeared to be effective in changing behaviour” (p. 314). An additional reason for this linkage, between knowledge and behaviour, in Steg and Vlek’s study, is that informed people are more likely to accept environmental policies.

For several years, researchers were widely discussing the tourist’s environmental responsible behaviour, and were focusing in their studies on: recreation involvement (Lee,

2011), obligations (Dolnicar & Leisch, 2008), personal norm (Dolnicar, 2010), and place attachment (Ramkissoon, Smith & Weiler, 2013). The results of those studies could not conclude with certainty, if the level of tourist's environmental knowledge and the degree of environmental sensitivity were associated with their environmental responsible behaviour.

Huang and Shih (2009), defined the environmental knowledge more widely by relating it to the understanding and the concern regarding the natural environment, and the encouragement of an individual's responsibility for environmental protection. Schahn and Holzer (1990) define two kinds of knowledge: 1- Factual environmental knowledge: the knowledge about the definitions of environmental problems, the causes and the consequences. 2- Actions related to environmental knowledge: the knowledge of the human actions that affect the environment.

Knowledge about the attitude-behaviour relation model plays a central role and has a big influence on the adoption of the pro-environmental behaviour, where the higher the tourist's knowledge and awareness level about the environmental problem, the more they will be willing to behave more pro-environmentally (Huang & Shih, 2009). As a result, the tourist who have more environmental knowledge will more likely appreciate and care about the environment, and will also show more empathy towards it (Perterson, 1982).

Yuxi and Linsheng (2017) suggests, by examines the influence of environmental awareness on the environmentally-friendly behaviour of tourists and identifies the function of perceived quality as an intermediary variable, that gained-perception of tourists promotes environmentally friendly behaviour, and lost-perception hurts pro-environmental behaviour.

Cheng and Wu (2015) indicate, by testing the relationship between tourists' knowledge, sensitivity, place attachment, and environmentally responsible behaviour, that (a) high scale of environmental knowledge is connected with powerful environmental sensitivity, (b) if the tourists have high sensitivity to the destination, their place attachment will be more meaningful, (c) the stronger the environmental sensitivity, the stronger will be the environmentally responsible behaviour towards that destination, (d) and with higher place attachment the environmentally responsible behaviour will improve.

2.2.5 Place Attachment

Another concept that has a role in tourist's environmental responsible behaviour is place attachment, which is defined by several researchers, like Riley (1992), and Williams and Vaske (2003), as the individuals' positive affection toward specific places. Environmental sensitivity and place attachment has a positive influence on the tourist's environmentally responsible behaviour. Place attachment is the bonding the people share with a place, and emerges as people get to know a place and endow it with value (Raymond, Brown & Robinson, 2011).

Place attachment is a result of the experience the individual has with a place (Beery & Wolf-Watz, 2014; Buonincontri, Marasco & Ramkissoon, 2017; Wolf, Stricker & Hagenloh, 2015). Those results can help transfer abstract concepts of “environment” or “nature” to actions to preserve a particular place (Beery & Wolf-Watz, 2014). Some studies report that place attachment has an impact on general pro-environmental behaviour (e.g. Buonincontri, Marasco & Ramkissoon, 2017). Other studies were testing the relationship between the place attachment and pro-environmental behaviour elements in nature-based activities or activities in protected areas: outdoor and nature-based tourism (Beery & Wolf-Watz, 2014), cultural heritage sites (Buonincontri, Marasco & Ramkissoon, 2017), guided tours in national parks (Wolf, Stricker & Hagenloh, 2015).

When tourists visit a destination, they might get influenced by what the destination offered to them, from the recreation activities or its heritage, and they gain respect or build a symbolic meaning or belongingness to that destination. This means that when the tourists care, respect, and have a high level of attachment to a destination, they might get the intention and the willingness to act in more environmentally responsible behaviour (Ramkissoon, Smith & Weiler, 2013; Ramkissoon, Weiler & Smith, 2012; Vaske & Kobrin, 2001).

Place attachment is a multi-dimensional construct comprising of place dependence, place identity, place effect, and place social bonding.

1) Place dependence: context can be described as the tourist’s attachment to a specific awareness about the uniqueness of the setting that contributes to meeting their goals (Williams, Patterson, Roggenburck & Watson ,1992). This dimension reflects the importance of the resources while providing service.

2) Place identity: is the connection between a place and the personal identity, and contains cognitive and affective elements (Proshansky, 1978.). The uniqueness of a place or its distinctiveness from other places allows developing a sense of identification.

3) Place affect: tourists will generate a sense of psychological well-being from the affective connection with natural location (Kaplan & Talbot, 1983). Natural setting increases the positive emotions towards that setting. Tourists who have higher experience with nature might have a stronger emotional attachment to it than the tourist with less experience (Hinds & Sparks, 2008).

4) Place social bonding: Tourists can value a place from its facilities, interpersonal relationships, and foster group belonging (Hammitt, Kyle & Oh, 2009). Natural settings set the context for social experiences, which might lead to a higher level of attachment if maintained on those setting (Kyle, Graefe & Manning 2005).

Some of the studies and researches on the relationship with place attachment and pro-environmental behaviour suggested that place attachment can be useful to promote pro-

environmental behaviour (Scannell & Gifford, 2010b). Other studies (Uzzell, Pol & Badenas, 2002) suggested that with a higher level of place attachment, comes a lower intention from tourists to engage in pro-environmental behaviour, while Vaske and Kobrin (2001) found the opposite, with a higher level of place attachment, the higher the intention of tourists to engage in pro-environmental behaviour. Walker and Chapman (2003), found out that place attachment is a strong predictor for tourist's pro-environmental behavioural intentions in parks.

Pro-environmental behaviour in household and hotel settings falls under the private sphere of pro-environmental behaviour. This is one of four categories for pro-environmental behaviour identified by Homburg and Stolberg (2006): environmental activism, non-activist behaviour in the public sphere, private sphere environmentalism, behaviour in the organization.

In general, the private sphere of pro-environmental behaviour refers to the volunteer's behaviours that the people do to preserve the environment, like when the hotel guests switch off the light in the room when they leave it or take shorter baths. People usually change their behaviour due to the situation or the circumstances surrounding some settings. Some studies identified those sets that encourage pro-environmental behaviour in the household sector. Clark and Finley (2007), listed "self-perceived knowledge of climate change, environmental attitudes, and concern over future shortages" as a setting toward a positive intention to implement specific water consumption behaviours.

In the hospitality setting, researchers showed that 99% of the hotel visitors accepted the use of treated waste-water for toilets flush if there is no danger on the health (Antakyali, Krampe & Steinmetz, 2008). Also, a study from Han and Kim (2010) on customer preferences for green hotels showed that customers prefer environmentally friendly hotels. But yet the most general of the visitors are not willing to pay extra for all of that.

Another factor that has a role in the pro-environmental behaviour for tourists, and is related to place attachment, is place satisfaction. Tourists with higher satisfaction to the place are more likely to engage in pro-environmental behaviour (Jabarin & Damhoureye, 2006).

Jabarin and Damhoureye (2006) suggested that tourists with a high level of place satisfaction, are more willing to pay, and feel more committed to the environment. While studies, like Stedman (2002), suggested that the tourists with a lower level of place satisfaction, are more willing to engage in place-protection behaviour.

Ramkissoon, Smith and Weiler (2013), investigate place attachment and its relationship with place satisfaction and tourist's (high and low) pro-environmental behaviour intentions, while examining place attachment as a second-order factor. The tourists show a positive and significant effect of place attachment on their pro-environmental behaviour and positive influence of place attachment on place satisfactory.

As we have seen above, the tourist's pro-environmental behaviour was defined and explained by many researchers and authors, Juvan and Dolnicar (2016) considered the tourist's pro-environmental behaviour, as the tourist's tendency to behave in an environmentally sustainable way, and they define the tourist's pro-environmental behaviour as a person making a vacation-related decision or displaying behaviour at the destination that is different from how they would have otherwise decided or behaved, for reasons of environmental sustainability. Also in which, the tourist behaviour does not negatively impact the natural environment (or may even benefit the environment) both globally and at the destination (Juvan & Dolnicar, 2016). Chiu and Lee and Chen (2014) explain the environmentally responsible tourist: as the tourist who helps limit or avoids damage to the ecological. Lee, Jan, and Yang (2013) say that environmentally responsible behaviour is any action that alleviates the adverse environmental impact of an individual or a group.

Tourist's pro-environmental behaviour is influenced by several drivers, like demographic variables such as age, gender, and educational background. Or by internal factors such as pro-environment knowledge, values, attitudes, responsibility, place attachment, willingness to pay, and motivations. Or by external factors like institutional, economic, and social incentives.

There is a positive relationship between place attachment, and the pro-environmental behaviour of tourists, with higher place attachment, the behaviour of the tourists become more environmentally friendly.

Environmental knowledge: is the understanding and the concern regarding the natural environment, and encourages an individual's responsibility for environmental protection (Huang and Shih (2009). The tourist who have more environmental knowledge, will more likely appreciate and care about the environment, and will also show more empathy towards it (Peterson's, 1982).

Motivations, in general, are the forces that drive the individual's reaction to a given situation (Gollwitzer & Bargh, 1996). While self-interest motive is the reaction in order to maximize personal utility or benefits (Bolderdijk, Steg, Geller, Lehman & Postmes, 2013), highlighting the willingness of people to change their behaviour in order to gain more benefits. Motive can be normative concerns, what is right and what is wrong (Thøgersen, 1996). Or, personal satisfactions (Andreoni, 1990). Or could include non-environmental motives like willingness to save money or to feel comfortable (Stern 2000).

Income and willingness to pay are two main factors of economic variables, they have a strong influence on how people make decisions related to their environmental behaviour. The higher the income, the more are the people willing to pay for environmentally friendly trips.

Demographic factors like age and education have been found to influence pro-environmental behaviour. Education plays a big role in influencing pro-environmental behaviour: the longer the education, the higher level of environmental knowledge, and the bigger awareness of

environmental issues. There is a negative association between age and attitudes, as the younger generation is more flexible to support environmental reform and to agree with the pro-environmental ideologies.

3 METHODOLOGY

With the increasing popularity of Slovenia as a tourist destination and the number of tourists visiting Slovenia, the environmental issues and the protection of the environment and preservation of nature from the negative effects resulting from the behaviour of tourists, remain a subject of great interest. Especially since tourists come from different countries and from multiple civilizations and cultures, in which the environmental behaviour may not match with the environmental behaviour level of local residents. This thesis attempts to shed light on a specific group of tourists who came from the Arab Gulf region to visit Slovenia.

This chapter provides an overview of the reasons for choosing this group of tourists, identifies the tourists participating in this thesis and reviews the research methods and tools for data collection. It also aims to clarify the objectives of this study, the research question and includes a simple explanation of the questions that were used to collect data.

3.1 Target Group

The major reason for choosing to study the behaviour of tourists from the Arabian Gulf region is the fact that there is a scarcity of statistics and studies about this category of tourists, noticing that the number of tourists coming from this region to Slovenia is increasing year after year. There is also an assumption of a great cultural difference between them and the Europeans, or specifically Slovenians. There is also a dramatic difference in the environment and the nature of Slovenia and the countries in the Arabian Gulf region. Nature in these countries is arid, as the majority of the land is desert, the climate is dry and the temperature rises sharply in summer and is fairly moderate in winter. As regards to the environmental situation, there is also a big difference in pollution levels, as is demonstrated by the air quality index (AQI), which reaches 292 in the United Arab Emirates, 168 in Saudi Arabia, 104 in Kuwait and 114 in Bahrain, while the AQI in Slovenia is 46 (world air quality index project, 2019).

During the study however it was not possible to find official statistics on the number of tourists to Slovenia from the Arabian Gulf, or any of the countries from the region.

Understanding the requirements and actions of this group of tourists, and reconciling that knowledge with the standards currently adopted in hotels and other tourist facilities, could increase the number of those tourists, the majority of whom are high spenders and usually travel with their extended family members. While understanding their environmental

behaviour, could help the hotels, or any other tourist facilities to maintain their environmental standards.

3.2 Sampling

The interviewed individuals were found through tourist companies that usually deal with tourists from the Arab region. The target group was defined as visitors from any country of the Arabian Gulf region, regardless of age, gender, or profession. Interviews were conducted at the hotels where they were staying, on the last day of their stay in Slovenia.

Tourists from four tourist groups, wherein each had on average 18 tourists, were invited to be interviewed, but only 20 of them accepted. The interviewed group consisted of 7 women (35%) and 13 men (65%). The ages ranged from 20 to 62 years.

Table 3: The tourists sample

Number of tourist	Gender	Nationality	Age group	Education level
20 tourists	13 Male 7 Female	4 Saudi Arabia 4 Bahrain 4 Qatar 6 UAE 2 Kuwait	1 Between 16-25 4 Between 25-40 7 Between 40-55 8 Between 55 and above	2 Some high school, no diploma 4 High school 5 Postgraduate 5 Master 4 PhD

Source: Own work.

As the mother tongue for the interviewees and the interviewer is Arabic, and to avoid any misunderstanding in the questions or the answers, the interview was conducted in the Arabic language. Interviewees were provided with a list of questions, and the answers were recorded by them in writing. No consent was given for the audio recording of the interviews.

3.3 Research Methods and Instruments for Data Collection

To achieve the research goals (analysing the pro-environmental behaviour of the tourists from the Arabian Gulf in Slovenia to find a mutual understanding between behaviour, requirements, and customs of the incoming tourists, and the environmental positioning of Slovenia as a tourist destination), and to gain a better understanding of the environmental behaviours of tourists from the Arabian Gulf, semi-structured interviews were conducted with 20 tourists from the Arabian Gulf, who visited Slovenia in summer of 2019.

3.3.1 Semi-Structured Interview

Semi-structured interviews were chosen as a method of research to attempt capturing as much information as possible from the tourists, regarding their activities and behaviour. Semi-structured interviews also allow for discussion about drivers of their behaviour, inclusive of motives, that are not specifically included in the research, as well as their needs to feel comfortable, while embracing environmentally friendly practices.

3.3.2 Research Questions and Questions Design

The purpose of this study is to answer the main research questions:

- 1) What are the main drivers that are impacting the pro-environmental behaviour in tourism?
- 2) Are the tourists from the Arabian Gulf in Slovenia behaving environmentally friendly?

In order to understand the impact of the main drivers on the pro-environmental behaviour of tourists, a group of questions were asked to obtain information about habits of those tourists in their home environment; their ideas about vacations, including whether environmental protection is a priority; feelings connected to environmentally-friendly behaviour; and the effect of the place attachment and the environmental protection situation in Slovenia/Ljubljana on their behaviour?

To analyse the behaviour during the stay of those tourists in Slovenia, it was important to establish the level of their environmental knowledge and attitudes toward pro-environmental behaviour, as well as behaviour in their home environment, and to determine their choices for an ideal trip, followed by inspection of their actual behaviour during the trip in Slovenia.

In the process of empirical research, the questions were composed based on the desire to collect as much information as possible from the tourists regarding the nature of their behaviour during their trip. The questions of the interview were divided into several groups, based on the theoretical part of this study, and in order to gather and analyse information that would help us answer the research questions (see Appendix 3 for the list of questions

that have been used in the interview). Then the answers were analysed by establishing criteria for evaluating and studying the responses.

4 RESULTS

Based on the results of the interviews, the discussion was led around the following key themes: environmental knowledge, the meaning of pro-environmental behaviour, place attachment, motives, home setting behaviour, pro-environmental behaviour as part of planning the vacation, and behaviour in Slovenia. Accordingly, a basic presentation of the answers and summarized statements, are presented below.

4.1 Environmental Knowledge and Meaning of Pro-Environmental Behaviour

The tourist's answers, in general, show some level of awareness about environmental issues. Answers to the posed questions could be grouped according to three main directions:

- The first group in which answers were more of an explanatory nature: more than half of the tourists explained the reasons that lead to those problems, some of the answers were simple, like "Vehicle exhaust, exhaust factories and waste" or just "Air pollution", others thoroughly described the environmental problems, from their point of view, by saying "One of the most important reasons is human greed and love for the material at the expense of the environment. The industrial cities and the destruction of forests and indifference to natural life and the deterioration of life environment has a negative impact on humanity and the destruction of natural and plant resources, which is the source of food for humans and animals."
- The second group in which answers were related to the outcome of environmental problems, some tourists were talking about the results of these problems, some of their answers: "The environmental problems we face today will lead to the destruction of the planet unless we find solutions soon. The most important of which is global warming, which is produced through the fumes and gases of factories, for example, which rise from the Earth's surface to the atmosphere. Another example is water pollution through an oil spill that affects organisms and potable water" and "I see that it has a big negative and dangerous impacts on life on this planet, because it leads to big increase in the pollution of the natural resources and increase the temperature of the atmosphere".
- The third group of answers, in which the tourists gave proposals for solutions on how to prevent or reduce the results of such problems, some of their answers: "These problems have a negative effect on humanity, and awareness must be raised so that these problems do not worsen." and "There should be an increase in the awareness about the environment and the importance to preserve the environment because it has direct impact on humans."

At the same time, there was a small number of tourists who didn't give answers that could indicate any environmental awareness. One of the tourists was explaining how clean is the environment in Slovenia "The environment is so important to life, and here in my opinion the environment is very clean comparing to our countries". Another answer was only "Smoking cigarettes" as one of the reasons for the environmental problems.

In regards to the idea that behaving in an environmentally friendly way will help reduce the environmental problems, there were some answers mostly confirming that. Even though, some of the interviewees answered simply with "Yes" without further explaining or with unrelated answers "Yes, smoking less". But there was more than half of the tourists explained what behaviours are needed to reduce the environmental problems, like "Of course, we can preserve the environment through reuse and recycling, which reduces waste disposal through incineration and thus reduces global warming. Reuse is also a useful way to turn waste into new usable products, thus preserving the environment as well as the international economy." Or "Yes, by reducing the consumption from the natural resources, preserve the natural landmarks, reduction in water use, and recycle" One of those tourists, who confirmed the right behaviour, didn't just list the role of the individual, but also that the governments should be involved "Yes, sure if there was a true will from the governments, this will help to reduce the negative impacts on the environment. Also recycle will help."

Only one tourist was sceptical about this approach and had an opposite opinion, he said: "I think it is really difficult to achieve this because the environmental awareness on the global level is so weak, and the ability of the environmental supporters are limited."

On the topic of what pro-environmental behaviour means to them, the tourists were encouraged to talk about their perceptions regarding pro-environmental behaviour, what they think about that kind of behaviour, whether they feel proud of their environmentally friendly behaviour, and whether they are willing to spend extra money just to act in that way.

The majority of the tourists think that pro-environmental behaviour is the right way to behave, one of them even said that this behaviour should be enforced on the tourists, as well as on the citizens "This behaviour should be enforced on every citizen and tourist". The rest of the tourists consider pro-environmental behaviour as a luxury behaviour.

After that, the tourists were asked whether they usually talk to their friends or other people about the experiences they have during their trip, especially those related to pro-environmental behaviour, and the reasons for that. There was a small number of tourists who said that they don't talk with friends about their behaviour in their trips, one of the answers was "I never thought about this before".

Majority of the tourists said that usually when they are back home, they tell friends about what they saw and experienced in that country. Some explained that they do this to encourage and motivate their friends to behave environmentally friendly "Yes, to guide them and

encourage them to do such behaviour when they visit a country.” or “Yes, to spread the environmental awareness and explain the benefits from protecting the environment.”.

Some of them explained that the reason behind their actions was actually related to the environmental atmosphere in Slovenia “Yes, I felt magnificence how those people (Slovene citizens) preserve the nature in this wonderful country and the wonderful cleanliness of the city.”

A lot of tourists show a willingness to pay for environmental gifts, which are gifts that are locally made and sold. They were answering that their gifts usually are “a souvenir from a local shop”. Some did not specify that the gifts are from a local store, but it could be from any store “Souvenir, not important from where”.

Only one tourist answered that he doesn’t buy the gifts from stores in the country that he visits, but he said: “I buy gifts from international stores and the duty-free”.

4.2 Place Attachment and Motives for Acting Pro-Environmentally

Regarding place attachment drivers, through several questions, the tourists, explained how their pro-environmental behaviour was influenced by elements related to place attachment factor.

First, they explained how it was easy to act environmentally friendly in Ljubljana, but with different follow up explanations. Some of them explained that it was easy to act in such a way because of the general instructions, by which they meant the signs and pictures on how to behave in some cases “Easy, because the general instructions help to remember to behave that way”.

Others mentioned that the environmentally friendly behaviour of the people in the country makes it easier for the tourists to copy that behaviour, “Easy, because of the general atmosphere, the social environment that motivate for it, and the suitable infrastructure for it” or “It’s easy to behave in such an environmentally friendly way because the lifestyle adopts that”.

A large number of tourists answered that it was easy for them to behave in an environmentally friendly way because of the availability of garbage containers “It is easy to act environmentally friendly in Ljubljana because there are places to throw garbage everywhere and put them in the right place.” or “It’s so easy, because everything is available to behave environmentally friendly”. And there were only a small number of tourists who didn’t provide a reason for it.

The second element was the available infrastructure in Slovenia in general, and Ljubljana in specific, that supported their pro-environmental behaviour. The majority of the answers, fifteen of them, were either related to the availability of garbage containers or the general

instructions, some of these answers “There is in every place garbage container that is divided in a way that makes you feel responsible to keep the city clean.” or “The method of organization and guidance motivated me to behave environmentally.”

Some tourists said, that beside the garbage containers, the nature in the country was one of the motives that helped them to act in an environmental way “The clean streets, the green nature, and the garbage containers everywhere” or “The surrounding environment in general, such as roads and transportations. And society in an integrated way.”

And some random answers were not related to the previous ones; “Integration of all aspects of additional infrastructure and the people surrounding it” and “Allocation of places for smokers and a lot of public toilet”.

The third element, that they were encouraged to talk about, was whether there were differences between what they experienced in Ljubljana and any other city visited before.

There was one tourist who said that there was a difference between Ljubljana and other cities that he visited, but in favour of those other cities, he said “I visited Canada, Montreal and Dubai, others countries have more flowers”.

Some tourists answered that they didn’t see any difference between Ljubljana and any other city “Almost all the European cities were similar regarding the help to behave in an environmental way” or “I saw no difference between Ljubljana and any other international capital that I visited”.

The majority of the answers confirmed a difference between Ljubljana and other cities, but in favour of Ljubljana. The explanations given differed, and it can be categorized in four groups:

- 1) Some reasoning that it was due to the general instructions for cleanliness and the organization of the city “Organization and clearness in all what concern cleanliness.”, “The organization and the general instructions.”
- 2) Others said that it was related to the nature “Its natural beauty, the green spaces in it and the clean air”.
- 3) The level of cleanliness of the city “The cleanliness of the city is unrivalled, the cleanliness of the hotels and restaurants, and the cleanliness of the people”.
- 4) Some compared Ljubljana to other cities that they lived in or visited “There is a big difference between Ljubljana (or any other European cities) and cities like Cairo, Cairo is a big city that has a problem with air and water pollution, noise, and low level of cleanliness” and “There is a big difference between Ljubljana and many other Arab cities in environmental lifestyles in terms of cleanliness and how they deal with human waste.”

The tourists showed three lines of answers when they were identifying the motives that impacted their behaviour.

More than half of the tourists' stated that it is their general, daily behaviour and their way of living "Because it is my way of life everywhere" and "Because it is my daily behaviour anywhere." One explained further by saying that the efforts of an individual could benefit the whole world "I act environmentally friendly in my country as well as in all the countries I visit. And the reason I behave in this way is that the impact of preserving the environment in my place will affect the whole world". Another one added, that the nature in Slovenia also plays a role, motivating him to act environmentally during his holiday "Usually I act in an environmentally friendly way, in Slovenia especially because it is a beautiful and clean country, and also to preserve the forest."

Smaller group of tourist's answers revolved around the affect of the nature of the country and the environmental culture in Slovenia: "The unusual cleanness and the picturesque nature", or "The nature and the country and people culture in preserving the environment".

Very few answers confirmed that the infrastructure available in Slovenia helped acting more environmentally friendly "The availability of garbage containers everywhere."

Concerning economic motives, none of the tourists showed any indication that there is a financial barrier against behaving environmentally friendly. At the same time, they didn't explain that their behaviour was based on the intention to protect the environment. For example, more than half of the tourists said that they bought a reusable bag for shopping, just because it was big enough and better designed than the single-use plastic bags, but none of them said, for example, that they bought the reusable bag because it has a lower negative impact on the environment, or because with buying it they use less of plastic that could end up in the ocean or nature.

4.3 The Difference Between the Behaviour at Home and on Vacation

During the interview, the tourists were asked to describe any differences in their pro-environmental behaviour at home and on vacation, and to elaborate and explain their answers.

There were some answers, less than half, confirming the difference in behaviour between home and on vacations, all of them stating that they behave more environmentally friendly at home. Most of them explained the difference by having more freedom at home "Yes, at home there is greater freedom to act more environmentally" or more in control to act environmentally "Yes, at home the control is more and more accurate, because of the privacy of the house and the size of the behaviour". Other explained differently, stating that at home it is their responsibility to act environmentally friendly, but on vacation this responsibility falls on other people in hotels or restaurants "At home, me and the rest of the family are

responsible for the cleanliness, but on vacations, the restaurant and hotels have workers for cleaning”, and “In the house, I live there so everything should be clean. While at the vacation, it is not my home and there is other people to clean it”.

The majority of tourists denied difference in their environmental behaviour at home and on vacations, most of them connecting these behaviours to recycling “Commitment to recycling, non-wasteful use of water and dumping of garbage in designated areas” and “Reuse plastic bags, and not throwing garbage in public places”, dealing with garbage “Preserving the environment at the house implies to everywhere. I don’t throw garbage in the street to preserve the cleanliness of the city”, commitment to cleanliness “I am committed to cleanliness inside and outside the house or hotel.” And some tourists were just answering in a more general way, like “Civilized behaviour in the apartment or hotel, commitment to public cleanliness and sorting and keeping waste in its place and the safety of green spaces and air and avoid noise pollution” or “Preservation of the environment must be present everywhere and in every country, where the impact will be on the whole world and the globe”.

4.4 Planning a Trip vs. the Actual Behaviour During the Trip

The tourists were requested to describe their ideal trip. They were directed to make choices regarding transportation, restaurants, stores, hotels, and activities.

Regarding the way of transportation, half of the tourists choose public transportation (metro, train, and bus) either for trips between cities or inside the city “Public transportations and metro”, some of them like to travel by train for long distances. The other half, some tourists choose privet transfers as their way to travel “My private car” and the rest didn’t specify means of transportation, saying that they prefer ground transportation between the cities and inside it, while planes between countries “Trains between the cities, public transportations inside the city and planes between countries”.

The tourist’s preference for the type of restaurant varied: while part of them said that they like to try local restaurants “if they can”, the majority of tourists choose other kinds of restaurants, like international restaurants (Italian or Chinese), Halal restaurants and franchised restaurants. A small sample of tourists said that they don’t have specific preferences, as long as restaurants are of high quality and clean.

It is worth mentioning that none of the tourists' choices for a preferable place for accommodation includes any reference to environmentally friendly hotels. All of their answers were either based on the ranking of the hotel, 4 and 5 stars’ hotels, or their locations, whether in the city centre or near special touristic places “Hotels with beautiful view and in the city centre”.

Regarding kinds of stores they plan to visit, their choices varied between stores that sell high-quality products, big stores, and malls, souvenirs stores, or stores in the city centre. Only a small number of interviewees showed interest in visiting stores that sell locally produced products.

Most of the tourists prefer to do activities that take place in nature, visiting historical places, sightseeing, sports activities like cycling and canoeing, or walking around cities and attending concerts. The rest were different: visiting spas and resorts, go shopping, or sailing between the islands and on lakes.

To evaluate the pro-environmental behaviour of tourists from the Arabian Gulf region in Slovenia, interviewees had to answer 9 specific questions about their actions during their trip to Slovenia. Only half of them confirmed pro-environmental behaviour in at least 5 cases.

Regarding noticing and using city bikes in Ljubljana. The majority of tourists saw the bikes, but only one tourist used it. Most of who noticed the bikes mentioned that there was no time in their schedule to use the bike “Yes I saw them, but we had to go and see too many places and for that, we didn’t have time to ride them.”, or to the registration process and the needs to have a card that they may not use again “I saw the bikes, and they are a nice idea. But I didn’t try them because I didn’t have a card to register”.

Concerning the use of public transportation. Less than half of tourists said no, as they came as part of a group with a tourist guide and a bus, so they didn’t need to go around the city alone and use public transportation “We wanted to go around the city with the bus, but we couldn’t leave the group.” A larger number of tourists said that they were able to use the public transportation “We had the chance one time to go from the hotel to the city centre with the bus. It was a good experience but it was the bus was late.”

As regards to trying local food in restaurants. Greater number of tourists said that they went to a local restaurant at least once during their trip “Yes, we went to Panorama restaurant next to Lake Bled.” While the rest of the tourists preferred international food and franchised restaurants. Most of them went to a local restaurant but did not try local food. The reason behind that is that they wanted a restaurant that serves only Halal food “We checked several restaurants in Ljubljana that consider as local restaurants but they don’t serve Halal food, so for that we couldn’t try any local ones.”

As for noticing the presence of different types of trash cans for different purposes almost all of the tourists noticed them and more than half of them were able to use them properly “Yes sure we saw them everywhere, and we have always sorted the waste according to its purpose.”, “Yes, we take care to put each in its specific place”, and “Yes, I noticed them. I always made sure to separate the garbage and throw it in the custom boxes”.

Regarding wasting food during the breakfast buffet or dinner buffet in hotels. More than half of the tourists said it happened that there was food left on their plate, either because of the wrong measurement of the level of hunger “Unfortunately, it happened some times that I left food because I didn’t measure exactly how much I was hungry”, or because of their kids “I tried to control my kids and not take much more than they need, but it is hard and not all the time I can do that.” The rest of the tourists said they were not wasting food “Yes, after some experiences in the past, I am able to take what is enough for me.”

For visiting local stores or malls and supermarkets. Half of the tourists said that they went to both, but they mostly went to the local market in the old part of Ljubljana just to take photos, and they acutely did not buy anything from there “One part of our visit to the old part of Ljubljana was visiting the market, it was really beautiful we had a lot of picture from there.” Or “Yes, I went there with the group, but I didn’t buy anything because we just had dinner.” Almost all the other half only went to malls and supermarkets, most of the explaining was that they are used to go to the mall or shopping centre in their countries and buy all their needs from there “In my country, we only go to malls, they have everything we need.” Or “We went to the malls in BTC, it was easier with the kids.”. And only one said that she was going to the local market and stores to buy what she needed “I had the chance to buy nice blueberry from one local market in Bled.”

Regarding using reusable bags. More than half of them said that they bought or used a reusable bag. And the rest were using plastic bags.

As for using plastic water bottles or reusable ones. Almost all of them were using plastic water bottles, most of them comment that it was easier and lighter to have a plastic bottle than glass ones “I carry a plastic bottle because I don’t want a heavy glass bottle and I don’t want to be worried that it might get broken”.

The tourist’s behaviour in the hotel was tested in regards to 3 aspects: lights in the room, air-condition, and bathroom towels. It is possible to divide the tourists answers into two groups. The first one, which is smaller with numbers, is with answers from tourists who saw stickers or general guidelines related to energy saving or towel use in the hotel rooms. Those tourists commented that “it was really helpful” and most of them followed instructions, except few tourists. One said that he was turning the lights off during the day and using the towel multiple times, but had to use the air-conditioning more than usual because of the heat “Yes, there was, but not always I follow them, in one day it was hot so I turn on the air conditioner all day.”. The other one said that he was following instructions regarding lights and air condition, but not for towel use “Yes for light and air condition, but towel new one every shower.”

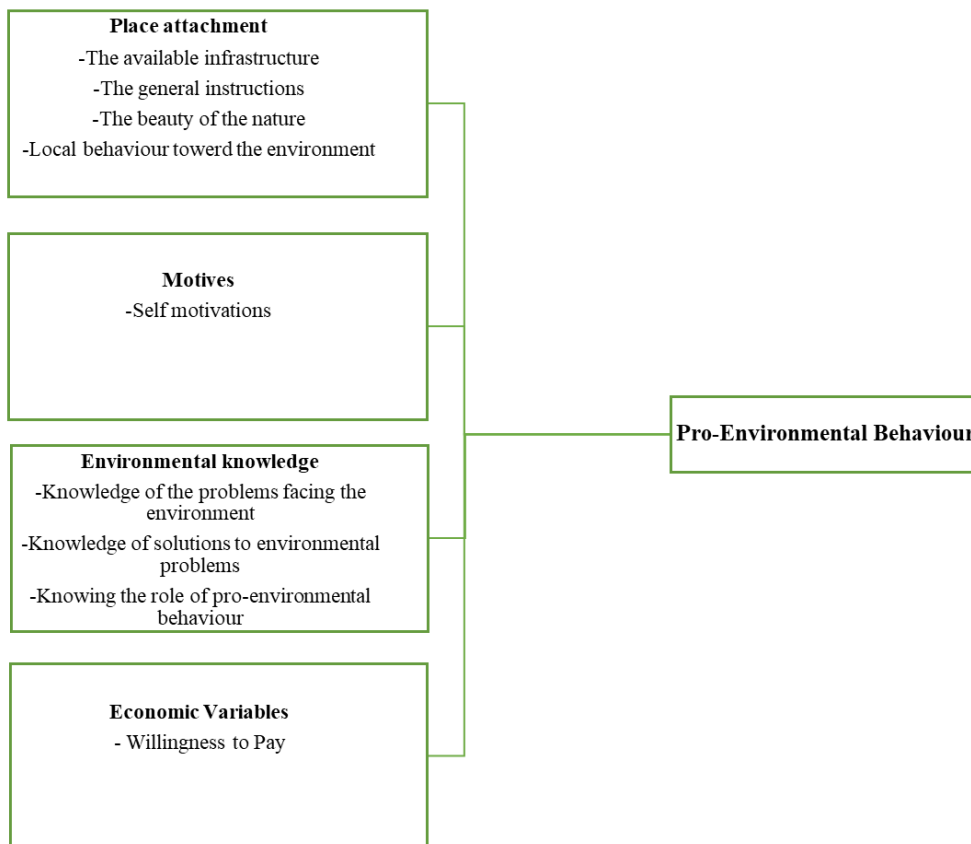
The second group, more than half of the tourists, is with answers from tourists who didn’t see stickers or guidelines for energy-saving and towel use. All of them said that they were turning them off during the day. Regarding air-condition, almost all of them confirmed that

they didn't use the air condition continually all day. There was only one tourist said he was using air-condition a lot due to high temperatures "Yes, there was a sticker telling us to turn off the lights during the day and not use the air-condition unless it is necessary, me and my family were following these roles but the temperature was high and I had to turn on the air-condition during the day". Regarding the use of towels, most of them confirmed that they were using one towel multiple times in the day. Few tourists said that they were using the towel ones or twice in the day "I saw those picture on the wall next to the door, and I follow them but I can't use the towel, for shower, two times without clean it" or they brought their own towels "I follow them all, and I use my own towels only".

In general, all the tourists from the Arabian Gulf were satisfied with the tourist services provided to them during their trip to Slovenia. Even though some of the tourists expressed disappointment at their inability to eat local Slovenian cuisine, however, they all admired the nature, culture, and activities available in Slovenia, as well as the quality of the Slovenian people.

To summarize the findings mentioned in this chapter, Figure 5 presents the main factors and its components that influenced the pro-environment behaviour of the tourists participating in the interview.

Figure 5: Factors influencing the pro-environmental behaviour of tourists



Source: Own work.

5 DISCUSSION

This chapter covers the centre discussion on the topic: firmly based on the result of the interviews, it presents the main finding from the interviews in order to analyse the pro-environmental behaviour for tourists who came from the Arabian Gulf region to Slovenia, including how much their behaviour was pro-environmentally in Slovenia. The findings are followed by recommendations and ended with an explanation of the limitations faced during the conduction of the interviews.

5.1 Main Findings

In general, the tourists from the Arabian Gulf region show a medium level of pro-environmental behaviour. From the contextual factors perspective, none of them show any moral reservations against acting environmentally friendly either at home or on vacation. The majority of the participants in the interviews are either retired or close to retirement, which might indicate that they have more free time and more financial stability, and almost all of them showed a willingness to pay for environmental products and sustainable transportation. But when it came to actual behaviour, their words did not fit their actions, for example, the majority of them prefer to use their cars to move around in their home cities or most of them prefer to buy their daily grocery from malls and not from the local market. At the same time, most of them expressed the importance of nature conservation and hygiene, both in their own countries and in other countries alike, and they showed concerns regarding the quality of air, especially as they live in countries where the air quality is not high.

In more specifics, out of those tourists who came from the Arabian Gulf region to visit Slovenia, half can be considered as pro-environmental tourists. Most of their choices, though didn't correspond to the pro-environmental behaviour, which has several reasons:

One of the reasons is that there were some issues related to cultural differences, tourism products, and infrastructure. Some environmentally friendly actions could not be taken due to religious restrictions (lack of Halal labelled restaurants in Slovenian), or due to getting used to going to the malls and buying there instead of going to local stores. Another part of untaken environmental behavior was related to lack of free time and ability to use sustainable transportation because they were obliged to follow a specific trip program.

Another reason is that they did not actually plan their trip only on the basis of it being an environmentally friendly trip, this was clear as the majority of those tourists didn't confirm the pro-environmental behaviour to be a priority while planning the vacations. This was based on series of choices for planning a trip, and only a few of them were related to environmentally friendly choices, for example, none of them wished to stay in eco-hotel, less than half of them were willing to give up air transportation and use more sustainable transportation modes, and a big number of them were not willing to try local food.

- Analysing the driver for pro-environmental behaviour of tourists from the Arabian Gulf region who visited Slovenia

Tourists from the Arabian Gulf region in Slovenia showed a high level of environmental awareness. Most of them were able to describe environmental problems and propose solutions or reasons for them. But when it came to knowledge about the environmental attitude-behaviour relation, some of them were lacking the knowledge about the real role of the environmental behaviour and were not able to explain how their environmental behaviour could make any difference.

Majority of the tourists value pro-environmental behaviour. They consider it as the right way to behave, which indicates that it is an easy behaviour to adopt when they are at home or on vacation. Almost the same percentage of tourists followed that consideration with their willingness to buy environmental gifts. Some of them explained further the reasons for this kind of gifts, by saying that they prefer to buy gifts that show a symbol or something that country is famous for, but would also prefer it to be from a souvenir or local store, to be sure it is the nicest gift. This shows interest in local production. The high percentage drops a bit when it comes to talking to others about this kind of behaviour. Yes, some still feel proud about this way of acting and showing others the right behaviour, but there were some tourists who would hide their environmental behaviour, and rather not to talk about it and even buy casual gifts from any store or even just gifts from the airport.

In general, the majority of tourists were positively affected by what Slovenia and Ljubljana offer regarding acting in a pro-environmental way. It was clear, from their answers, that it was easy for them to act pro-environmentally in Ljubljana, because of several elements, like the beauty of the nature, the culture of protecting the environment, the general instructions regarding cleanliness, and the available infrastructure. There was a small number of tourists who didn't get influenced by these elements the same way as the majority of tourists, but they couldn't give a convincing argument for that. They were either not able to explain, or they were answering the questions subjectively, as an example, the tourist who said that he saw more flowers in Dubai than in Slovenia.

Self-motivation has a major influence on the behaviour of most tourists. They claim that if they behave in a pro-environmental way in their trips, that was a result of their ordinary daily behaviour. Though some also mentioned the impact of nature and the available infrastructure in Slovenia on their behaviour. Those tourists when they saw the Slovenian environmental behaviour, the green nature, and the well-distributed trash cans all around the city, felt motivated and encouraged to behave environmentally friendly.

From a demographic point of view, the tourists belong to different demographic groups, as more than half of them are men, they vary in education levels from high school or no diploma, to tourists with degrees in high levels of education, but the majority of them are educated, most of them can be considered as people who are above middle age, and are from

5 different countries. It was noted that tourists, and their environmental behaviour, could not be divided based on these demographic groups. For example, it was not possible to conclude that male tourists behave more environmentally than female's tourists, or that tourists who came from one of these five countries, behaved more environmentally friendly, than tourists from other countries. But this does not apply to age groups and levels of education, as there are some differences between tourists within these two categories.

Almost all tourists are educated, half of them have either a university diploma or master's degree, and some of them have a PhD. Those tourists showed higher levels of environmental knowledge, were able to explain the environmental problems extensively, and give solutions. They also talked about the importance of companies', governments', and people's environmental behaviour.

In general, they were able to talk and explain more in answer to almost all of the questions, but when it comes to the actual behaviour, for some of them, their actions didn't match their words. Most of them didn't act fully pro-environmentally during their trip or didn't consider pro-environmental options when they are planning for a trip, they prefer, and use, the unsustainable ways of transportations, luxury hotels, and did not try local food or products. On the other hand, there were few tourists whose education either stopped during high school or even before, and those tourists didn't explain the environmental problems as extensively as the highly educated ones and used simple words to describe the importance of the people's environmental behaviour. But some of them showed high pro-environmental behaviour, either on their trips or at their home, were interested in local food and local markets, visiting nature and doing sustainable activities, and some of them were using public transportation. One example was a woman who said that she was teaching her kids how to separate garbage and encourage them to ride city bikes.

The majority of interviewed tourists were above 40 years old, part of them showing good environmental behaviour, especially behaviours that are related to environmentally friendly behaviour at home or in the city where they live, had more knowledge about the environmental problems, and provided some solutions to reduce the negative impacts on the environment, some of them are self-motivated to act environmentally friendly, are more financially stable and more capable of bearing the costs of using or purchasing environmentally friendly products, and were impressed with the environment, the people's behaviour, and nature in Slovenia and this also motivated them to act environmentally friendly during the trip.

The interviewed tourists were lacking the awareness, and in some cases the will, regarding new environmental lifestyles, especially recycling, using sustainable transportation, and considering buying and using pro-environmental products. The costs of such environmental behaviour were not the decisive factor, and other reasons for not acting environmentally were given. For example, preference of using own car to move from place to another in home countries, instead of public transportation, or favouring air transportation more than buses

or trains. Main reason for that was comfort. Younger tourists showed a higher level of willingness to use sustainable transportation, trying local and new type of food, and looking for low impact activities in nature. At the same time, those younger tourists didn't show a high level of environmental knowledge, were lacking in experience on how to act environmentally friendly in their homes and were not interested in buying or using environmentally friendly products. Their main factor in those decisions was the cost of such actions.

The findings of this thesis correspond with the results from the following studies:

- Ramkissoon, Smith, and Weiler (2013) study regarding the relationship between place satisfaction and tourist's pro-environmental behaviour, since more than half of the tourists intended to act in an environmentally friendly way because they were positively affected by nature, Slovenian environmental behaviour, and the environmental standard in Slovenia.
- Also, on the topic of "the relationship between place satisfaction and tourist's pro-environmental behaviour", the result of this thesis corresponds with the results from Jabarin and Damhoureye (2006) and Davids, Le, and Coy (2011) studies.
- Scannell and Gifford (2010b), Vaske and Kobrin (2001), Walker and Chapman (2003), and Halpenny (2010), in regards to place attachment and the intention of tourists to engage in pro-environmental behaviour.
- Yuxi and Linsheng (2017) study about the influence of environmental awareness on the environmentally-friendly behaviour of tourists.
- Yaghi and Alibeli (2016) study regarding willingness to pay, there is some conflict from the side of the tourists' attitudes, as they expressed concern about the environment, the majority of them don't take into consideration the environmentally friendly options when they plan their trips.

The results of this thesis didn't correspond with the results from:

- Stedman (2002), because tourists, in this thesis, show more willing to engage in place-protection behaviour whatever their level of place satisfaction.
- Han and Kim (2010) study on customer preferences for green hotels. None of the targeted group of tourists from the Arabian Gulf chose a green hotel, or any other kind of eco-hotel, as a place to stay when they plan a trip.
- Uzzell, Pol and Badenas (2002), suggested that with a higher level of place attachment, there is less intention from tourists to engage in pro-environment

behaviour, but in this thesis, the target group of tourists shows a high level of place attachment and this increased their level of intention to engage in pro-environmental behaviour.

- Miao and Wei (2013) study, because the majority of the targeted tourists, in this study, were behaving pro-environmentally in their hotel room, less than half of them said that they usually behave more environmentally friendly at their home.
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The results of this thesis partially correspond with the results from:

- Cheng and Wu (2013) study. Not all the tourists have a high scale of environmental knowledge, therefore, not all of them have a powerful environmental sensitivity. On the other hand, the tourists show a high level of place attachment, which helps them to improve their environmentally responsible behaviour.

5.2 Recommendations

Based on the results of the interviewees and the analyses of the pro-environmental behaviour of the tourists from the Arabian Gulf region who visited Slovenia some measures can be proposed that would significantly improve the environmental behaviour of the tourists from that region:

- More guidelines in the hotel and at the tourist attractions, that guide tourists to behave environmentally friendly.
- Clearer and more understandable signs in all the places where tourists have to behave in a way to preserve nature and keep lower impacts on the environment.
- Further training for tourist guides to provide information and guidance toward environmentally friendly behaviours for tourists.
- Call for actions to open Halal restaurants in main tourist attractions in Slovenia in general and in Ljubljana especially.

The interviewed tourists were fascinated by the green nature and the quality of the natural environment in Slovenia. They showed a big interest in the amount of garbage containers available to use. At the same time, some of them did not fully understand the symbols on the garbage containers and their meaning. Some mentioned the role played by the general guidelines and instructions, either in the hotel rooms or at some tourist attractions that they visited, that helped them act environmentally friendly.

More simple descriptions on garbage containers would help achieve the desired effect and enable tourists to separate waste correctly. Distributing instructions or pictures that contain guidelines on how to behave environmentally friendly at tourist locations could also contribute towards increasing environmentally-friendly behaviour.

It would also be helpful to train tourist guides to give important information are related to appropriate and environmentally helpful tourist behaviour. The importance of this idea comes from the fact that the tourist guide is the first and the last person the tourists see from the host country, and the most credible person to provide information about that country. With the right guidance and sufficient information from the right person, the proportion of tourists who behave environmentally friendly can be increased.

The absence of Halal restaurant in Slovenia and the fact that a big part of the Slovenian cuisine is pork-based, drive part of the interviewed tourists to go and visit restaurants that don't serve local food

5.3 Limitations

Several limitations are inherent in the current study:

- The generalizability of the results is limited by sample size. The number of participants was small due to cultural concerns to take part in this study.
- Due to cultural concern, all of the tourists, who were asked to participate, refused to give consent to record the interview and some of them only agreed on writing the answers on paper. This has an impact on data collection and consequently on results.
- Part of the provided data on behaviour in Slovenia was, by my observation, affected and substantially changed by participants, with the intention to give more environmentally friendly answers, rather to provide real picture.

CONCLUSION

Pro-environmental behaviour in tourism is related to pro-environmental behaviour in general. In both, the behaviour of the individual, or the tourist, at home or on vacation, should aim to minimize the negative impact on the environment. This behaviour is shaped by drivers that have direct and indirect influence on a person. Such drivers include knowledge about environmental problems and about the positive effects of the environmentally friendly behaviour on environment protection, self-motivation and the intention to act in a way to preserve the natural resources, the relationship the people build with the place that they live

in or visit and their wish to preserve it, and their willingness to pay for environmental trips and products.

Commonly, people, when they decide to go on vacation, seldom make this decision based on the intention to make the lowest environmental impact (McKercher, Prideaux, Cheung & Law, 2010; Juvan & Dolnicar, 2014), and the target group in this study is no different. Those tourists came from a different environment and nature than the environment and the nature in Slovenia, with a different mindset concerning environmental aspects of the trip.

This is clearly shown by the results of the study, as the lowest number of pro-environmental answers were in response to questions related to planning an ideal trip. At the same time, the results show, that some of those tourists were affected by the environmental behaviour standards in Slovenia, the environmental infrastructure available and the pristine nature of the country and changed their behaviour to be more environmentally friendly accordingly.

From the interviewed tourists from the Arabian Gulf region who visited Slovenia this summer, half of them behaved in a pro-environmental way and the rest did not. As mentioned above, the Slovenian beautiful nature, the environmental rules and infrastructure had a big influence on the tourists' behaviour. But on the other hand, some environmentally friendly actions could not be taken due to religious restrictions (lack of pork-free options in Slovenian cuisine) or due to the lack of free time and the ability to use sustainable transportation.

It was also shown that it would be difficult to predict the behaviour of those tourists, as, for a big percentage of them, the answers to each group of questions indicated opposite results. As an example: more than half of the tourists, in this thesis, said that they behave in an environmentally friendly way at home and on vacation, which could mean that they are tourists with pro-environmental behaviour, but this percentage falls to be less than half of them when analysing answers to the questions related to planning the vacations.

To improve the environmental behaviour of tourists in general, and tourists from the Arabian Gulf region, future studies could address the importance of the role of the tourist guide in introducing environmental guidelines to tourists. Most of the times, the tourist guide is the first and the last person the tourists see from the host country, and the most credible person to provide information about that country. The targeted group in this study showed great interest in the general environmental instructions and the available environmental infrastructure in Slovenia, and that motivated them to certain pro-environmental behaviour, and it could be safely assumed that they could be further encouraged to encompass environmentally-friendly practices if instructed by the tourist guide. With the right guidance and sufficient information, from the right person, the proportion of tourists who behave environmentally friendly can be increased.

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APPENDICES

Appendix 1: Povzetek (Summary in the Slovene language)

Razumevanje, kako ljudje sprejemajo odločitve o ustreznem, okolju prijaznem vedenju, je ključnega pomena za soočanje z izzivi globalnega okolja. Okoljski psihologi so preko različnih uporabnih teorij in modelov za napovedovanje ciljnega okoljskega vedenja pomembno prispevali k temu razumevanju, da bi lažje določili možnosti za vplivanje na spremembe v vedenju posameznikov. Vendar pa primanjkuje raziskav in študij o vedenju turistov iz kultur, ki se razlikujejo od kulture države gostiteljice. Cilj te študije je analizirati okolju prijazno vedenje turistov iz držav Arabskega zaliva, ki so obiskali Slovenijo, in pri tem razumeti, kako kultura vpliva na okoljsko vedenje turistov. Na podlagi pregleda literature o okolju prijaznem vedenju na splošno, natančneje v turizmu, so bili izvedeni polstrukturirani intervjuji z 20 turisti iz držav Arabskega zaliva, ki so obiskali Slovenijo. Rezultati kažejo, da so na turiste vplivali standardi okoljskega vedenja v Sloveniji, razpoložljiva infrastruktura in neokrnjena narava države ter, da so zato obnašanje prilagodili in bili bolj okolju prijazni.

Appendix 2: Interview Consent Form in English

Master thesis title: ANALYSIS OF PRO-ENVIRONMENTAL BEHAVIOUR OF TOURISTS FROM THE ARABIAN GULF IN SLOVENIA

Student/researcher name: Hasan AL Mansour Contact e-mail:

Supervisor: prof. Ph.D. Ljubica Knežević Cvelbar

I'm a student of School of Economics and Business, University of Ljubljana and I'm conducting research on pro-environmental behaviour of tourists directed to understand how the tourists from the Arabian Gulf behave in Slovenia, in order to find out what are the factors that influence their behaviour and what could be their needs in order to behave more environmentally friendly.

Since you are tourists from one of the Arabian Gulf region countries and you are visiting Slovenia, you are invited to participate and contribute to the interpretation of relevant results. This research has been undertaken only for academic purposes. Your participation in this research is completely voluntary. Your responses will remain confidential and anonymous, the only connection exposed will be your relation to pro-environmental behaviour.

During this study, you will be asked several questions regarding your knowledge, behaviour at your home and during the trip, and your opinion regarding the pro-environmental behaviour.

This interview is designed to take approximately one hour in length. The interview is semi-structured and contains open-ended questions. I encourage you to provide your own, honest answers.

I don't anticipate that there are any risks associated with your participation, but you have the right to stop the interview or withdraw from the research at any time.

Participant's agreement

I consent to audio-record and transcribe this interview. YES NO

I consent to write the answers for this interview on paper. YES NO

I consent to be quoted anonymously in the products of the research. YES NO

I, _____ (participant's name), have read carefully and I am aware that my participation in this research is voluntary and I understand all beforehand stated conditions and information. Also, the intent and purpose of this research are clear to me and I consent to participate in today's interview. I was provided with a copy of a signed consent form.

Participant's signature: _____ Date: _____

I, Hasan Al Mansour, promise to adhere to the procedures described in this consent form.

Researcher's signature: _____ Date: _____

Thank you for agreeing to participate in my research.

Appendix 3: Interview Questions in English

1) What is your general opinion about environmental problems that humanity is meeting today?

2) Do you think that we can reduce the human pressure on the environment if we behave environmentally friendly (recycle, use less, reuse, reduce the usage...)?

3) Is there any difference in your pro-environmental behaviour between home and when you are on vacation?

-if yes, how it is different? In which of them you behave more environmentally friendly? Why?

if no, describe with what do they match?

4) What was your behaviour during the vacation

- In your visit to Ljubljana, have you noticed the city bikes? Have you used them at any time?

- In your visit to Ljubljana, have you used their public transportation?

- In your visit to Ljubljana/Slovenia, have you noticed the presence of different types of trash cans, where each of which is for a different purpose? Did you try to properly separate your trash before throwing them?

- In your visit to Ljubljana/Slovenia, have you tried local food in restaurants?

- Do you usually leave food during the breakfast buffet or dinner buffet in hotels?

- When you went shopping in Ljubljana/Slovenia, did you go to local stores who sell local products, or you went to supermarkets (malls)?

- When you went shopping in Ljubljana/Slovenia, did you bought or used reusable bags?

- For water, you were having a plastic bottle or the more usage ones?

- In your hotel room, was there any notice or general guidelines that are related to energy saving, or to towel use?

-If yes: How often you were following them?

- If not: How often were you turning the lights and air-conditioning off during the day while you are in the room? And approximately, how many times were you using the same towel?

5) What motivated you to act in such an environmental way in Slovenia?

6) What kind of infrastructure helped you to act like this?

7) What were the differences between Ljubljana and any other city that you visited, that motivated you to act in an environmental way?

8) Would you evaluate that it was hard or easy to act environmentally friendly in Ljubljana? Explain.

9) How do you describe your ideal trip? For example:

- What type of transportation you look first?
- What kind of restaurant you would prefer to try?
- Which type of hotels you search for?
- What kind of stores you plan to visit?
- What kind of activity you plan to do?

10) What do you think is pro-environmental behaviour consider to you as a luxury behaviour or the right way to behave?

11) Do you usually go and talk to your friends and relatives about how much your behaviour was environmentally friendly on your trip? If yes/no, why do you feel you did this?

12) What could be your ideal gift to your friend after you visit a new country/Slovenia?

Appendix 4: Interview Consent Form in Arabic

عنوان رسالة الماجستير: تحليل السلوك المؤيد للبيئة للسائحين من الخليج العربي في سلوفينيا

اسم الطالب / الباحث: حسن المنصور

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أنا طالب في كلية الاقتصاد والأعمال بجامعة ليوبليانا وأجري بحثاً عن السلوك المؤيد للبيئة للسائحين الموجهين لفهم كيف يتصرف السياح من الخليج العربي في سلوفينيا ، من أجل معرفة ما هي العوامل التي تؤثر على سلوكهم وما يمكن أن يكون احتياجاتهم من أجل التصرف أكثر ملاءمة للبيئة.

نظراً لأنك سائح من إحدى دول منطقة الخليج العربي وأنت تزور سلوفينيا ، فأنت مدعو للمشاركة والمشاركة في تفسير النتائج ذات الصلة. تم إجراء هذا البحث للأغراض الأكاديمية فقط. مشاركتك في هذا البحث طوعية تمامًا. ستبقى ردودك سرية ومجهولة الهوية والاتصال الوحيد المكشوف هو علاقتك بالسلوك المؤيد للبيئة

خلال هذه الدراسة ، سيتم طرح العديد من الأسئلة المتعلقة بمعرفتك وسلوكك في منزلك وأثناء الرحلة ، ورأيك فيما يتعلق بالسلوك المؤيد للبيئة.

تم تصميم هذه المقابلة لتستغرق حوالي ساعة واحدة. المقابلة شبه منظمة وتحتوي على أسئلة مفتوحة. أنا أشجعك على تقديم إجاباتك الخاصة والصادقة.

لا أتوقع وجود أي مخاطر مرتبطة بمشاركتك ، لكن لديك الحق في إيقاف المقابلة أو الانسحاب من البحث في أي وقت.

موافقة المشارك

أوافق على تسجيل الصوت ونسخ هذه المقابلة. نعم / لا

أوافق على كتابة إجابات هذه المقابلة على الورق. نعم / لا

أوافق على أن أقتبس بشكل مجهول في منتجات البحث. نعم / لا

و أنا _____ (اسم المشارك) لقد قرأت بعناية وأنا مدرك أن مشاركتي في هذا البحث تطوعية وأنا أفهم جميع الشروط والمعلومات المقدمة مسبقاً. كما أن الغرض من هذا البحث والغرض منه واضح بالنسبة لي وأنا أوافق على المشاركة في مقابلة اليوم. تلقيت نسخة من استمارة الموافقة الموقعة.

التاريخ: _____ توقيع المشارك: _____

أنا ، حسن المنصور ، أتعهد بالالتزام بالإجراءات الموضحة في نموذج الموافقة هذا

التاريخ: _____ توقيع الباحث: _____

شكرا لك على موافقتك على المشاركة في بحثي

Appendix 5: Interview Questions in Arabic

- 1- ما هو رأيك العام حول المشكلات البيئية التي تواجهها البشرية اليوم؟
- 2- هل تعتقد أنه يمكننا تقليل الضغط البشري على البيئة إذا تصرفنا بطريقة صديقة للبيئة (إعادة التدوير، إعادة الاستخدام، تقليل الاستخدام...)?
- 3- هل هناك أي اختلاف في سلوكك المؤيد للبيئة بين المنزل وعندما تكون في إجازة؟
- إذا كانت الإجابة "نعم"، كيف يختلف الأمر؟ في أي منهم تتصرف أكثر ملاءمة للبيئة؟ ولماذا؟
- إذا كانت الإجابة "لا"، فصف بماذا تتطابق؟
- 4- كيف كانت تصرفاتك خلال زيارتك إلى ليوبليانا؟
- في زيارتك إلى ليوبليانا، هل لاحظت درجات المدينة؟ هل استخدمتها في أي وقت؟
- في زيارتك إلى ليوبليانا، هل استخدمت وسائل النقل العام؟
- في زيارتك إلى ليوبليانا / سلوفينيا، هل لاحظت وجود أنواع مختلفة من علب القمامة، حيث يكون كل منها لغرض مختلف؟ هل حاولت فصل القمامة بشكل صحيح قبل رميها؟
- في زيارتك إلى ليوبليانا / سلوفينيا، هل جربت الأطعمة المحلية في المطاعم؟
- هل عادة تترك الطعام أثناء بوفيه الإفطار أو بوفيه العشاء في الفنادق؟
- عندما ذهبت للتسوق في ليوبليانا / سلوفينيا، هل ذهبت إلى المتاجر المحلية التي تبيع المنتجات المحلية، أو ذهبت إلى محلات السوبر ماركت (مراكز التسوق)؟
- عندما ذهبت للتسوق في ليوبليانا / سلوفينيا، هل قمت بشراء أو استخدام أكياس قابلة لإعادة الاستخدام؟
- بخصوص مياه الشرب، هل كنت تستخدم زجاجة بلاستيكية أو زجاجات ذات القابلية للاستخدام لعدة مرات (المصنوعة من زجاج)؟
- في غرفتك بالفندق، هل كان هناك أي إشعار أو إرشادات عامة تتعلق بتوفير الطاقة، أو لاستخدام المنشفة؟
إذا كان الجواب "نعم": هل كنت تتبعهم؟ وكم مرة أتبعتمهم؟

إذا كان الجواب "لا": كم عدد المرات التي أغلقت فيها الأنوار وأجهزة التكييف أثناء النهار وأنت في الغرفة؟
وتقريباً ، كم مرة كنت تستخدم نفس المنشفة؟

5- ما الذي دفعك إلى التصرف بطريقة بيئية في سلوفينيا؟

6- ما نوع البنية التحتية التي ساعدتكم في التصرف بهذا الشكل؟

7 - ما هي الاختلافات بين ليوبليانا وأي مدينة أخرى قمت بزيارتها ، والتي حفزت لك على التصرف بطريقة بيئية؟ -

8- هل تقيم أنه من الصعب أو السهل التصرف صديقاً للبيئة في ليوبليانا؟ أشرح

9- كيف تصف رحلتك المثالية؟ فمثلاً

- ما نوع النقل الذي تفضله أولاً؟

- ما نوع المطعم الذي تفضل تجربته؟

- ما نوع الفنادق التي تبحث عنها؟

- ما نوع المتاجر التي تنوي زيارتها؟

- ما نوع الأنشطة التي تنوي القيام بها؟

10- بمنظورك، هل تعتبر السلوك المؤيد للبيئة سلوكاً فحماً أو الطريقة الصحيحة للتصرف؟

11- هل عادة ما تذهب وتحدث مع أصدقائك وأقاربك حول مدى سلوكك الصديق للبيئة في رحلتك؟ ولماذا تشعر أنك فعلت هذا؟

12- ماذا يمكن أن تكون هديتك المثالية لصديقك بعد زيارة بلد جديد ؟ (الهدايا التذكارية من متجر محلي ، والسلع من المتاجر الدولية ، وغيرها)